Program Dates:
June 4 - July 8, 2016

Language
English

Requirements
Students must have completed MARK 220 (Principals of Marketing) and have a minimum GPA of 2.7 to be considered for the program. Previous study of Spanish is not required, but students should be prepared to attend a language and culture class while in Spain.

Tuition and Fees
The program cost for summer 2016 is $8,800. Program fees include tuition, housing, and lunch (Monday through Friday), site visits, cultural activities, academic fees, supplemental insurance and transportation to/from Barcelona Airport (BCN). Airfare to/from Barcelona, dinners, meals on the weekends, and other personal expenses are not included. Non-US passport holders should visit the Spanish consulate’s website to determine whether they must obtain visas in order to travel to the country. Visa costs are not included in the program fee.

Application Deadlines
December 3, 2015 and February 4, 2016

Program Description

The Georgetown - Escuela Superior de Administracion yDireccion de Empresas (ESADE) summer program offers Georgetown business students the rare opportunity to study entrepreneurship and international marketing at one of the world’s most prestigious business schools. The five-week program combines intensive classroom instruction with visits to key centers of economic activity, with particular emphasis on the many small local businesses that play a vital role in Barcelona’s economy and exemplify the city’s entrepreneurial environment.

Associate Director Laura Soerensson, from Georgetown University’s McDonough School of Business, directs the program, collaborates with the ESADE administration on the delivery of all coursework, and oversees cultural activities and site visits.

Officially founded in 1958 with the mission of training competent, socially committed professionals and entrepreneurs, ESADE became widely known as one of the few public institutions in Spain openly seeking to foster pluralism, tolerance, and scientific inquiry throughout the Franco regime. After Franco’s death, ESADE went on to play a vital role in Spain’s efforts to create new generations of broad-minded public servants dedicated to democratic values and institutions. The product of early collaborations between leaders of the Jesuit and business communities, ESADE continues to maintain active links to both local and international commercial enterprises, which enable its students to conduct practical research and gain real-world experience while completing their degrees. ESADE is highly regarded both in Spain and throughout the world for its proven commitment to humanistic values and its highly successful business programs, which have graduated many of the country’s most prominent leaders. The Wall Street Journal ranked ESADE as the top international business school in 2006 and 2007; and in 2010, The Financial Times placed it tenth on its over-all list of the best business schools in the world.

Today ESADE comprises an executive language center, a law school, and a business school with a combined enrollment of approximately 11,000 students. Roughly 5,400 students are enrolled in the business school. Of these, the large majority are MBA candidates, while approximately 1,000 undergraduates attend the four-year Bachelors in Business Administration or the five-year BAMA law program. Accredited by AACSB and EQUIS, the Bachelors in Business Administration program provides course work in Accounting, Finance, Marketing, Entrepreneurship, and Management.
Program Description (continued)

Site and Accommodation

Students reside at the new ESADE campus in single rooms with kitchenettes and private bathrooms that includes weekly cleaning service. A mid-morning snack and lunch are provided Monday through Friday at the ESADE student dining hall. The ESADE campus is located in an upscale residential neighborhood approximately 45 minutes from downtown Barcelona. Restaurants, parks, cafes, and cultural attractions are all within walking distance of the campus.

Field Trips and Co-curricular Activities

The concept of entrepreneurship is an important focus of the GU-ESADE summer program. ESADE is well known for successfully preparing students to create and launch new businesses, and despite Spain’s economic difficulties, Barcelona remains home to a wide range of innovative small commercial enterprises. While studying fundamental concepts of entrepreneurship and international marketing in the classroom, program participants will meet extensively with business men and women who have created and maintained commercial enterprises despite the economic downturn. Past site visits have included FC Barcelona, the championship soccer team whose marketing strategy will be a focus of classroom studies; Codorniu, one of the country’s largest, family-owned wine exporters; Mango, a Spanish clothing-design and manufacturing company; Desigual, a new, innovative fashion retail business that has grown exponentially in recent years; and Privalia, an online-fashion outlet, with operations across Spain, Italy, Germany, Brazil and Mexico. These interactions will provide invaluable insights into the strategies developed by local officials and small business owners to create, market, and support economic endeavors in an extremely challenging environment.

Academics

Upon successful completion of the program, students receive a total of six semester credits for the following courses:

**STRT-280-62: Entrepreneurship (3 credits):**

A three-credit course covering the fundamental requirements and processes of new business formation. Students work in teams to identify ideas for new ventures, explore markets and conditions that will surround the new business, and finally, plan start-up operations and project financials. In addition, the course examines requirements and characteristics of leadership for organizational start-up, sources of capital, methods of negotiation for capital or strategic alliance, and the fundamentals of good selling.

**MARK-229-62: Marketing Across Borders (3 credits):**

A three-credit course exploring fundamental concepts, principles, and theories of marketing in an international setting. The course focuses on the technique of entering foreign markets; conducting marketing research studies in foreign markets; and the development of products, pricing, promotion, and distribution policies and strategies for foreign markets. Course materials are presented from the perspective of marketing managers. Cases and original studies are discussed.

Students also attend a course specially designed to familiarize them with Spain’s culture. Conducted by an ESADE faculty member, classroom discussions and activities enable students to understand local Spaniards and the community in which they study and live.
Scholarship Information

The McDonough School of Business provides limited financial aid for participants on this program. Students may apply using the scholarship link on the ESADE web page through the Office of Global Education's website: http://studyabroad.georgetown.edu

For any questions about scholarships, please contact Monija Amani, Ed.D., Assistant Dean, Director of Global Programs at ma779@georgetown.edu.

Contact Information

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Withdrawals, Refunds, and Cancellation

Your acceptance form and program deposit are considered a good-faith commitment to participate on your Georgetown University summer program. Withdrawal from a summer program must be made in writing to the summer program coordinator. Please note that application fees and program deposits are non-refundable. Georgetown University will refund recoverable tuition and costs as determined by our partner institutions. Refunds will be calculated from the date the Office of Global Education is notified in writing of your intent to withdraw. Georgetown University is not responsible for indirect costs paid directly by the student, including but not limited to passport fees, vaccinations, and transportation costs.

Georgetown University reserves the right to adjust program fees or cancel any program without prior notification; however, every effort will be made to provide information on cancellations in a timely manner. In the event of cancellation, Georgetown University will refund program deposits and 100% of recoverable program fees.