LMU 2015 Summer in Barcelona, Spain

INTERNATIONAL BUSINESS PROGRAM

Program Dates: June 29–July 28, 2015

Program Description
The Summer Barcelona International Business Program is designed to integrate a rigorous international business curriculum with the benefits of the rich and vibrant cultural setting of Catalonia. While Barcelona is the home base, students also participate on a two-night excursion to one of the major cities in Europe. Featured in the program are several site visits to local businesses where students will gain firsthand knowledge to complement their classroom learning. Students will also engage in a series of cultural activities meant to acquaint them with the social and cultural setting of Barcelona and surrounding towns.

Location
Barcelona is the capital of Catalonia, a region in northeastern Spain with its own distinctive history, culture, and language. Set between mountains and the Mediterranean Sea, the city’s population is 1.6 million, with a total of 4.5 million in the greater metropolitan area. Walking through the city, one can observe 2,000 years of architectural history—Roman remains, the network of narrow streets in the Old Town, the 19th Century Eixample district with its original examples of Modernista architecture—contrasting with the ultramodern showpieces that continue to redesign its skyline.

Course Descriptions

INBA 3810
3 Units
Professor Dr. Yongsun Paik
International Business Environment and Practices
*NOTE* Business Majors and Minors are required to take BADM 1040 prior to enrolling in this program.

This course introduces students to the international business environments and practices with a particular focus on Europe. In order to understand complex issues related to the global economy such as Euro zone credit crisis, students will learn about national differences in political, economic, and socio-cultural systems. To acquire skills and knowledge necessary for managing international business operations, students will also study international trade and investment theories and policies, foreign exchange market, and global strategies in manufacturing, marketing, and human resources management.

SPANISH LANGUAGE AND CULTURE
3 Units
Local Instructor

This course is designed as an introduction to Spanish language and Spanish Catalanian culture. Accommodations may be made for students who have an advanced level of Spanish language skills.

Excursions and Cultural Activities
The program will feature several excursions and site visits which complement program coursework. Students will visit local businesses and companies in and around Barcelona and in Berlin, Germany on the extended excursion. Additionally, students will participate in half-day or full-day cultural excursions, perhaps to the coastal town of Sitges or to Besalu, a medieval town, and the Dali Museum. Activities may also be arranged with local students from Barcelona, such as a night of Tapas or Flamenco.

How To Apply
Visit lm.edu/studyabroad for more program details and to begin the application process.

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For assistance contact the Study Abroad Office at 310.338.1973/6053 or stop by Von Der Ahe Suite 130