

BUSINESS IN ACTION: Local Companies in a Global World

Number of sessions: 14

Length of each session: 3h 40m

Number of visits: 5

Total length of the module: 45 h

INTRODUCTION TO THE COURSE

For building your career in the corporate world or being an entrepreneur is helpful to follow a program that offers you the experience in analyzing and understanding how European businesses operate.

This is the goal of this module by providing the opportunity to view directly the strategies and operational activities of today's European framework, and more specific, on how it is applied to the Catalan and Spanish institutions and business companies.

Students will maintain a deep contact direct contact with the business and economic world in Barcelona where, with the full personal support and collaboration of the Instructor, will gain impressive hands-on experience seeing, observing, asking, interacting and analyzing different companies. Direct personal interviews with Business Managers are designed in order to get to students a first-hand highly valuable testimonial related to managerial experiences, competitive advantages and daily operations. The real life experience of this course is very practical and helps students to understand some of the local-global managerial challenges. Each visit is prepared in advance following a specific content.

REQUIREMENTS

- Fluent in English
- Interest to the business implementations in the real world in Europe and in Catalonia in particular

LEARNING OBJECTIVES

- Understand European and Spanish Business Environment
- Identify key issues facing business in Europe regarding markets, regulations, cross cultural challenges
- Analyze differences in strategies and business models for adaptation to changes
- Understand sector developments in Europe and compare with home sectors

CONTENTS

1. Introduction to the concept of Enterprise in Catalonia area
2. Entrepreneurship culture, initiatives and roles

3. Predominant Business activities: market and competition situation
4. Sector's analysis
 1. Public sector
 - b. Local or regional governments institutions, managing services or doing activities related to the business and economic world within the Barcelona and Catalonia area
 - c. Utilities and services companies witch activity has impact to business and companies
 2. Financial sector
 - a. Stock Exchange Services
 - b. Finance Services
 3. Private sector
 - a. Fast moving consumer goods
 - b. Industrial sector
 - c. Retail
 - d. Sports clubs

Company Examples to visit: Mercabarna, Barcelona Stock Exchange, Barcelona Studies Program at the City Hall, Barcelona Metropolitan Transport, AGBAR, FC Barcelona. Each visit will be prepared by the students in order to get highest profitability using the following schema:

- In class work before the visit

Each visit will be prepared by the students in order to get high profitability when the visit occurs. Topics to be addressed refers to get available information related to the company, understand what is his target market, prepare questions or observations to be assess during the visit, understand who are his stakeholders.

- In class work after the visit

After each visit the student researches, writes and presents a report related to the most significant factors of each company following as well the specific schema. It is required preparing a report and presentation regarding company characteristics, objectives, culture, success, failures, future, Swot analysis, etc

GRADES CRITERIA

The final grade of each student is determined considering the following weights:

30% - Participation: Participation in class and involvement in class debates during presentations

30% - Case-study assignments: Quality and originality, as well as commitment will be considered.

40% - Final case or exam

Note: The attendance to all visits is mandatory, and to fulfill reports after visits as well.

BIBLIOGRAPHY

BARÓ I TOMÀS, EZEQUIEL (2009). The New industry : the core sector of the Catalan economy. Departament d'Innovació, Universitats i Empresa, Observatori de Prospectiva Industrial

OECD, DL 2009 ([Barcelona] : Addenda) Promoting entrepreneurship, employment and business competitiveness : the experience of Barcelona / Leed Programme

URBANO, DAVID (2006). New business creation in Catalonia: support measures and attitudes towards entrepreneurship. Generalitat de Catalunya, Departament de Treball i Indústria, Centre for Business Innovation and Development