

Universidad de Sevilla

Universidad Pablo de Olavide

fall / spring / academic year



business / economics / finance / internship / management / marketing / spanish language and culture



program snapshot

- Combination of courses for business-related majors with a Spanish minor and Spanish majors with a business-related minor; study alongside Spanish students
- Visits to companies focused on business in Spain and the EU; for-credit internships—gain practical experience in a non-American business environment
- Cultural and educational activities; excursions to sites of cultural importance in and around Seville and Spain; field trip to Morocco
- Writing center and tutorials, *Tertulia* lecture series and workshops

what you'll learn

The goals of the Business and Society program are twofold: to give students a thorough understanding of economic and business management principles practiced within Spain and the European Union; and to solidify their Spanish business vocabulary and language skills. These goals are achieved through specialized business and language coursework, related company visits, internships, a conversation exchange program, homestays, and independent study options.

thoughts from abroad

Estudiar en España te permitirá disfrutar de una experiencia personal, profesional y cultural que nunca olvidarás. Al conocer España, su idioma y su cultura desarrollarás una nueva perspectiva y un nuevo punto de vista sobre tu propio país. Esta nueva perspectiva te beneficiará a lo largo de tu carrera profesional. Nosotros estamos aquí para facilitar tu integración e introducirte a conceptos de negocios y economía en España. No te será difícil integrarte ya que los *sevillanos* son amables y abiertos. Con el programa de Business & Society, podrás diseñar tu propia experiencia, mediante una combinación de cursos de empresariales de CIEE, cursos universitarios, programa de *Intercambios* y programa de prácticas en empresas.

— Jamie Ramírez, Resident Coordinator

About the Resident Coordinator

Jamie Ramírez was born in Seville and earned his degree from the Universidad de Sevilla in Business Administration. He earned an M.B.A. at the Instituto Internacional San Telmo and has participated in staff exchanges with Georgetown University and the University of Colorado at Boulder. Jaime has been with CIEE for seven years.

About the Program Assistant

Virgina Neira, a native *sevillana*, received her undergraduate degree in English from the Universidad de Sevilla. She began working for CIEE during program orientations and joined the Business and Society program in 2006. Virginia has participated in a staff exchange with Indiana University.

About the Center Director

Dr. Mariteresa Frain is the Director of the CIEE Study Center in Seville. She completed her undergraduate work in International Politics at The Pennsylvania State University and received her M.A. and Ph.D. in International Relations at Georgetown University. Dr. Frain has worked for the International Monetary Fund and was a visiting professor at Georgetown. She also worked in the office of Portuguese Prime Minister Aníbal Cavaco Silva, who is currently the President of Portugal. Before settling in Seville, she lived and worked in Greece, Russia, Switzerland, and Madrid, Spain. Dr. Frain teaches at the *Centro de Estudios Extranjeros* of the Universidad Pablo de Olavide. She is also the Honorary Consular Agent of the United States Embassy in Seville.

About Other CIEE Staff

CIEE students in Seville are assisted by Carmen Gragera, Registrar; Morgan Reiss, Director of Student Services; Nancy Merchant, Maria Montes de Oca, and Abraham Alvarez, Student Services Coordinators; Salvador Parra, Administrative Director; Inés Muñoz, Accounting Assistant; Alberto Ruiz, Technical Assistant; Miguel Luna Romero, Writing Center and Tutorial Coordinator; Oscar Ceballos, Publications Coordinator; Antonio Rodríguez, Online Placement Test Coordinator; and Helena Andrés and Jorge Rodríguez, Receptionists.

about seville

Capital of Andalusia, Seville was one of the last footholds of the Moorish empire that ruled the Iberian Peninsula. It is home to the ingenious barber of Seville and the tempestuous Carmen. The great Renaissance painters Velázquez and Murillo were born here, and Ferdinand and Isabel ruled Spain from the royal apartments in the Alcazar Palace. Though the city preserves its past, modern Seville is the commercial hub of Andalusia. For a city of fewer than 800,000, Seville offers amazing cultural activities, from flamenco to classical, pop, and jazz concerts.

academics

Academic Program

Established in 1986, the Business and Society program offers students at the advanced language level the opportunity to solidify their Spanish language skills, while gaining an understanding of economic and business management in Spain and the European Union. The program combines coursework, related lectures, internships, and company visits. In addition, students have the opportunity to directly enroll in regular University courses.

Online Placement Exam

Prior to departure for Seville, all students are required to take a CIEE online placement exam during the scheduled exam period: mid-November to mid-December for the spring semester and mid-May to mid-June for the fall semester. The purpose of this exam is to determine the student's level of Spanish so that he or she is placed in appropriate language courses. Students should take this exam seriously, as placement in many upper-level courses depends upon a high online placement exam score.

Academic Culture

All CIEE Business and Society courses (SEBS) are held at the Universidad de Sevilla School of Economics and Business. Students may also choose to take one or more regular University courses with Spanish students at the School of Economics and Business or at the Universidad Pablo de Olavide.

CIEE Study Center courses offered during the fall semester finish before Christmas, while regular University courses have exams in January. While CIEE students may request permission for early University exams, CIEE does not guarantee approval of such requests by the University. In the spring, the exam period for regular University classes is late June.

At the end of the fall semester, academic year students have a break in late December and early January for holidays celebrated in Spain, and are not required to repeat the Intensive Session in January. Students who are enrolled in regular University classes must be back in Seville by the 6th of January to continue with their classes and take their final exams. Students who choose to take the advanced literature class during the spring semester intensive session must be back in Seville by the third week of January. All other academic year students return the first week

of February. If an academic year student does not take a course during the spring intensive session, he or she must take five classes during the semester.

During the spring semester, two vacation periods take place: *Semana Santa* and *Feria de Abril*. The dates are not fixed, but students are normally free the week before Easter (Holy Week) and again for a week approximately two weeks after Easter.

While extracurricular activities and personal travel contribute greatly to the student's overall experience, attendance is mandatory for both classes and required events. Early departure for or late return from vacation is not allowed. Any extended travel should take place prior to the start of the program, during the vacation periods, or upon completion of the program.

Nature of Classes

CIEE classes are with other CIEE students and not with Spanish students. Students registered in regular University classes take classes with Spanish students.

CIEE Community Language Commitment

Students take part in the CIEE Community Language Commitment by speaking Spanish at all times (except in emergencies). This fosters a learning community that contributes to both Spanish language proficiency and understanding of Spanish society.

Grading System

In most CIEE courses, students are graded on the basis of mid-term and final examinations, papers, class attendance, and participation. In some Universidad de Sevilla and Universidad Pablo de Olavide courses there may also be term papers, and in others, an oral final exam with the professor or a written final exam of the essay type. Numerical grades are given based on a 10-point scale and converted to the U.S. grading system.

Writing Center and Tutorials

CIEE has a writing center staffed by language professors and Spanish students majoring in Spanish philology. CIEE organizes tutorials for students to help them in reading, writing, comprehension, and speaking, which may help them progress more readily in those content courses taught exclusively in Spanish. Tutorials are also offered for regular University courses.

where you'll study

Students on the Advanced Liberal Arts program take classes at the Universidad de Sevilla, Universidad Pablo de Olavide, and the CIEE Study Center. See descriptions on the next page.

living

Housing and Meals

Housing, all meals, and laundry services are included in the program fee. Students live in Spanish-speaking private homes or student *residencias*. All attempts are made to house students individually and in their own room. However, during the spring semester, individual rooms are not guaranteed, and many CIEE students share their room and/or homestay with another CIEE student. Based upon student feedback and experience, living in a homestay or a *residencia* is the best way to improve language skills and feel a part of the local culture. Academic year students may choose to move into private apartments with Spaniards (not with other Americans) during the spring semester.

Online Pre-Departure and On-Site Orientations

Students begin their study abroad experience in Seville before even leaving home—by participating in a CIEE Online Pre-Departure Orientation. Meeting with students online, the Resident Director shares information about the program and site, highlighting issues that alumni have said are important, and giving students time to ask any questions before leaving home. The online orientation allows students to connect with others in the group, reflect on what they want to get out of the program, and learn what others in the group would like to accomplish. The CIEE goal for the pre-departure orientation is simple: to help students understand more about the program and site, as well as their goals for the program, so that they arrive to the program well-informed and return home having made significant progress toward their goals.

The mandatory week-long orientation session conducted in Seville at the beginning of the program introduces students to the country, the culture, and the academic program, as well as provides practical information about living in Spain. It includes both structured activities and independent sightseeing.

Internet

Computers at the CIEE Study Center are available to students for academic purposes. Students are encouraged to bring wireless-enabled laptops since the CIEE Study Center, both universities, and the *residencia* have wireless access. Most homestays do not have Internet connections.

culture

Cultural Activities and Field Trips

The academic program is supplemented with excursions to points of interest in Seville, which reinforce topics covered in class. The program also includes a three- or four-day field trip to Morocco, where students experience the cultural, religious, social, and economic differences of this developing North African country.

Every week students receive an e-newsletter, *Noticias desde Sevilla*, via email. The e-newsletter, which is also posted on our website at www.ciee.org/studyseville, announces happenings around Seville and the cultural activities CIEE has planned to complement academic work.

CIEE study center

The CIEE Study Center is located in a beautifully renovated *sevillano* palace built in 1725. It is centrally located, close to the *Puerta de la Carne*, and is about 10 minutes on foot from the main Universidad de Sevilla building (the *Tabacalera*). Housed in the CIEE Study Center are classrooms, CIEE student services, and CIEE administration. CIEE professors also have an office in the Study Center, so that students may speak with them privately about issues related to their progress in class.

eligibility

- Overall GPA 2.75
- 5 semesters of college-level Spanish or equivalent
- 3 semesters of college-level micro-or macroeconomics, accounting, finance, management, marketing, or statistics

duration

Fall

14 weeks: early September—mid-December or mid to late January

Spring

17 weeks: late January—mid-May or early to late June

Academic Year

37 weeks: early September—mid-May or early to late June

host institutions

Universidad de Sevilla

Since its establishment in the 16th Century, the Universidad de Sevilla has been one of Spain's leading institutions of higher learning. The schools of philology, geography and history, philosophy, law, communications, labor sciences, mathematics, psychology, business, economics, natural sciences, and engineering, and its many departments and institutes, serve the educational needs of Spain's most populous region. In total, the Universidad de Sevilla is the educational center for some 60,000 students.

Universidad Pablo de Olavide (UPO)

With 9,000 students, the Universidad Pablo de Olavide (UPO) is the second state run university in Seville. It is located on a 345-acre campus, about a 20-minute metro or bus ride from the center of the city. UPO offers both undergraduate and graduate programs in the traditional majors, as well as in biotechnology, environmental sciences, humanities, labor relations, second language acquisition, social work, sports sciences, and translation. Its facilities are equipped with the latest in technology, including campus-wide Internet access, computer, television, video and audio centers, an open access library, sports facilities, and science laboratories.

costs

CIEE Fees

Fall 2009: \$12,000

Spring 2010: available 8/15/2009

Academic Year 2009–10: \$21,600

The CIEE fees for 2009–10 include an optional on-site airport meet and greet, full-time leadership and support, tuition, housing, all meals, orientation, cultural activities, local excursions, field trips, including a three- or four-day trip to Morocco, pre-departure advising, a comprehensive student handbook, and a CIEE iNext travel card, which includes insurance and other travel benefits.

Estimated Additional Costs (Fall 2009)

Transportation (round-trip based on U.S. East Coast departure)	\$1,450
Personal Expenses	\$2,700
Books and Supplies	\$ 150
Local Transportation	\$ 250
Visa Fee	\$ 100
Potential Travel to Consulate for Visa	\$ 400
Total Estimated Additional Costs	\$ 5,050

Check our website for current fees.

immersion

Intercambios

A conversation exchange program with Spanish students is an important part of the program. *Intercambios* give students the chance to practice what they are learning in the language courses, as well as help them become more integrated into Spanish student life, and *sevillano* life and culture.

Tertulia Series and Personal Development Workshops

CIEE staff organize a series of informal lectures and workshops dedicated to personal development while living abroad. With the collaboration of business professors, CIEE staff organize workshops that address such themes as culture shock, eating well, stress management, organizational skills, and re-entry into the U.S. at the end of the semester. Students from the Universidad de Sevilla School of Economics also participate.

internship

Students have the opportunity to gain practical work experience through a for-credit internship. Eligibility for the internship is determined by the student's language ability, job skills, background, and professional attitude. Internships are not guaranteed, as Spanish firms make the final selection of eligible students. In the past, students have interned for such organizations as Telefónica, Endesa, Bolsasur, and the Macpursa Corporación, as well as a number of local smaller businesses and consulting firms.

coursework

Program Requirements

During the first few weeks, students take Intensive Spanish for Students of Business and Economics. During the remainder of the semester students enroll in four additional courses, at least two of which must be business courses. Business courses are chosen from CIEE Business and Society courses (SEBS), the CIEE Business Internship, or regular University courses in business at the Universidad de Sevilla or UPO. For their remaining courses, students enroll in *Cursos para Extranjeros* at the advanced level, CIEE courses, or additional language courses. Depending on language placement results, students with lower language levels may be required to take Advanced Spanish Business Writing.

CIEE encourages qualified students, especially those enrolled for the academic year, to take one or more regular University courses.

Participants who expect to take less than two business offerings must apply for the Liberal Arts program and request permission to take a SEBS course of interest. Such permission is usually granted if the applicant has the appropriate language level and academic background for the course requested.

Credit

Total recommended credit and a full course load for the semester is 15 semester/22.5 quarter hours. Total recommended credit for the academic year is 30 semester/45 quarter hours.

Course contact hours are 45 hours and recommended credit is 3 semester/4.5 quarter hours per course, unless otherwise indicated.

Language of Instruction

Spanish

Faculty

Faculty from the Universidad de Sevilla's School of Economics and Business teach all business courses designed for CIEE students, as well as direct matriculation courses. Highly qualified professionals, many of whom are associated with the Universidad de Sevilla and UPO, teach CIEE Study Center courses.

courses

CIEE Courses

Required Intensive Language Course

SPAN 3503 CSCS

Intensive Spanish for Students of Business and Economics

This course consists of an analysis of vocabulary and grammar related to various fields in the business world (marketing, finance, management, administration, etc.) in Spanish. Students are empowered with a vast, yet practical vocabulary that enables them to understand and analyze various types of essays, documents, and articles common to the business world.

Semester Language Course

Depending on results of the language placement exam, students may be required to enroll in this course following the intensive session.

SPAN 3001 CSCS

Advanced Spanish Business Writing

This course may be required for students who have taken Intensive Spanish for Students of Business and Economics and seek to further strengthen their grammar and written expression. It is designed to enhance students' comprehension and written expression in an academic and business setting. Students learn strategies for reading and analyzing business texts and develop essential skills for producing professional business essays and reports. Special focus is placed on the use of technical vocabulary and proper grammar in a practical business context.

Business and Society Courses—Fall

BUSI 3001 SEBS

Corporate Financial Decision Making

(Prerequisite: A basic preparation in macroeconomics or management of liquidity, current assets, and short-term financing.)

The material covered gives students the opportunity to experience and evaluate the nature of financial decision making within companies, analysis of investment and financing decisions, and methods of selection for investment and financing.

BUSI 3002 SEBS

International Trade and Finance

This course is designed to give students an understanding of the issues behind international trade and finance, how the economic effects of the European Union have affected trade policies and payment systems, and an evaluation of current and present policies.

BUSI 3005 SEBS

Services Management

This course is designed to present the unique management requirements for the successful operation of service firms in our global economy. These include an understanding of the distinctive characteristics of service operations, service strategy, service delivery, layout, and the importance of location and customer interaction. Special attention is devoted to Spain and the characteristics of management within the area of tourism, Spain's largest sector.

BUSI 3101 SEBS

International Marketing

This course familiarizes students with the difficulties related to international marketing and market planning and the management of a multinational company. Special reference is made to case studies within the Spanish/European commercial and economic reality.

ECON 3002 SEBS

The European Economy

This course follows economic development in Europe since World War II, with special attention to the current economic reality of Europe vis-à-vis the United States and Japan.

INSH 3103 SEBS

Business Internship

The purpose of the internship is to immerse CIEE students into the local business culture. Students work in local companies for a total of 120 hours. On-site business experience is complemented by a solid academic component entailing weekly meetings. Contact hours: 135 (including on-site work and weekly meetings). Recommended credit: 3 semester/4.5 quarter hours.

Check the Seville Liberal Arts section of this catalog for the lists of CIEE courses and Cursos para Extranjeros that Business and Society students may take.



(courses continued from previous page)

Business and Society Courses—Spring

BUSI 3001 SEBS

Corporate Financial Decision Making

(Prerequisite: A basic preparation in macroeconomics or management of liquidity, current assets, and short-term financing.)

The material covered gives students the opportunity to experience and evaluate the nature of financial decision making within companies, analysis of investment and financing decisions, and methods of selection for investment and financing.

BUSI 3002 SEBS

International Trade and Finance

This course is designed to give students an understanding of the issues behind international trade and finance, how the economic effects of European Union have affected trade policies and payment systems, and an evaluation of current and present policies.

BUSI 3003 SEBS

Strategic Issues in International Manufacturing

This course focuses on strategic issues in modern operations management. The course pays special attention to the impact of globalization, selection and design of products and processes, long-term capacity decisions, and location and layout of facilities.

BUSI 3005 SEBS

Services Management

This course is designed to present the unique management requirements for the successful operation of service firms in our global economy. These include an understanding of the distinctive characteristics of service operations, service strategy, service delivery, layout, and the importance of location and customer interaction. Special attention is devoted to Spain and the characteristics of management within the area of tourism, Spain's largest sector.

BUSI 3101 SEBS

International Marketing

This course familiarizes students with the difficulties related to international marketing and market planning and the management of a multinational company. Special reference is made to case studies within the Spanish/European commercial and economic reality.

BUSI 3102 SEBS

Managing Cultural Diversity

The purpose of this class is to provide students with the tools, skills, and knowledge necessary to manage an increasingly diverse workforce. Students concentrate on gender, ethnic, and cultural issues within the world of human resources. Special emphasis is placed on the changing characteristics of the workforce in Spain and the European Union.

ECON 3002 SEBS

The European Economy

This course follows economic development in Europe since World War II, with special attention to the current economic reality of Europe vis-à-vis the United States and Japan.

ECON 3008 SEBS

European Corporate Organization

This course focuses on how organizations work, analyzing two topics essential to understanding their complexities: behavioral aspects of the people who form an organization and the way in which it is structured. The course supplies students with a framework for the analysis of business organizations with an emphasis on Spain and Europe.

INSH 3103 SEBS

Business Internship

The purpose of the internship is to immerse CIEE students into the local business culture. Students work in local companies for a total of 120 hours. On-site business experience is complemented by a solid academic component entailing weekly meetings. Contact hours: 135 (including on-site work and weekly meetings). Recommended credit: 3 semester/4.5 quarter hours.

Check the Seville Liberal Arts section of this website for the lists of CIEE courses and Cursos para Extranjeros that Business and Society students may take.

Universidad de Sevilla and

Universidad Pablo de Olavide Courses

Universidad de Sevilla (www.us.es)

Facultad de Ciencias Económicas y Empresariales

(www.centro.us.es/fceye)

Following is a list of recommended courses offered by the Universidad de Sevilla Facultad de Ciencias Económicas y Empresariales. Please check with resident staff to confirm class offerings each semester as these may change.

Fall

Comunicación Comercial/Communication
Dirección de Personal/Human Resources Administration
Dirección de los Recursos Humanos II/Human Resources Administration II
Dirección de Ventas/Sales Management
Distribución Comercial/Distribution
Economía de Empresa/Business Economics
Economía y Política del Medioambiente/Economics and Environmental Economics
Gestión de la Calidad/Quality Management
Marketing Internacional/International Marketing

Spring

Dirección y Gestión de la Producción—Operaciones II/Administration and Production Management
Dirección de la Innovación y el Cambio/ Management of Innovation and Change
Economía Bancaria/Banking Economics
Economía de la Unión Europea/European Economy
Gestión Financiera/Financial Management
Gestión del Punto de Venta: Merchandising/Sales Management: Merchandising
Historia Económica de la Empresa/History of Business Economics
Marketing Político-Social/Socio-Political Marketing
Marketing de Servicios/Service Marketing
Mercados Financieros/Financial Markets
Planificación Estratégica/Strategic Planning
Proceso de Mejora en los Sistemas de Producción e Información/
Improving Production Systems and Information
Publicidad/Advertising
Técnicas de Comercio Exterior/Techniques of Foreign Trade

Universidad Pablo de Olavide (www.upo.es)

Following is a list of recommended Business courses offered by UPO for students concentrating in Business Management and Administration. Please check with resident staff to confirm class offerings each semester as these may change.

Fall

Análisis Regional: La Economía Andaluza/Regional Analysis: The Andalusia Economy
Cultura Empresarial Internacional/International Business Culture
Dirección Financiera II/Financial Management II
Estrategia Internacional/International Strategy
Finanzas Internacionales I/International Finance I
Finanzas Personales/Personal Finance
Gestión de la Tecnología/Management of Technology
Negocio Electrónico I/E-Business I
Sistema Financiero y Economía Monetaria/Financial Systems and Monetary Economics

Spring

Análisis y Gestión de Proyectos de Negocio Electrónico/E-Business:
Project Analysis and Management
Economía de las Organizaciones/Organizational Economics
Economía de la Unión Europea/European Economy
Finanzas Internacionales II/International Finance II
Gestión Internacional de Recursos Humanos/International Human Resource Management
Marketing Internacional/International Marketing
Mercados Derivados/Derivatives Markets
Mercados Financieros/Financial Markets
Planificación Financiera/Financial Planning
Sistema de Información Empresarial/Business Information Systems
Sistemas Integrados de Gestión/Integrated Management Systems
Técnicas de Comercio Exterior/Techniques of Foreign Trade

a student's story

When I first decided to study abroad, I was faced with many options in terms of countries, programs, etc. When I finally got over being completely overwhelmed by all the possibilities, I did as much research as I could and quickly learned that the CIEE Business and Society was one of—if not—the most challenging and rewarding programs available. Once I arrived in Seville and began meeting other participants, I immediately knew why.

Through this program, I've had the opportunity to befriend some of the most intelligent, friendly, and amazing people from all over the world. Although I've only known them for a few months, I feel like they've been and will continue to be friends for life. The type of people that this program attracts and selects are definitely the people with whom I want to surround myself and are sure to be successful in their future lives—both business and personal. Although I can't say enough about the people I've met here, there are, of course, other very noteworthy aspects of the program.

Although the academics offer a challenge and are very competitive (classes are all taught in Spanish; why else would you go to Spain?), there is certainly time to enjoy Spain. As for me, I've used this time to travel, form friendships with *sevillanos* (the best way to improve your language skills and learn about the city and its unique culture), and find an internship (with help from CIEE) at one of the top IT firms in Spain and all of Europe.

I would certainly recommend this program to anyone who wants to broaden their horizons and truly enjoy Spain by participating in a program that provides opportunities—learning, working, and playing within the Spanish culture—not just an extended spring break in Seville.

— Neill Feather, The Pennsylvania State University

