



Universitat Autònoma
de Barcelona

TITLE: LOCAL ECONOMY INTEGRATION PROGRAM (L.E.I.P.)

“Connecting business theories with local business realities.
A living case for study UAB abroad students”

Number of sessions (lectures and field trips): 6
Length of each visit: 4 h (approximately)
Personal and supervised research activities: 20 h
Total length of the module: 40 hours
ECTS credits: 4

INTRODUCTION TO THE COURSE

The goal of this module is to integrate students in today’s Catalan and Spanish institutions and companies. The course is designed with the idea that students together with the teacher visit personally a number of companies. These field trips are complemented with personal interviews with Managers where students see a first hand highly valuable testimonial related to managerial experiences, competitive advantages and daily operations. The real life experience of this course is very practical and helps students to understand some of the local-global managerial challenges. After each visit the student researches, writes and presents a report related to the most significant factors of each company.

PROGRAM DIRECTOR

Dr. Jorge Mongay (Spain) is Doctor of Business Administration, (DBA) with a thesis on Marketing and Customer Loyalty at SBS Business School, Zurich. IFP at IESE Business School, Master in Business Administration, (MBA) at EAE Barcelona and The Nottingham Trent University (England). Postgraduate Diploma in Research Methods (Management) at University of Bradford School of Management (England). BBA and Graduate Dip.in Marketing at the Chartered Institute of Marketing, London, England. Jorge is professor at Fundacio Universitat Autònoma de Barcelona, (UAB), Euncet and Arcadia University. He was nominated IFP, International Faculty Program President in 2007 at IESE Business School. Areas of specialization and research include Customer Loyalty, Managing Services, International Business and Marketing Planning. J.Mongay has published more than 20 articles in the Spanish Economic and Business press and he is author of the books: "La Dirección Estratégica de la empresa: Prácticas avanzadas". Thomson 2004 (Spanish) and “Asian Emerging Markets: New Challenges, New Opportunities”. Arcs Applied Research Publishing, 2010.
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REQUIREMENTS

Fluent in English

Good command of Spanish language

To be enrolled in the same semester in the subjects of: International Business and Managing Services

LIST OF COMPANIES AND VISITS

Cosentino Group

ICEX

Leitat Centre Tecnològic.

ACC10.

GRADING

Students have to attend to the visits and deliver research reports of each visit.

Furthermore each student has to give a short oral presentation about a topic s/he will research during the course and that will be discussed with the instructor.

ATTENDANCE POLICY

The program consists in 4 field trips + 2 lectures on Fridays (dates to be determined) – (see provisional schedule below), these “field trips” are conducted during the term. Each accepted student to the LEIP program MUST attend minimum 5 of these field trips or lectures.

TRANSPORTATION COSTS

All transportation costs will be paid by the students although most of the field trips are done in Barcelona city or surrounding areas.

DOCUMENTATION

Program includes the book “La Dirección Estratégica de la Empresa, Prácticas avanzadas”. Mongay, J. Thomson 2004. “ (Spanish). The book is supplied at no cost.

DISCLAIMER

UAB Study Abroad Program and the LEIP Program Director reserve the right to arrange changes in this document depending on number of students and planning with companies.



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PROVISIONAL SCHEDULE

January 21st Introduction lecture (Campus Eixample)

February 4th Field visit: Cosentino Group.

February 11th Field visit: ICEX

February 18th Field visit: LEITAT Centre Tecnològic.

February 25th Field visit: : ACC10

March 18th Presentation of conclusions of the research conducted by students (
Campus Eixample)