

### The UB Business Economics and Management Department

The UB Business Economics and Management Department together with the UB Entrepreneurship Chair have organized different postgraduate programmes and summer school activities since 2008. Among these activities we can highlight the following ones: the Summer School "Creativity management in an Innovation society", a joint project with HEC Montreal (7<sup>th</sup> edition); the Postgraduate program on Entrepreneurship, creativity and Interdisciplinary innovation processes and the Postgraduate program on Innovation management and promotion ("Gestió i dinamització de la innovació"). In addition the department has taken in charge the development of the Official Master (EEES) on Entrepreneurship and Innovation.

### Program orientation

In such academic framework, we have designed a summer school programme that focus on European business environment with special emphasis on culture and management approaches in a globalized world.

The aim of the program is to provide participants an overview of the European Business Environment. The teaching sessions will focus on key issues for doing business in Europe: management culture, key financial assets, multicultural challenges and internationalisation strategies. The five days are organised in the following topics:

- Introduction to Barcelona, Spain, Europe
- Doing business, the MNC perspective
- Operations, logistics and international strategy
- Business culture
- Marketing experiences

Teaching sessions are going to be developed by professors and associate professors of our university in cooperation with highly renowned management and business consultants. If the course is launched for this summer, the list of program final speakers and companies will be confirmed by the month of May.

### Technical issues

Dates: July 2015? To be confirmed

Registration fees: 1450 euros (accommodation excluded)

Number of students: minimum 20 maximum 25

Please note that:

- Registration fees cover the lunch of all the days and 3 dinners (including the welcome dinner).
- Accommodation can be organised under request. From 40 euros/night in "hostels" to 90-100 euros in two/three stars hotels. Please note that it is not easy to find place for a group in July because of the summer season.

Summer course on  
**European Business Environment: Culture and Management  
 Approaches in a Globalized World**

**Program**

Day	Morning	Afternoon /Evening
1	Barcelona, Spain, Europe <ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Doing business in Barcelona (City Council representative)</li> <li>• Catalonia as a gateway for European Business (Representative of ACCIO)</li> <li>• European Union. An overview. <i>Francesc Granell (UB)</i></li> <li>• Globalisation and the European economy. <i>Juan Tugores (UB)</i></li> </ul>	Bus tour and visits <ul style="list-style-type: none"> <li>• Business areas of Barcelona and Barcelona Growth Center (22@)</li> <li>• The Barcelona Global platform</li> </ul> (Welcome dinner)
2	Doing Business, the MNC perspective <ul style="list-style-type: none"> <li>• Doing business within a European Multinational company. Main challenges, main issues. <i>Jaume Argerich (UB)</i></li> </ul>	Visits <ul style="list-style-type: none"> <li>• BCN Chamber of Commerce</li> <li>• Acció (the regional competitiveness agency)</li> </ul>
3	Operations, logistics and international strategy <ul style="list-style-type: none"> <li>• Operations and business strategy. <i>Tristany Serra (UB) and Head of Logistics of a Catalan MNC company (Mango, tbc)</i></li> <li>• Business Family internationalisation strategies. Case studies. <i>Paloma Fernández (UB)</i></li> </ul>	Bus tour and visits <ul style="list-style-type: none"> <li>• Parc tecnològic del Vallès or Natura Bissé</li> <li>• Applus</li> </ul>
4	Business culture <ul style="list-style-type: none"> <li>• Understanding business culture in different European countries (tbd)</li> <li>• Managing expatriates. <i>Nuria Marsal (Relec)</i></li> <li>• Cultural Intelligence, <i>Marc Rocas (UB)</i></li> </ul>	<ul style="list-style-type: none"> <li>• Financial institutions and International business (Banc de Sabadell representative, tbc)</li> </ul>
5	Marketing experiences <ul style="list-style-type: none"> <li>• Marketing successful experiences of European Multinational Companies: (companies Nestlé, Puig, Fluidra, tbc)</li> <li>• Closing round table</li> </ul>	<ul style="list-style-type: none"> <li>• Closing session</li> </ul>