HOST LOCATION

A city of vibrant contrasts, Barcelona blends Gothic styles with modern art and architecture. Renowned artists Picasso, Gaudí, Miró and Dalí produced their greatest masterpieces in Barcelona.

Situated on the northeast coast of Spain, the city serves as the financial center and the political capital of Catalonia region.

- Mild year-round climate
- Population of 1.5 million
- Spanish and Catalan are official languages

HOST INSTITUTION

The program is based at the ESEI Business School. ESEI faculty and students come from Europe and abroad, bringing together diverse knowledge and experience.

Small class size allows for an interactive approach to teaching. With an annual enrollment of less than 150 students, ESEI is able to offer individualized attention. Extensive use of case studies provide a practical, hands-on approach to contemporary issues in business and policy.
**Housing**

Students live in shared furnished apartments. Apartments vary in size, but all have equipped kitchens, washing machine, sitting room, one to two bathrooms, and one to three bedrooms. Most bedrooms are double occupancy.

Apartments are located in the central districts of Barcelona. Depending on location, it may take 10-minute walk to a 45-minute metro ride to reach ESEI. Most Barcelonans consider this an average commute. Bakeries, Laundromats, stores and supermarkets are nearby.

**Excursions**

The program includes day and overnight cultural excursions in/to the following locations.

- Barcelona City Tour
- Montserrat Mountain
- Tarragona

Transportation, lodging and group activities are included. *Note, excursions may change based on availability, weather and other conditions.*

**Onsite Support**

The KEI Onsite Coordinator will greet students at the airport, oversee the on-site orientation, supervise planned cultural excursions and serve as the emergency contact. KEI’s Onsite Coordinator works closely with ESEI to assist students during the program.

**Contact Information**

The program is organized by the Knowledge Exchange Institute (KEI) in cooperation with London South Bank University and faculty from Lenoire-Rhyne University, Campbellsville University and Lindsey Wilson College. For more information, contact KEI and/or professors teaching the courses (listed under course titles).

**Eduard Mandell**
Managing Director, KEI
eduard@KEIabroad.org
(800) 831-5095

**Dr. Geir Bergvin**
Associate Professor of Marketing
Director, Center for Global Studies
Tusculum College
gbergvin@tusculum.edu
(423) 636-7300 x 5012

**Courses & Credit**

Students enroll in any two courses for a total of 6 semester credits (4 quarter credits). Below is a list of tentative courses for summer 2012. Visit the KEI website for an updated list of courses and syllabi.

**International Marketing and Strategy**
3 credits; Awarded by Tusculum College
This course will focus on the basic principles, concepts, and terminology of international marketing and strategy, as they pertain to deciding whether or not to internationalize, what markets to enter, market entry strategies, the design of a global marketing program and implementing and coordinating the global marketing program.

**Cross-Cultural Management**
3 credits; Awarded by ESEI Business School
The objective of this course is to increase awareness of the impact of national cultures on business and to provide students with theoretical and practical tools to improve productivity when working and doing business with people from other cultures.

**Spanish Language**
3 credits; Awarded by ESEI Business School
The course focuses on continued language development through reading, vocabulary expansion and grammar review, with an emphasis on writing. Students will practice different kinds of writing, including essays, stories, skits, etc.