
Marketing in European Business

COURSE DESIGNATOR TLDO 3004

Language of Instruction Spanish

NUMBER OF CREDITS 3

Contact Hours 45 hours

DESCRIPTION

This course is designed as an analysis of the historical evolution and current situation of European business, including a general description of the environment in which business activities are currently unfolding in Spain and their evolution over the last 20 years since Spain's incorporation in the European Union (1986).

Fundamental throughout this evolution have been the changes in uncontrollable external factors (judicial, fiscal, economic, social, etc.) and the effects they have had on businesses which have had to undergo modification because of regulations between distinct governing bodies and social agents. These modifications have played an important role in the modernization of Spanish business and its continuing adaptation to its ever-changing environment.

In this course we will take an individual look at each of the principal sectors of the economy, the businesses which comprise them, and the internationalization of these same businesses in the final decade of the 20th century until the present moment. When this course is completed, students will have knowledge of the general characteristics of the Spanish business environment and an understanding of what is necessary to establish an affiliate or subsidiary or an international company in Spain.

INSTRUCTOR

TBD

COURSE OBJECTIVES

- For students to understand the evolution of Spanish business in recent decades as well as its current situation
- For student to understand how an international business is established in Spain

METHODOLOGY

The course will be taught through lecture and discussion. Students are expected to come to class prepared and actively participate.

PREREQUISITES

Spanish 1004

REQUIRED READING/MATERIALS

There is no specific textbook for this course, rather students will be given a book of readings with which to prepare for class.

GRADING

- The test will consist of open answer/short answer questions as well as standard test questions.
- There may be up to three partial exams, whose average will correspond to 20% of the final grade.
- Class activities will consist of preparing individual or group assignments.
- The assignments will consist of summaries of assigned readings to be discussed in class. No handwritten work will be accepted, nor may students turn in late assignments.
- Participation in class, attendance, and learning are intimately connected, and therefore class attendance is mandatory.
- An absence must be justified both to the professor and the institution.

CRITERIA FOR GRADING AND GRADING STANDARDS

Summary of how grades are weighted:

Grading Rubric		
A	93-100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90-92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87-89	
B	83-86	
B-	80-82	
C+	77-79	Achievement that meets the course requirements in every respect.
C	73-76	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
C-	70-72	
D+	67-69	
D	60-66	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.
F	0-59	

Participation 15%

Partial Exam 20%

Final Exam 50%

Activities 15%

Overall grade 100%

CLASS SCHEDULE AND DESCRIPTION

WEEK 1	
LESSON 1	Introduction to the course -- Country profile: Spain

WEEK 2	
LESSON 2	The globalization of the world's economy and its effects

WEEK 3	
LESSON 3	Entrepreneurial spirit in Spain, Europe, and the United States

WEEK 4	
LESSON 4	Economic survey of Spain

WEEK 5	
LESSON 5	Profile of Spain

WEEK 6	
LESSON 6	Establishing a business in Spain

WEEK 7

LESSON 7

Fiscal system

WEEK 8

LESSON 8

Investment assistance and incentives

WEEK 9

LESSON 9

Review and Partial Exam

WEEK 10

LESSON 10

Labor legislation and social security

WEEK 11

LESSON 11

Legislation relative to mercantile entities

WEEK 12

LESSON 12

The financial system

WEEK 13

LESSON 13

Accounting and Auditing

WEEK 14

LESSON 14

Spain and the United States: very close, yet very far

WEEK 15

LESSON 15

Principles of Spanish multinational

WEEK 16

LESSON 16

Review and Final Exam

ATTENDANCE POLICY

Regular attendance and punctuality are mandatory in order to earn full marks. The final grade will take into consideration preparation required for class (i.e. readings) and participation in class discussions. The assigned readings relate to topics that will be discussed in the week to follow and can be found in your course reader. This allows you to prepare for class discussions in advance. If you should like to investigate any given week's topics further please refer to the recommended readings listed.

If you need to miss class for medical reasons, please let the Director of Academic Affairs know in advance of meetings so plans can be made accordingly. If you miss any meetings without an excused absence from the Director, your final grade will be dropped accordingly. In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own, can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

SCHOLASTIC DISHONESTY:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify

records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an “F” or “N” for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

STUDENT CONDUCT

The University of Minnesota has specific policies concerning student conduct and student needs. This information can be found on the Learning Abroad Center website.