



## *Doing Business in Spain*

Summer School of Economics and Business  
Faculty of Economics and Business Studies  
ECTS credits: 6

### 1. **COURSE TITLE**

Doing Business in Spain

#### 1.1. **Course number**

SSEB-B03

#### 1.2. **Content area**

Management, Business, Spanish Culture, Negotiations, Protocol

#### 1.3. **Course level**

Advanced Bachelor or Master

#### 1.4. **Language**

English

#### 1.5. **Prerequisites**

An introductory course in management. Interested students without that background should consult the instructor to check if their training is appropriate for successfully taking this course.

#### 1.6. **Minimum attendance requirement**

Attendance is mandatory. Minimum attendance to pass the course is 80%.

#### 1.7. **Faculty data**

**Prof. Dr. María Escat Cortés**  
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### 1.8. **Course objectives**

What does it take to succeed in Spain? What are the leading opportunities in Spanish markets today? How do Spanish entrepreneurs move across private and public sectors? This course will answer those questions by addressing the cultural, organizational, protocol, and managerial contexts that shape the Spanish business environment.

The students will be prepared to plan their business and careers, manage their relationships with co-workers, bosses, subordinates, Spanish organizations, and starting a business in Spain.

This course will provide the participating students with a decision-oriented framework for the development and implementation of business projects in Spain. Consequently, students will learn to (1) analyze, (2) select, and (3) implement appropriate conceptual frameworks pertaining to five broad management topics related to doing business in Spain:

1. Understanding the Spanish culture;
2. Analyzing the Spanish firms;
3. Deciding to be employee or entrepreneur;
4. Knowing the negotiation processes; and
5. Adapting to the etiquette and protocol typical of Spain.

At the end of the course, students will be better equipped to understand how to do business in Spain, whether they want to be entrepreneurs or employees.

### 1.9. **Course contents**

The course is divided into 6 inter-related topics:

01. Spain in corporate culture and corporate culture in Spain. Shared values, attitudes, standards, and beliefs in Spain through cultural highlights and regional differences.
02. Emerging markets in Spain.
03. Business in Spain: From company hierarchy to family-owned business.
04. Being entrepreneur in Spain. From the original idea to the start-up.



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05. Management and working styles for doing business in Spain.
06. Negotiations and meetings in Spain. Business meetings and business planning. Business etiquette, standards, and protocols.
07. Recruitment in Spain.

### 1.10. Course bibliography

O'Shea, C. (2012). *The man from Zara*. Lid.

López, S., Watt, D. (2003). *Oxford Business Spanish Dictionary*. Oxford University Press.

Soldevila, L. (2016). *The 3 A's in success*. Bresca (Profit Editorial).

Complementary material will be provided through Moodle (UAM's web platform).

## 2. Teaching methodology

### Case study as a teaching/learning method

A case study is normally a description of a situation, which may be factually based or fictional, that the student has to analyze in order to make recommendations and answer some specific questions.

What matters is that students know what they would/should do when faced with similar "real life" circumstances. Specifically, this course is structured for a "Theory first, then case study" approach, where (1) **theoretical lectures** are supplement by (2) **practical case studies**. Commonly, we will spend a class session with a presentation and/or class discussion based on the theory. After this initial exploration, we will turn to the case as a way for gaining a deeper understanding of the theory in practice.

### Teaching activities

Activities requiring student's attendance are the following:



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1. **Theoretical lectures:** Theoretical lectures are based upon reference books and class material provided to students by the teacher (e.g., presentation in PDF).
2. **Individual case studies:** Practical problem-solving sessions, in order to apply concepts and techniques presented during theoretical lectures into “real life” circumstances.
3. **Visits to institutions and field trips.**
4. **Final exam.**
5. **Optional:** Non-compulsory tutorial sessions with interested students during office hours.

Activities not requiring student’s attendance are the following:

1. **Individual preparation:** Mandatory readings (before each class) and class material studying (before exams).
2. **Group project:** A special assignment where students are asked to develop a program. Details will be explained in class.

### 3. Student workload

ACTIVITIES	HOURS	ECTS	%
<b>With attendance</b>	<b>60</b>	<b>2.40</b>	<b>40.00</b>
Theoretical lectures and case studies	32	1.28	21.33
Group project presentation and final exam	2	0.08	1.33
Visits to institutions and field trips	26	1.04	17.33
<b>With no attendance</b>	<b>90</b>	<b>3.60</b>	<b>60.00</b>
Individual preparation (e.g., lectures, exam)	45	1.80	30.00
Group project	45	1.80	30.00
<b>TOTAL</b>	<b>150</b>	<b>6.00</b>	<b>100.00</b>



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### 4. Evaluation procedures and weight of components in the final grade

PROCEDURE	% GRADE
Attendance and participation	20.0
Individual case studies	20.0
Group project: Paper (20%) and Oral presentation (10%)	30.0
Final exam	30.0
<b>TOTAL</b>	<b>100.00</b>