

1. **COURSE TITLE**

Doing Business in Spain: Cultural and Management Issues

1.1. **Course number**

SSEB-B04

1.2. **Content area**

Management, 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**

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1.8. Course objectives

What does it take to succeed in Spain? To succeed in the Spanish market, it is necessary to understand the Spanish culture, the leadership styles, and our unique protocol.

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

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 four broad management topics related to doing business in Spain:

1. Understanding the Spanish culture.
2. Enhancing communication skills to communicate more effectively and confidently within the Spanish business environment.
3. Knowing the negotiation processes.
4. 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 and how to negotiate.

1.9. Course contents

The course is divided into three inter-related topics:

01. The cultural approach and its impact on international business.
02. Management and working styles. Business meetings and business planning. Business etiquette, standards, and protocols.
03. Business in Spain: Branding & trademarks.

1.10. Course bibliography

Incomes Data Service (2002). *Recruitment and Dismissal in Spain*. Incomes Data Services Ltd.

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Summer School of Economics and Business
Faculty of Economics and Business Studies
ECTS credits: 3

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

Morris, J. (2008). *Spain*. Faber & Faber.

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

Sansom, C.J. (2008). *Winter in Madrid*. Pan.

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

Zapata-Barrero, R. (2013). *Diversity Management in Spain: New Dimensions, New Challenges*. Manchester University Press.

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 must analyze 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:

1. **Theoretical lectures:** During the theoretical sessions, students will become familiar with the theoretical and conceptual framework that supports this field of study.

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2. **Practical sessions:** Throughout the practical classes, students will illustrate and deepen the theoretical framework through case studies, presentations, and group discussions.
3. **Guest lectures, 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 project. Details will be explained in class.

3. Student workload

ACTIVITIES	HOURS	ECTS	%
With attendance	30	1.20	40.00
Theoretical lectures, case studies, and group project presentations	19	0.76	25.33
Final exam	1	0.04	1.33
Guest lectures, visits to institutions and field trips	10	0.40	13.33
With no attendance	45	1.80	60.00
Individual preparation (e.g., lectures, exam)	22.5	0.90	30.00
Group project	22.5	0.90	30.00
TOTAL	75	3.00	100.00

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

PROCEDURE	% GRADE
Attendance and participation	10.0
Individual case studies	20.0
Group project: Paper (20%) and Oral presentation (10%)	30.0
Final exam	40.0
TOTAL	100.00