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INTRODUCTION: PROGRAM BASIC CHARACTERISTICS AND OBJECTIVES
INTRODUCTION

• ESADE International Summer Program will be held in Barcelona from the 1st July to 2nd August 2012.
• The program is addressed to bachelor undergraduate students of any nationality.
• Classes are taught in English and include Spanish Language sessions.
• Participants will receive an ESADE’s certificate upon the completion of the program.
• The contents and/or some activities of the program can be customized to some extent for groups larger than 10 students.
OBJECTIVES OF THE PROGRAM

The aim of the program is to help participants to:

• Expand their international experience and develop a more global mindset.
• Advance in their curriculum towards the completion of their degrees
• Enjoy the cultural richness and cosmopolitan atmosphere of Barcelona
• Improve their Spanish as a second language speaking competences and/or other language of their choice.
• Experience ESADE and be part of our learning community
• Be in touch with entrepreneurs and social leaders of Europe and Latin America.
• Reflect about social justice issues and responsible leadership.
• Know firsthand the roots of the Jesuit and Ignatian spirituality
ESADE

- ESADE is an independent nonprofit university institution, founded in 1958 in Barcelona when a group of entrepreneurs and Jesuit Society members joined forces. Since 1995, it has formed part of the Ramon Llull University.

- Our key mission is to educate individuals to become highly-competent professionals fully aware of their social responsibility.

- ESADE Business School was amongst the first business schools to be awarded the three most prestigious sector accreditations: AACSB International, EQUIS and AMBA.

- Likewise, ESADE features in the top ten of all international rankings on relations with the corporate world, from the viewpoint of both companies training their executives at ESADE Executive Education and firms recruiting our graduates.
ESADE: EDUCATIONAL AREAS

With an approach dedicated to personal development and social responsibility, ESADE boasts its own innovative learning model, a pioneer in Europe, based on the development of professional and management skills and techniques. The educational centers are:

- **ESADE BUSINESS SCHOOL.** Striving towards the leadership of successful, innovative and socially responsible companies, the School offers three study plans: MBA, Executive Education programs and undergraduate management degrees.

- **ESADE LAW SCHOOL.** Committed to university education with a practical, innovative approach and close ties to the legal world. The School offers undergraduate law degrees, Masters (LL.M.) and refresher courses.

- **ESADE LANGUAGE CENTER.** The mission of ELC is to help students and professionals to be successful in the global environment. The center provides education in Spanish, English, German, Chinese, French, Arabic in different formants including intensive programs. I offers also socio cultural programs.
CONTRIBUTION TO SOCIETY

• RESEARCH
The university's research into key issues such as business management is internationally renowned. A PhD in Management Sciences is offered and ESADE boasts an array of scholars, institutes and research centers focusing on the study of topics such as the global economy and geopolitics, innovation and entrepreneurship, leadership and governance, knowledge management, corporate social responsibility, law and economics, brand management, etc.

• SOCIAL DEBATE
ESADE is a meeting point for business people, executives, scholars, lawyers, politicians and social players. Approximately 20,000 people attend the 270-plus events organized each year. What's more, ESADE publishes the greatest number of op-eds of all business schools in Spain.
• ESADE’s programs have been rated among the best in Europe: its Master in Management (MIM) took 6th place in Europe, its MBA took 12th place and its Global Executive MBA (GEMBA) took 9th place in its debut showing in the ranking.

• International networks have always been a cornerstone of the School. ESADE has partnership agreements with over one hundred universities and business schools on all five continents and is currently the European business school with the most extensive student exchange network in Latin America. It is also a founding member of the CEMS, a prestigious global network in the field of university-level education.

• Major alumni network
The quality of ESADE education is also reflected by more than 38,000 alumni who hold positions of responsibility across the world (in over one hundred countries) in practically all sectors and industries. What's more, ESADE Alumni is the largest voluntary alumni network in Spain, and the second on a European level.
ESADE CAMPUS AND INTERNATIONAL PRESENCE

- BARCELONA- PEDRALBES CAMPUS
- BARCELONA – SANT CUGAT CAMPUS
- MADRID CAMPUS
- BUENOS AIRES CAMPUS
ESADE BARCELONA- SAN CUGAT CAMPUS

• ESADE, aware of the eventual need for larger and improved premises, opened the 19,800m² Sant Cugat Campus in 2009. What's more, the campus also houses the latest ESADE initiative, the ESADECREAPOLIS creativity park. A third generation of parks, the natural evolution of the technology parks of the 1970s and the science parks of the 1990s.

• The new site, pioneer in Spain, has been designed and constructed according to criteria of the European Higher Education Area, better known as the Bologna Plan, and is already being enjoyed by over 1,500 students.

• The campus has a library and a management resource centre, student residence, and cafeteria and refectory services.
The Jesuit Society has been actively involved in the structure and development of ESADE from its beginnings in 1956. Our history is a prime example of the close ties between the Jesuits and key social players: business people, lawyers and other professionals.

ESADE's legal governing body is a community foundation whose board is composed of Jesuits and members of society. A significant number of board members are ESADE alumni.

The appointment of the ESADE Director General is responsibility of the Jesuit Society, whose input, besides inspiring Christian values and Ignatian spirituality, reflects a 450-year-plus tradition of educating leaders for the common good and social change.

The concept of Christian humanism plays a pivotal role in ESADE's humanistic tradition. The development of human and spiritual values, as well as a commitment to justice, is essential. This approach combines with Jesuit philosophy, based on spreading the evangelical word to today's society, and enables individuals with diverse and varied ways of thinking, believers or non-believers, to share and identify with ESADE's values.

ESADE is a member of the International Association of Jesuit Business Schools, the World Association of Jesuit Law Schools and UNIJES, an association of Jesuit universities and higher education institutions in Spain.
ESADE's International Program is offered in Barcelona, an open-minded Mediterranean city known for its active, cosmopolitan society. Thanks to its location and character, the city is a major industrial, commercial and business hub. Barcelona also boasts a broad range of cultural offerings, including numerous art museums, concert halls, theatres and cinemas that offer events year-round. The city's geographical location also makes it an attractive destination for sports lovers of all kinds.
## WHY BARCELONA?

<table>
<thead>
<tr>
<th>A CITY OF LEARNING</th>
<th>MORE THAN 100,000 STUDENTS</th>
<th>MORE THAN 12,000 INTERNATIONAL STUDENTS</th>
<th>2 TOP RANKING BUSINESS SCHOOLS</th>
<th>6 UNIVERSITIES</th>
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SUMMER SCHOOL – WHY STUDY IN BARCELONA?
## SUMMER SCHOOL – WHY COME TO BARCELONA?

### WHY BARCELONA?

- **A CITY OF CULTURE**
  - 20 MUSEUMS
  - 50 ART GALLERIES
  - 21 THEATRES

- **A CITY OF ARCHITECTURE**
  - ROMAN
  - MEDIEVAL
  - MODERNIST

- **A CITY FOR THE OUTDOORS**
  - 4,5 KMS BEACH
  - 120 KMS CYCLE LANES
  - 12 PARKS
WHY DO COMPANIES COME TO BARCELONA?

<table>
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<th>WHY BARCELONA?</th>
<th>1ST</th>
<th>2ND</th>
<th>3RD</th>
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<tbody>
<tr>
<td>According to the 2011 Cushman &amp; Wakefield Study on European Cities</td>
<td>EUROPEAN CITY FOR QUALITY OF LIFE</td>
<td>EUROPEAN CITY THAT BEST PROMOTES ITSELF</td>
<td>BEST EUROPEAN CITY FOR BUSINESS</td>
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THE PROGRAM
CURRICULUM

- International Marketing (2 credits)
- Entrepreneurship: new ventures, corporate, social and international entrepreneurship (2 credits)
- Spanish (different levels) (2 credits)
- Europe: Legal and Institutional framework (1 credit)
- Legal protection of human rights in a business context (1 credit)
- Introduction to Business ethics and corporate responsibility (1 credit)
- Spain’s history, culture and arts. Options
  - 1. Recent Spanish History, Current Politics, 1931-2012: From Civil War to Democracy and the European Union (2 credits)
  - 2. Spanish Art + Culture: Understanding Spain and Barcelona through Miró, Picasso, Gaudí, and other artists (2 credits)
  - 3. Understanding Spanish and Latinamerican Society through movies (2 credits)

Each credit = 15 contact hours
ACTIVITIES

• The program will include a variety of activities: 5 excursions and 5 company visits and meetings with corporate and social leaders.

• The purpose of those activities are:
  – Experiential learning and better understanding of topics of the program.
  – Better knowledge of Barcelona’s and Spain people, culture, arts economy and society.
  – Networking within the participants of the program and with other international students.
  – Reflect on social issues, and social justice.
  – Meet social and corporate leaders
  – Understand the roots of the Ignatian Spirituality

• Excursions:
  – Among the excursions we will include a visit to Manresa and the Saint Ignatius Cave
INTERNATIONAL MARKETING

• Introduction to International Marketing
  – What is international marketing? Reasons for internationalisation. Differences between global and local markets. International marketing orientations: export marketing, multinational marketing, multiregional marketing and global marketing.

• Analysis of the International Marketing Environment
  – Economic forces. Political and legal forces. Most frequent legal issues in international marketing. Influence of culture in international marketing. The main changes in the global marketing environment.

• Segmenting International Markets and Marketing Information Systems (MIS) in International Markets

• Entry Strategies

• International Product and Brand Management
  – Product design in an international environment. International and global branding decisions. Strategic alternatives in international product management.

• Management of International Communication
  – Factors affecting communication strategies. Success factors in global communication. Communication media and advertising agencies.

• Price-setting for International Marketing
  – Factors affecting prices. Strategic decisions in international pricing. Managerial issues in pricing for international markets.

• International Distribution Channels
  – Key decisions in distribution. Factors influencing the design, selection and location of channels. Gaining access to international distribution channels. Global trends in distribution.

• Organising and Controlling International Marketing Management
  – Factors affecting organisational design. Different alternatives for organising and structuring international marketing activities. The evolution of international organisations. Complementarities of local and international marketing. Controlling international marketing operations.
ENTREPRENEURSHIP: NEW VENTURES, CORPORATE, SOCIAL AND GLOBAL ENTREPRENEURSHIP

- Identifying and Exploiting the Right Entrepreneurial opportunity ...for you.
- Location Choice for New Ventures: Cities
- Internationalization Strategies: Key Questions
- Business Model Analysis for the Entrepreneur
- Corporate Entrepreneurship: Challenge or Opportunity?
- Assembling the Startup Team
- How to prepare and exploit global expansion
- Cash Management Practices in Small Companies
- New Venture Financing
- Deal Structure and Deal Terms
- Managing in times of crisis (recommended)
- Governance of the Family Business
- Scaling a Startup.
- Starting a Nonprofit Venture
- International Entrepreneurship: Managing and Financing Ventures in the Global Economy
- The Global Entrepreneur
- Diversification in Developed and Developing Countries

- Barcelona Project Pitch
  - Groups will have to identify a Business Opportunity in Barcelona and prepare a first pitch on the business idea. The presentation must use the principles learned throughout the course. Each group is expected to share their progress on the Business Idea with the faculty periodically.

- Cases have been selected to help students in getting better acquainted with the business location and context, and the entrepreneurial uniqueness of Catalunya, Spain and Europe. They were allocated to specific sessions also for its relevance to the topics of the session and readings:
  - Ferran Adria and El Bulli
  - FC Barcelona
  - Ficosa
  - Europastry
  - Uriach
  - Mercadona
  - La Fageda
  - Sociedad Boliviana de Cemento
The course will be a intensive reflection on this underlying question. The aim is to provide participants the basic information of the tendencies contained under the rubric CSR (and similar ones), and to engage in a discussion and reflection on these issues. The bulk of the participant’s work will be the debate about cases, guest-lectures, presentations and readings, which will be delivered during the week. Each session will focus on one question, though the whole program has been conceived as forming one itinerary:

- The context: Global crisis and corporate dilemmas
- The culture: Corporate values
- The concept: Introduction to CSR
- The present: CSR practices & BOP
- The future: CSR, competitiveness and leadership

At the end of the program participants should have a better understanding of the CSR concept, and the wide variety of approaches and of initiatives which over recent years have transformed the agendas of companies, their vision, identity, governance and strategy.
EUROPE: LEGAL AND INSTITUTIONAL FRAMEWORK

• EU INSTITUTIONS AND DECISION-MAKING
  – Introduction: Ends and Means of European integration
  – The political Institutions: Working with the Commission, the Council and the European Parliament
  – European Court of Justice and the system of legal remedies

• PRINCIPLES OF CONSTITUTIONAL LAW: THE RELATIONSHIP BETWEEN THE COMMUNITY LEGAL ORDER AND THE NATIONAL LEGAL ORDERS
  – Direct effect
  – Supremacy and State liability

• THE INTERNAL MARKET
  – Harmonization and the Internal Market Project
  – Free Movement of Goods
  – Free Movement of Persons, Workers and Social Policy
  – Freedom of establishment and Freedom to provide services

• EUROPE IN THE WORLD
  – The Fragmentation of European power
    Trading with the European Union, The EU and the WTO
LEGAL PROTECTION OF HUMAN RIGHTS IN A BUSINESS CONTEXT

• **LEGAL PROTECTION OF HUMAN RIGHTS TODAY: GENERAL VIEW**
  – Introduction to Human Rights: concept, categories, ways of protection
  – Violation of human Rights by big corporations

• **CASE-ANALYSIS: TORT, ENVIRONMENTAL AND LABOR LAW**
  – Tort claim
  – Environmental
  – Labour Law

• **HUMAN RIGHTS ON THE SCREEN: CINEMA, DOCUMENTARIES DEBATES**
1. Recent Spanish History, Current Politics, 1931-2012: From Civil War to Democracy and the European Union

Syllabus

- 2nd Republic (1931-1939) + Arts and Politics (I)
- Spanish Civil War (1936-1939) + Arts and Politics (II)
- Franco (1939-1975) + Doing Business With Spaniards
- Field trip: a walk around Barcelona’s past
- + Transition Towards Democracy (1975-1982)
- The Basque Country + Barcelona
- Felipe González Years + European Union (1982-1996)
- Final Presentations (I) + PP’s Aznar Years (1996-2004) + PSOE’s Zapatero Years (2004-2011)
- Final Presentations (II) + PP’s Mariano Rajoy + Current Issues

This course covers the most relevant events in Spanish recent history and guides students through a fascinating trip. From a devastating Civil War that split the country in two (1936-1939), through Franco’s long dictatorship (1939-1975), Transition Towards Democracy (1975-1982), Spain’s entry into the EU (1986), etc. Students will be able to understand the root of regional tensions in Catalunya or the Basque Country, and become acquainted with some of our most pressing, current issues: unemployment, accumulated foreign debt, etc.
This course, which takes an in-depth look at some of the most relevant Spanish Art and Culture manifestations, is designed to supply the students with valuable insights into Spanish and Catalan society. In some lessons it deals with cultural elements that are common to all of Spain (History of Spanish Pop Music through Political and Social changes, Football, Bullfighting, Spanish food). In other lessons it highlights Catalan artists, more easily accessible to exchange students coming to Barcelona: Picasso, Dalí, Miró, Gaudí and other Modernist artists, main Museums in Barcelona, etc.

Each student is required to talk individually about a restaurant, museum, site or traditional business he or she visited in Barcelona. Students are also divided into groups, and sent to key, fundamental museums or sites, which will be the topic of a presentation: Picasso Museum, Miró Foundation, a Gaudí building, etc.

- History of Spanish Pop Music (1960-2012)
- Joan Miró (1893-1983) + The meaning of art
- Mid term presentations (I) + Food in Spain
- Mid-term presentations (II) + BCN and the Arts
- Mid-term presentations (III) + Gaudí + Modernism
- Field trip (optional): a visit to a Museum
- Salvador Dalí (1904-1989)
- Pablo Picasso (1881-1973)
- Final Presentations (I) + Bullfighting
- Final Presentations (II) + Football in Spain
- Final Written Exam (optional)
SPAIN’S HISTORY, CULTURE AND ARTS.

3. Understanding Spanish (and Latinamerican) Society through Spanish (and Latinamerican) movies.

Selected movies

- “La Lengua de las Mariposas”, by J.L. Cuerda
- “Bienvenido Mr. Marshall”, by Luís G. Berlanga + “La Colmena” by Mario Camus
- “Los Olvidados”, by Luís Buñuel + “Un Chien Andalou”, by Luis Buñuel
- “Vicky Cristina Barcelona”, by Woody Allen + 2 group presentations
- “Te doy mis ojos”, by Icíar Bollaín + 2 group presentations
- “El Secreto de sus ojos”, by J.J. Campanella
- “Mar adentro”, by Alejandro Amenábar
- “En la Ciudad”, by Cesc Gay + 2 group presentations
- “Yo soy la Juani”, by Bigas Luna + “Torrente”

- This course, which covers some of the most relevant Spanish or Latinamerican movies, is designed to offer valuable insights into Spanish recent History and current society. Movies dealing with Spanish recent history: “La lengua de las mariposas” describes Spain immediately before the outbreak of the Civil War in 1936. “La Colmena”, based on a novel by the winner of Literature Nobel Prize Camilo J.Cela, is set in Madrid, during the early stage of Franco’s dictatorship (1939-1975). Other films deal with nowadays Barcelona (as seen by Woody Allen in “Vicky Cristina Barcelona” or as seen by a local film director, in “En la Ciudad”). Other films tackle specific social issues, such as gender violence (“Te Doy Mis Ojos”), or euthanasia (“Mar Adentro”). The course includes Latinamerican movies: “El Secreto de Sus Ojos” about Argentina under the Videla military dictatorship (1974-1981), and “Los Olvidados” by Luís Buñuel, which portrays poverty in Mexico City during the 1950s.
ESADE’S Spanish language courses are an effective way of learning Spanish and improving language fluency. We focus on ensuring that our students rapidly acquire the language skills they need in a Spanish-speaking setting. Classes are both, interactive, dynamic and enjoyable focused on communication skills and helping students pick up the language right from the first day.

Our courses are closely aligned to the European Framework covering all areas identified as essential in successful communication and interaction in another language. Each course has a clearly defined syllabus which can be redefined to meet individual group needs should that be necessary.

Classes tend to be topic-based and include items related to Spanish culture. Out of these topics we have the basics of lexis and grammar. In our classes we emphasis oral interactions in the classroom paying special attention not only to grammar and lexis but also to the functional and sociolinguistic aspects through a range of varied communicative activities. Language is further reinforced with writing practice tasks which serve to consolidate those areas studies in class. Not forgetting of course the importance of phonology with special attention given to pronunciation practice.

Students’ progress is closely monitored with regular testing/assessment- both formal and informal. Teachers counsel students regularly throughout the course to ensure best results are attained taking into account the different learning styles of the students.
Our methodology can be summed up as follows:

1. Relevant content adapted to the needs of each group: everything you learn in the classroom can be applied to your student/professional life from the very first day.

2. Communication in action: our courses are centered on language practice, and include a range of activities designed to encourage active participation by the student.

3. Outstanding group dynamics, creating an excellent motivational atmosphere that really encourages a learning environment.

4. Courses specifically designed for university students: years of experience can attest to the success of our programs.

5. Our teachers are native speakers with specific training in education. They are all experts in language-teaching techniques, which is something our students really value: the average grade given to the teachers is 9.13 out of 10.

6. Learning 2.0: a virtual platform in every classroom, virtual campus, blogs, online resources and so on, all contributing to an effective, interactive learning experience.

7. Continuous progress assessment: there is on-going monitoring of your development, as well as personalized guidelines for your learning.
On March 25th, 1522, Ignatius of Loyola (Iñigo Lopez de Recalde) came down from Montserrat to Manresa. He settled down and lived eleven months there. The stay of Saint Ignatius in Manresa—far longer than he had foreseen—is of great relevance in the autobiography and deeds of the Saint. In a cave near river Cardener, Ignatius had a strong spiritual experience which was going to be the origin of more than one methodological instruction for the guidance of similar experiences: the Book of the Spiritual Exercises, a guide towards the orientation of one’s life depending upon God, “in all things to serve and love.” Ignatius always considered that his stay in Manresa had been very important. He said that those months of stay in the town had been for him a kind of Noviciate regarding spiritual things. That is why among the Jesuits the expression “to go to Manresa” meant a pilgrimage to their historical sources and the sources of their religious vocation and spirituality. There is in the whole world no other Catalan town having given its name to so many works founded by the Jesuits (57 such works at present). Saint Ignatius stay in Manresa includes a unique event that took place in front of river Cardener. There he had a vision, the so called ‘enlightenment of river Cardener’: “While he was sitting there the eyes of his mind started to open. Not that he saw a vision, but he understood and came to know many things with such a great enlightenment that everything was new to him” (Autobiography).
MANRESA AND THE SAINT IGNATIUS CAVE

• His favorite place to pray was the cave on which the Retreat House is built at present. The experience felt by Saint Ignatius here would flourish later and would bear its fruit: “The book of the Spiritual Exercises.”
AFFILIATION AGREEMENT
TUITION AND COSTS
AFFILIATION AGREEMENT ND TUITION COSTS

Tuition

• ESADE offers its summer program though affiliation agreement.
  – The university presents to their students the program as an affiliated program and accepts the credits
  – Students enroll to the program through their university and pay tuition to their tuition fees.
  – ESADE will charge the university a cost per student.

Tuition costs

• For a 5 week program and 8 credit the orientative tuition costs per student are
  – With no minimum student commitment: $ 4,800
  – With a minimum 10 students group commitment: $ 4,000
  – Tuition includes airport pick up, teaching, excursions, materials and activities, as well other support services (24 access to program manager, chaperones etc).
• Health insurance is not included. We can offer a competitive health insurance option if necessary.
• Airfares and travel expenses to Barcelona are not included.
HOUSING

- Students will be accommodated in the residence affiliated to ESADE’s campus in Barcelona.
- The residence includes the following services:
  - Individual room with kitchen
    - 773 euros per 5 week, including weekly cleaning and change of towels and sheets.
  - Meal plan:
    - Half board, including breakfast and lunch at the university’s cafeteria: 202 euros per 5 weeks.