

**Annual Study Center Review  
CIEE Study Center at the Universidad de Sevilla and the Universidad Pablo de Olavide  
Seville, Spain  
Business and Society Program  
2008**

CIEE Program Director: Catharine Scruggs, Program Director, Western Europe  
CIEE Resident Coordinator: Jaime Ramirez  
CIEE Resident Director: Maritheresa Frain  
CIEE Academic Consortium Board Program Evaluation: [www.ciee.org](http://www.ciee.org)  
CIEE Academic Consortium Board Monitor: Joel Gallegos, University of North Carolina,  
Charlotte

Each summer, program directors write a Study Center Review for each CIEE Study Center program commenting on the previous academic year. The program director writes the review based on input from the CIEE Academic Consortium Board members, resident directors, sending institutions, and student evaluations. Each report is made public on the CIEE website at [www.ciee.org](http://www.ciee.org).

### **Program Goals**

The goals of the CIEE Business and Society program are to provide students with a thorough understanding of economic and business management principles practiced within Spain and the European Union and to solidify students' Spanish business vocabulary and language skills. These goals are achieved through specialized business and language coursework, related company visits, internships, a conversational exchange program, homestays, and independent study options.

The goals were met during the 2007-08 academic year.

### **New and Noteworthy**

---

#### **Academic**

#### **Spanish Language**

#### **Community Language Commitment**

During orientation, the Resident Coordinator held a goal setting session, which focused in part on motivating students to speak Spanish at all times. To support students in their efforts, CIEE staff developed and organized a simple contest where each student was given two orange wristbands with "¿hablamos español?" printed on them. Students were asked to wear the wristbands during the 3-week intensive session to remind them of their language commitment, and were given the chance to win a prize for a bath and massage at a local baños arabes. To win, students needed to speak Spanish whenever they were in the CIEE Study Center or at the University. If students were found speaking English, a wristband was taken from them. The wristband could be taken by a CIEE professor, staff member or by another CIEE student. At the end of the intensive session, the students who had accumulated the most wristbands won a prize.

The contest seemed to work particularly well for students with the highest proficiency level of Spanish. These students seemed the most motivated by the contest. Despite the contest, most

students do tend to revert to English among themselves but speak in Spanish with faculty and staff.

### **Language training/Language materials for CIEE courses**

While the Business and Society Intensive Language Session is held in the FCEYE (Facultad de Ciencias Económicas y Empresariales), the Business and Society regular session language course (Advanced Spanish Business Writing) is held in the CIEE Seville Study Center.

Two sections of the Advanced Spanish Business Writing course were offered for the first time in the spring semester. A total of 40% of the students continued taking Spanish language classes for students of business after the intensive session compared to only 20% the previous spring.

### **Out of Classroom Activities**

In the fall semester, the two Business and Society intensive course sections included the following out-of-classroom seminars:

- Women in the Spanish Workforce, by the General Manager of a consulting firm and President of the Women in Management Association in Seville.
- The Entry of American Companies in the Spanish Market by the Founder and CEO of a local company who has also directed the marketing efforts of multinational firms such as Blockbuster, Amena (Orange), and Cruzcampo.

In the spring semester, five Business and Society intensive course sections included the following out-of-classroom activities:

- Visit to the Coca Cola factory in Seville
- Visit to the Calle Feria market
- Visit to “Foundation Three Cultures”
- Talk on Leadership in the Business World, by the manager of a leadership institute
- Visit to the Business School Career Forum at Universidad de Sevilla

### **Subject Area Courses**

#### **CIEE Business Courses**

The program continued to arrange a wide variety of business and society courses during 2007-08. In the fall, the following classes were cancelled due to low enrollment:

European Corporate Organization  
Managing Multinational Workforces  
Corporate Financial Decision Making  
Strategic Issues in Int'l Management

Two business courses, Strategic Planning and Cross-Functional Management, were permanently cancelled due continued low interest.

In fall, students indicated that they most enjoyed Advanced Business Writing, European Economy and Services Management. The latter class included three regular Spanish students. These three students fully participated in the CIEE class and received a certificate of participation for their efforts and collaboration with the program. CIEE students appreciated their participation.

In spring, the most highly rated courses were Advanced Business Writing, European Economy and Services Management.

In general, CIEE's business course evaluations were good. However, there are some student comments that should be considered. These comments mainly involved one course having a stronger accounting than finance perspective and another having less dynamic course material.

### **Company Visits**

In contrast to last academic year, students this year attended mandatory company visits organized by the professors of the CIEE business classes. Each class had its own company visit. Professors were asked to link material taught in class to the information provided in the company visit. Company visits complemented classroom studies through first-hand exposure to business in Spain and Europe.

Fall semester company visits included:

- **Bolsasur Asesores SL:** In mid-October, the International Trade and Finance class visited Bolsasur, the financial consultants for Fibanc, which is part of the Mediolanum Banking Group. Felix Jimenez, the professor, accompanied the group on this very interesting visit. During their time at Bolsasur, students learned, among other things, about the day-to-day activities of a stock broker.
- **Sevilla Global:** In mid-October, the Corporate Financial Decision Making class visited Sevilla Global, the Urban Agency for Economic Development of the Seville City Council. Its goal is to institute programs and services for economic development and business promotion. During the visit, students had the chance to learn first-hand about current development projects for the city of Seville.
- **SEVILLA FC SAD:** In November, the International Marketing class visited Sevilla FC SAD, a first-division Spanish-league soccer team in Seville. Sevilla FC, best team award in Andalusia for sports in 2007, has taken advantage of some outstanding results recorded across Europe in recent years to see itself as a business and to exploit the commercial potential of its 'brand' with its vast and varied fan base. During the program visit, Manolo Vizcaino, Sevilla FC SAD Marketing Director, gave a presentation on brand development in the sports world. Students attending the visit were invited to attend a Sevilla soccer match with their professor.
- **Extenda:** In mid-November, the Services Management class visited Extenda, the Andalusian Trade Promotion Agency, where students gained a greater understanding of Andalusian industry and its importance abroad.
- **BCP & Asociados Euroconsultores:** In mid-November, the European Economy class visited BCP, where students had the opportunity to learn about the inner workings of this international law consultancy, with offices in Seville and Brussels. Sophie Monteau, BCP Consultant, gave a presentation on funds for developing countries and External Cooperation Programmes.
- **ONCE, the National Organization for the Blind:** In late-November, the Managing Cultural Diversity class visited ONCE. During the visit, students were hosted by Manuel Carillo

Gómez, the Director of Education and Culture, who took the group on a tour of the offices showing students new technologies that allow for greater integration of the blind in the workplace.

Spring semester company visits included:

- Hytasal: During the first week of the regular session, the Strategic Issues in International Manufacturing class visited Hytasal, a high-quality textile manufacturer with a long (and quite interesting) history in Andalusia, dating back to the Spanish Civil War.
- Bolsasur: In mid-February, the International Trade and Finance class visited Bolsasur, the financial consultants for Fibanc, which is part of the Mediolanum Banking Group.
- Seville Chamber of Commerce: In mid-February, the second group of the International Trade and Finance class visited the Seville Chamber of Commerce. Pablo Morales Mata, from the International Department, talked on financial issues that local companies need to be aware of when they decide to export/import and how these concerns are supported by the local Chamber of Commerce.
- Sevilla FC SAD: In March, the two International Marketing classes again visited the Seville Soccer Club. During the visit, Manolo Vizcaino, Seville FC SAD Marketing Director, offered students a presentation on brand development in the world of sports. Finally, students and professors were invited to see a soccer match (Sevilla FC – Levante).
- McDonald Corporation – In March, the Services Management class visited McDonalds, where Jorge Luis Gil Delgado, Director of Franchising, gave a presentation to students on McDonald's franchising around the globe.
- Reserva Natural Coto de Doñana. In April, the European Economy class visited the Doñana Natural Reserve in Andalusia, supported and protected by The United Nations Educational, Scientific and Cultural Organization (UNESCO). Students had the opportunity to enjoy one of the most beautiful natural parks in Spain that is protected thanks to funds received from the European Union.
- Hotel NH - In April, the Managing Diversity class visited Hotel NH Convenciones, where they had a presentation focusing on the impact of immigration on the Spanish labor market from Iñigo Capell, Director Corporativo de Compensación y Beneficios in NH Hoteles Madrid. Iñigo explained how NH recruits and provides training to immigrants, who have become an important part of the NH organization.
- Isla Mágica – In April, the European Economy Class visited Isla Magica, an exciting and modern amusement park divided into seven themed areas representative of different periods in Spanish 16th century history. Students had the opportunity to talk to Antonio Pelaez, general director of the organization.
- Fundación Red Andalucía Emprende: In April, the Corporate Financial Decision Making class visited the Fundación Red Andalucía Emprende, a non-profit organization dedicated to supporting economic activity in Andalucía. More specifically, the organization promotes entrepreneurialism and business development. Students had the

opportunity to see how the organization supports entrepreneurs in setting up new companies.

In general, comments in student evaluations have improved over last year. Student evaluations were very good in the fall semester and linking company visits to CIEE business courses has been an improvement over freestanding company visits. Nevertheless, spring students were more critical. The differences between one semester and another may be the number of company visits done per semester. Six company visits were offered in the fall semester, and nine in the spring semester.

### **Internship Program**

In the fall, 15% of the students decided to participate in an internship. In spring, 38% of the students choose and internship. They worked with 25 companies from a variety of sectors. A third of these companies were new to the CIEE internship offering. Staff have worked extremely hard to increase the number of participating companies, as well as to improve the diversity and quality of CIEE's internship offerings.

### **CIEE Courses and University of Seville *Cursos para Extranjeros* Courses**

In the fall, 45% of the Business and Society students took one course and 15% choose two courses from among the CIEE Liberal Arts programs' CSCS course offerings. The most popular classes were Three Cultures in Spain: Jews, Christians and Muslims; Flamenco in Andalusia: Culture, Language, Music and Dance; and Advanced Composition and Stylistics

In Spring, 29% of program students took one course and 20% took two courses from the CSCS offerings. The most popular were, once again, Three Cultures in Spain: Jews, Christians and Muslims and Flamenco in Andalusia: Culture, Language, Music and Dance. In addition, a significant number of Business and Society students took Mass Communication and Society in Spain; Masterpieces of Famous Spanish Painters; Contemporary Spanish Economic History; Islamic Culture and Art in Muslim Spain; and European-Latin American Relations Since Independence.

Activities related to these classes included going to see recently released Spanish films, art exhibits, seminars, cultural visits. Students also work on projects and class activities that require visits to certain places in Seville.

Since last spring, Business and Society students may also complement their business studies with humanities courses offered through *Cursos para Extranjeros*, courses for American university students offered at the University of Seville. The experience with *Cursos para Extranjeros* seems to have been very positive. Cursos generally do not organize out of classroom activities.

### **Direct Enrollment courses**

CIEE staff makes a concerted effort to recommend direct enrollment classes to those students with high scores on the CIEE On-Line Language Placement Test (OLPT) and the on-site oral interview. In fall, program students took a total of seven regular university classes at the Universidad Pablo de Olavide. These included courses in marketing and finance. In spring, three students registered for regular university classes in international marketing. One student also registered at the University of Seville for a course in production management.

### **Tutorials for Regular University Classes**

Tutorials are a valuable service provided by CIEE for students. These sessions allow them to keep up with the academic work, understand expectations and determine required reading. Student feedback indicates that most program participants understand the value of the tutorial program. Nevertheless, no program students requested tutors in the fall semester. Students seem to have found it easy to request help from Spanish and European classmates without the formal tutoring program. In spring, two students requested tutors through the tutorial program.

### **CIEE Writing Center and Language Tutorials**

In fall, 15% of the Business and Society students requested the Writing Center service. Most students requested help during the midterm period and from the midterm period to the end of the program. In spring, about 30% requested Writing Center services and 11% requested a tutor during the spring semester. Students evaluated these services positively.

### **Out of classroom activities**

CIEE Business and Society professors are starting to include out of classroom activities in their classes.

Fall semester out-of-class activities included different academic exchange seminars. Exchange seminars focus on current issues in business, and include the participation of local students from the University of Seville's School of Economics. Each seminar ends with some type of group discussion, debate, or networking activity. To date, seminars have included:

- The Social and Economic Impact of Immigration on Spain, led by a journalist and author of the book, *Odiseas*.
- A Critical Look at Advertising, led by the professor of the CIEE International Marketing course. For this seminar, the professor organized a multimedia presentation and roundtable discussion which focused on the differences between American and Spanish advertising methods.
- Discussion on the differences between Spanish and American Academic System, led by the professor of CIEE's Services Management course. CIEE students and students from the University of Seville attended the presentation.
- The European Union and the case of Turkey, led by the professor who teaches CIEE's course on European Economy. CIEE students viewed and discussed the film *The European Union and the case of Turkey* with Spanish students from the University of Seville.
- Current operations in the Stock Market: Privileged Information, led by the professor of CIEE's Corporate Financial Decision Making course. After the multimedia presentation, students enjoyed sharing ideas with Spanish students on the differences between New York Stock Exchange and Madrid Stock Exchange.
- *La cultura Americana en Sevilla y España*, led by the professor of CIEE's European Economy course. Students watched the movie *Underground: The City of Aroiris*, which explores the cultural impact of the expansion of the US military base in Rota during the late 1960s/early 1970s.

- El caso Enron, led by the professor of CIEE's International Trade and Finance course. Our students had the opportunity to share information with Spaniards on the bankruptcy of Enron and the fraudulent accounting techniques used by Arthur Andersen that led to one of the largest bankruptcies in the history of the United States.

Students seemed to enjoy and appreciate the opportunity given by CIEE and their professors. Meeting Spanish business students of their own age is very important component of these events. Staff will continue encourage CIEE professors to organize this type of extra-curricular activity to allow for greater contact with Spaniards.

## **Non-Academic Features**

### **CIEE Orientation**

There were no significant changes in orientation during the fall. The Liberal Arts program orientation began with a two-night stay in a local hotel. The orientation program lasted for one full week and was conducted by CIEE Seville staff. When the stay in the hotel was over, students were picked up by their homestay hosts.

PowerPoint presentations in English have always accompanied the Spanish orientation sessions. Starting in spring 2008, presentations were shown in Spanish as a way to introduce Spanish language from the very first day. However, the most relevant information is given to students in the handbook, written in English, which they receive upon their arrival at the orientation hotel.

The CIEE *Palacio* continues to be used for orientation sessions, especially in the fall semester, when the group is smaller. In the spring semester, for example, the orientation's Academic Information session was held in the Facultad de Ciencias Economica y Empresariales (Business School) of the Universidad de Sevilla.

## **Cultural Activities/Field Trips**

### **Day Trips**

During the fall semester, Business and Society students were offered daytrips to Córdoba and Cádiz. Evaluations were generally very positive. Students appreciated the fact that Spaniards were included in the daytrip to Córdoba. During the spring semester, students were offered daytrips to Aracena and Cordoba. These were also rated positively.

### **Excursions Around Seville**

Students from all Seville programs had the opportunity to participate in a variety of guided visits around Seville. In fact, at least one visit was scheduled each week. These included:

- Alcázar
- Cathedral
- Walking Tour of Barrio de Santa Cruz
- Walking Tour of Barrio de San Luis
- Walking Tour of Barrio de Triana
- Hiking Trip (El Bosque)
- Hiking Trip (Aracena)
- Annual 10k Night Run

## **Intercambios**

During the fall and spring semesters all students (100%) received the name and contact information of a Spanish *intercambio* during the orientation. Several gatherings were held for students to meet. Some students complained in the program evaluation about the bad operation of the *intercambio* system because when they try to contact Spaniards, they were not available. Improvements for the future will include scheduling *intercambio* gatherings on more convenient dates for Americans and Spanish (since the arrival of students coincide with finals at the University, and updating the *intercambio* database).

Students rate highly the inclusion of Spanish students in the academic seminars organized by program professors. Staff will continue organizing these seminars in order to help promote greater integration with other Spanish students.

## **Cine Club**

The *Cine Club* is student-run activity with a weekly film series. The films are open to the public, and, normally, quite a number of Spanish students participate. This year, the *Cine Club* did not work very well. It may be due to a combination of factors: films were not very attractive to students and there were almost no Spaniards participating. Nevertheless, the average participation of Liberal Arts students was 90% of the total.

For the future, a new collaborator for the *Cine Club* is going to be found. The profile must be someone studying at the university, interested in films, and he/she should bring Spanish students to the events. Staff will provide food in addition to artistic, social, political criticism.

## **Sports**

As in past semesters, weekly pick-up matches of soccer, volleyball, and basketball were offered to all CIEE Study Center students. This year, soccer has been the most popular sport among CIEE students. A good number of Spanish students participated in the weekly matches. Basketball was also very well-liked and apart from Spaniards, there were also other European students taking part in the encounters.

## **Overnight Fieldtrips**

The highlight each semester was definitely the weekend excursion to Morocco. During this fieldtrip, students had the opportunity to experience the cultural, religious, social, and economic differences of this developing North African country. In the fall, the group visited a production facility of the multinational firm, Iturri, as well as shared tea with Moroccan students at the Instituto Cervantes. In the spring, staff organized a visit to the Tangier American Legation Museum (TALM) where the Director gave a talk on Moroccan-U.S. relations. Ratings were higher for the spring visit so staff will continue with that itinerary.

## **Housing**

In both the fall and spring, the vast majority of students lived in homestays. The remaining students lived in a residencia.

Housing evaluations were very positive this year. Almost all students felt comfortable in their homestay. The Residencia still gets hit hard in the evaluations concerning the quality of the food and the lack of food on Sundays. However, despite these criticisms, students noted that living in the residence was the best way to meet Spanish students and to make more friends in Seville.

While all the details about living in the residence are communicated clearly to students, staff will once again, put all the different conditions in writing so that students who commit to living there are made aware of the difference with the homestay. These have to do with the possible quality of meals; timing of meals; no three course meals on Sundays or some holidays; and no free washing of clothes.

Student post program evaluations continue to rate the homestay experience very highly. Many comment that they learned most of their Spanish in the homestay environment. Students valued the experience in the residencia as well but there were some complaints about the quality of the food.

## **Community Engagement and Integration**

---

### **For-Credit Internship and Community Service Options**

The CIEE Business and Society program offered students the opportunity to gain practical work experience in a local company through a for-credit internship. Five students opted for an internship in the fall semester, while thirty students choose this option in the spring.

Students were placed in a range of companies, organizations and businesses. Students rate these experiences highly and many said it was one of the most helpful aspects of the program. Academic year students presented their final projects in front of their classmates, their Business Internship class professor, their Advanced Spanish for Students of Business class professor, and the Business and Society Resident Coordinator and Program Assistant. Having such a diverse audience in the final presentations provided created a professional environment than in the past.

Staff will implement an on-line predeparture interviewing process for students interested in the internship option. This will help staff better identify appropriate opportunities before students arrive onsite.

### **Not-for-Credit Community Service/Volunteer Projects**

Students in Seville have three basic options, with respect to volunteering without credit:

- SACU: SACU is the Students Affairs Office at the University of Seville. Among other tasks, this office assists both Spanish and international students in finding volunteer options in Sevilla. Only a few CIEE students take advantage of this university service.
- CIEE one-day volunteer activities:
  - o In the fall, it comprised:
    - *Colegio Manuel Giménez Fernández, 3000 viviendas*: Students participated several times in activities in this primary school located in the most run-down area of the city. Activities involved painting the gym, painting and fixing the playground, promoting knowledge of the American culture through activities and games related to Halloween.
  - o In the spring, it comprised:
    - *Colegio Manuel Giménez Fernández, 3000 viviendas*: Students participated several times in activities in this primary school located in the most run-down area of the city. Activities involved a two-day volunteer project coinciding with *Día de Andalucía*.
    - Organization of the Seville Marathon

- Culture and Language Assistants in bilingual public schools: Students from all the programs at the CIEE Seville Study Center have the opportunity to volunteer in bilingual public schools throughout the city. They can choose to work in primary schools with children from the ages of 3-11, or in secondary schools with students from the ages of 12-18. This year staff expanded the options to include adult language schools, which are language academies for people over the age of 18 that are run by the local government.

All of the volunteers work 4 hours a week in one school, helping in English classes or other content courses taught in English. They primarily assist the students with oral communication, and frequently incorporate aspects of American culture in their lessons. The volunteers also help the full-time teachers improve their English skills and often assist them with vocabulary specific to the subjects the teacher specializes in.

Students value highly the volunteer activities in which they participate, including them in the most enriching aspects of their experience in Sevilla.

## **Challenges and Future Directions**

---

### **Academic**

There are no significant challenges facing the Business and Society program. This past spring, program language professors did a major review of the intensive class in order to make material and work more consistent across the different levels. Student evaluations consistently rate CIEE language classes very highly.

### **Non-Academic**

#### **Internet and Printing**

Students still complain about the Internet access available for them. The situation in Seville simply is very different from that of the U.S. The CIEE Study Center has ten computers for student use. Students are encouraged to bring wireless-enabled laptops as the CIEE Study Center has a wireless connection, and most follow this suggestion. Students also have access to the wi-fi at the UPO and University of Seville. Students may also use the computers in the various labs on the campuses.

Clearly, all students want 24 hour access to internet connections in their homes. Approximately 40% of CIEE homestays have Internet which students may use. This is about 10% more than last year. These numbers will rise gradually (as younger hosts are included in the pool of families). Students in the residencia Santa Ana have Internet access. The new Liberal Arts residence will also have a wi-fi connection.

Despite the challenge, the reality is that many students stay more connected in English to friends, family and TV sitcoms than to the possibilities awaiting them in Seville.

Challenges with printing in the *Palacio* have been solved by installing a printer in the Computers Room and giving each student a limited number of copies sufficient for their work and personal issues. Students are also given a pen drive during orientation, so that students with their laptops can connect the pen drive into one of the CIEE computers to print their work.

Next year staff will add another printer to the computer lab. The large quantity of documents sent to print on the ten computers at any given time shuts down the printing process. Hopefully these changes will help reduce the technological challenges students face in Seville.

### **Student Integration into Community**

This continues to be a challenge. Apart from the opportunities CIEE was offering, such as hiking, volunteering, teaching, homestay, the possibility of direct enrollment for students with strong language levels. However, some students got involved in the local community and others did not. Many students are so over-committed with travel plans that they fail to take advantage of the possibilities of Seville. Leaving Seville every weekend really leaves little opportunity to become and feel part of something other than a group of Americans studying in Seville.

Resident staff sees this as a part of student ownership of the experience where he/she has to assume responsibility for the net result of their time in Seville. Interesting enough, most do! There are no normative judgments of student actions. CIEE offers a plethora of opportunities and possibilities but the student has to take the initiative.

### **Future Directions**

Staff have identified the following areas for improvement moving ahead:

- Intercambio program
- Better connecting students with local students living in the Colegio Mayor Guadaira, an all-male residence hall in the center of town.
- Identify appropriate Cursos para Extranjeros course for Business and Society program students with lower levels of Spanish proficiency.
- The number and scheduling of company visits
- Continued relationship development with the University of Seville Business School
- Identify a professor for the class Leadership and Power in the International Business Environment
- Work to re-design the lectures, work load, timing and presentations related to the internship class based upon feedback from spring 2008 participants