

**SE-ABRE PROGRAMME**  
**MASTER EN NEGOCIOS EURO-ASIATICOS**  
**COURSE 2009 - 2010**

**Qualification:**

**'Master Degree en Negocios Euro-Asiáticos', awarded by the University of Barcelona through the IL3 Institute**

**Diploma Superior/Intermedio Español de los Negocios (DSEN), awarded by the Barcelona Chamber of Commerce and the IESE Business School of the University of Navarra**

**Business English Certificate (BEC Higher/Vantage), awarded by Cambridge University Examination Board**



Cambra de Comerç  
de Barcelona



FUNDACIÓ



BARCELONA  
PROMOCIÓ

# **SE-ABRE Programme**

## **Specialist in Euro-Asia Business Relations (SE-ABRE)**

### **Course 2009 - 2010**

#### **1. PROGRAMME INTRODUCTION**

One of the principal missions of the Chamber of Commerce in Spain is the internationalisation and promotion of Spanish Business. With this objective in mind the Barcelona Chamber of Commerce, through the Fundació Barcelona Promoció, has created a specialized course to train personnel who are capable of increasing the international presence of Spanish business. Through the SE-ABRE programme we aim to equip enterprises with the right people with the right training for the task of improving the profile of Spanish business in the international arena, specifically in this case, in Asia.

The course is based in Barcelona, the capital of Catalonia, one of the most innovative and cosmopolitan cities in Europe. From the report formulated by the Barcelona Observatory 2008 ([www.observatoriobarcelona.org](http://www.observatoriobarcelona.org)) many interesting facts related to Barcelona and its position on the world stage can be found. It can be seen that Barcelona has a GDP per capita and a growth rate for Business Creation which is higher than the Spanish and European averages. The city of Barcelona has ranked number one consecutively for eleven years as the European city with the highest quality of living. Fortunately, when comparing living costs, it can be seen that Barcelona is still comparatively cheap when compared to other European cities, including London, Milan, Dublin and Amsterdam. Looking at the comparison of the percentage of population with higher education it can be seen that Barcelona again is higher than the European average. Due to these factors, the city of Barcelona occupies fifth place in the 2008 ranking for Best City for Doing Business and fifth position for Attracting Foreign Investment. For these reasons, among others, it can be seen that Barcelona is the ideal place for the SE-ABRE Programme and the completion or furthering of your professional training.

#### **2. OVERALL COURSE OBJECTIVE**

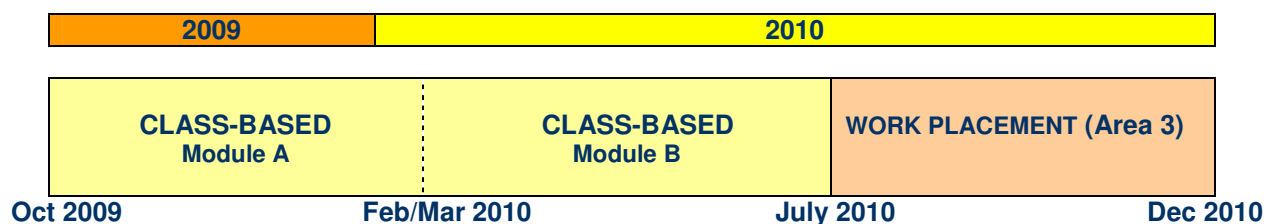
This is a course designed to meet the challenges of the 21<sup>st</sup> century in international trade negotiation. It reflects a perceived need to improve communication and mutual understanding at an international level between actual and potential European and Asian business partners. The course has been developed in order to train specialists to build economic and commercial bridges between European and Asian countries and represent Spanish business interests at an international level. These interlocutors will be on the frontline of international business negotiation representing Spanish business interests in negotiating and creating business partnerships in Asia, which are of mutual interest and economic benefit.

#### **3. COURSE TIMING AND CONTENT DISTRIBUTION**

The course has three main areas, two of which are imparted through class-based learning and one area which is a practical work placement. The course has a modular base which allows for some flexibility for students to start the course. There are two possible entry points for participants on the course.

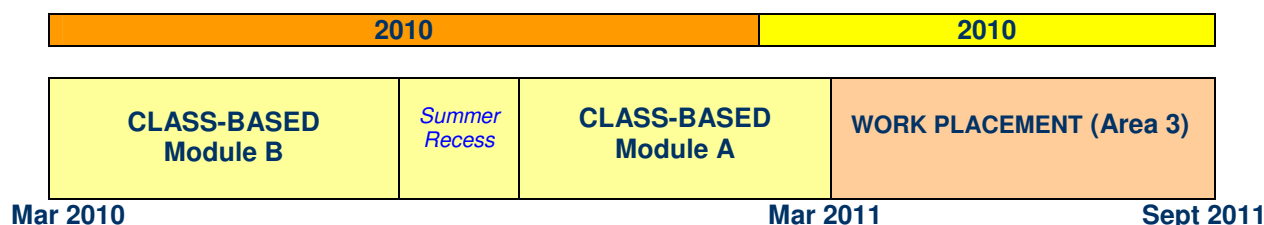
### Entry Point 1

The class-based learning starts in October 2009 and finishes in June 2010. The work placement period will then start in July 2010 and run through until December 2010.



### Entry Point 2

The course structure allows for a second incorporation of students from March 2010. Students who join the course at this time will finish the class-based learning in February 2011. The work placement period will then start for these students in March 2011 and run through until September 2011.



The SE-ABRE Programme is an intensive course where all class-based learning activities are grouped in the same timeframe. Once this part of the course has been covered effectively by the participants then the work placement period will commence to finish the participants' training. The course covers the following areas:

|               |   |
|---------------|---|
| <b>Area 1</b> | <p><b>Specialization in International Commerce and Negotiation.</b><br/> <b>Objective:</b> To develop the necessary understanding and knowledge-set to offer a complete and practical global vision of the international activities of Businesses. An in-depth understanding of the management and techniques for the internationalization of business entities, and the analysis of the international economy with a focus on Spanish and European economy.</p> <p>Introduction to Finances<br/>           Introduction to Business Management in Spain<br/>           The International Context<br/>           International Negotiation<br/>           International Commerce<br/>           ICT applied to Internationalisation<br/>           International Finance<br/>           International Contracts and Agreements<br/>           Interpersonal Skills Development</p> <p>Participants will also be expected to complete a final project supervised by an area specialist of approximately 70 hours dedication at the end of the theoretical programme during their work placements</p> |
| <b>Area 2</b> | <p><b>Intensive Language Courses</b><br/> <b>Objective:</b> To achieve the necessary level and competency in both English and Spanish to facilitate international commercial relations<br/>           Advanced level Business Spanish with Business sector specialization.<br/>           Advanced level Business English with Business sector specialization.</p>  |

|               |   |
|---------------|---|
| <b>Area 3</b> | <p><b>Work Placement</b></p> <p><b>Objective:</b> The Familiarisation with European working methods, to gain valuable work experience to complement class-based learning putting theory into practice. Completion of work placement research project.</p> |
|---------------|---|

#### 4. EVALUATION SYSTEM

|               |   |
|---------------|---|
| <b>Àrea 1</b> | <ul style="list-style-type: none"> <li>• Master Degree: “Master en Negocios Euro-Asiáticos” awarded by the University of Barcelona through the IL3 Institute</li> </ul>   |
| <b>Àrea 2</b> | <ul style="list-style-type: none"> <li>• Diploma Superior/Intermedio Español de los Negocios (DSEN/DIEN), awarded by the Barcelona Chamber of Commerce and IESE Business School, the University of Navarra.</li> <li>• Business English Certificate (BEC Higher/Vantage), awarded by Cambridge University Exam Board</li> </ul> |
| <b>Àrea 3</b> | <ul style="list-style-type: none"> <li>• Work placement certificate</li> </ul>  |

#### 5. TEACHING STAFF

The teaching staff contracted for the Master Programme are all qualified specialists and associated teachers from the University of Barcelona and the IL3 Institute. The specialist language training will be coordinated and designed by the Barcelona Chamber of Commerce and the University of Barcelona.

#### 6. CANDIDATE PROFILES

We are looking for high-calibre candidates, able linguists with an interest to learn more and refine their language abilities. Prospective candidates must also have an interest in developing a career in international commerce. Candidates must speak and understand both English and Spanish to a minimum of upper intermediate level in order to truly benefit from this course. Post-Graduate subjects will be taught in Spanish and/or English.

The Fundació Barcelona Promoció, whilst in the process of selecting suitable candidates for this year’s course, will take the following into consideration when short-listing candidates

- The students’ mother tongue must be an Asiatic language. For this fourth academic promotion the students’ mother tongue would preferably, *but not exclusively*, be Korean, Chinese, Japanese or Hindi.
- Candidates’ academic background and achievements

Places are limited to a maximum of sixteen students per course to ensure a high quality personalized tutor and coaching system.

## 7. COURSE PLAN AND CONTENT

### AREA 1

IL3 and Universidad de Barcelona

#### International Commerce and Negotiation

##### 1. Introduction to Finances (15 hours)

The objective of this module is to facilitate the understanding of other concepts covered in this programme

- Introduction to the analysis of financial statements
- Financial statements
- Ratios
- Profitability
- Foundation of Budget Systems
- Liquid Assets
- Costs
- Analysis and Selection of Investments

##### 2. Introduction to Business Management in Spain (15 hours)

The objective of this module is the development a working knowledge of the management and organisation of business entities in Spain.

- Company Organisation
- The legal constitution of companies
- Concepts related to the areas of quality, the environment and safety
- Concepts related to production and logistics

##### 3. The International Context (30 hours)

- The situation and prospects of the global economy
  - Current economic tendencies
  - Global economic scenarios
  - The globalisation and internationalisation of the economy
- Economic Blocks
  - Their evolution and characteristics with a special emphasis on the European Union
  - Analysis of the Spanish exterior sector and Exporters
- Emerging economies
  - Asia, the impact of their entry into the WTO and foreign investment in Asian states (China, South Korea, Japan, India, etc)
- Institutions and Support programmes for internationalisation

##### 4. International Negotiation (25 hours)

- Different negotiation styles
- Cultural differences and their impact on negotiation
- Differentiating cultural differences
- Culture, Values, Ethics and Trust in International Negotiation
- Different strategies in International Negotiation
- Control and the Evaluation of Negotiation Results

##### 5. International Commerce (60 hours)

- International Commercial Strategies
  - Types of Commercial Strategies
  - Analysis of International Commerce and Strategy Definition
  - The Commercial Plan for Internationalisation
  - Implantation, Development and the Evaluation of Commercial Plans
- Incoterms 2000
  - Characteristics
  - Performance and Operation
  - Case Studies

- Import and Export
  - Procedures, Administrating Traffic and Documentation
  - The Creation of and Import-Export Department
- Customs Management
  - Customs Operations
  - The current situation of intra-communitarian customs
  - Documentation
  - Tariffs
  - Customs Regime
  - International Transport and Logistics
  - Packaging and Logistics: Characteristics and Risks
  - International Transport: maritime, land, air, rail and multimodal transport
  - Insurance and Transportation
- International Taxation
  - Interchange of Merchandise
  - VAT
  - Intrastate

#### **6. ICT applied to Internationalisation (20 hours)**

- Marketing through the Internet
- Information search on the internet
- Sales Promotion on the Web. The Web for exporting
- Strategies for Brand Internationalisation on the Web

#### **7. International Finance (20 hours)**

- International Payment Methods
  - Simple Operations
  - Instruments of Remittance
  - Credit Instruments
  - Bilateral Guarantees
  - Other forms of International Payments
- Exportation Risk
  - Country Risk
  - Commercial Risk
  - Exchange Rate Risk
  - Interest Rate Risk
  - Operations subject to Risk Insurance
- Financing International Commerce Operations
  - General Aspects of International Commerce Finance
  - The Operation of Currency Markets
  - Currency Financing
- Other Forms of Financing: Swaps, Factoring, Forfeiting

#### **8. International Contracts and Agreements (25 hours)**

- International Trading
  - Concepts, Types and Problems
  - Legislation
  - International Trade Agreements
  - Breach of Contract and Solutions: Negotiation, Jurisdiction, Arbitration...
- International Mercantile Collaboration
  - Sporadic Exportation: Export and Mediation Consortiums
  - Well-established Exportation: Representatives, Commercial Agents, Distributors and Partners
  - International Distribution Agreements
  - International Agency Agreements
- Other Forms of International Agreements
  - Public Tenders
  - Technology Transfer
  - Franchises
  - Joint Ventures
  - Other forms: Branches, Subcontracting, Subsidiaries

## 9. Interpersonal Skills Development (20 hours)

- Spoken Communication and Public Presentations
- Written Communication
- Work Organisation and Time Management
- Interpersonal Communication

## AREA 2

Chamber of Commerce/Universidad de Barcelona

### Intensive Language Courses

The overall objective of this segment of the course is to achieve a high level of competency in communication and the understanding of English and Spanish in a specific Business Environment (International Negotiation) plus understanding and competent use of both languages in a specific business sector ( textiles, tourism etc.). Students will also receive two internationally recognized language qualifications on completion of this section of the course that complements the overall qualification. This is the Cambridge University BEC *higher* (Cambridge Business English Certificate) and the Diploma Superior Español de los Negocios (IESE Business School, University of Navarra)

### General Business English Tuition (260 hrs approx. )

Leading up to and beyond '*Cambridge Business English Certificate Higher (BEC)*'. An international recognized English language qualification specifically aimed at Business English end-users. This course also includes an intensive exam preparation course only for students who will be attempting the BEC exam.

### General Business Spanish Tuition ( 260hrs approx. )

Leading up to and beyond the '**Diploma Superior Español de los Negocios**' certified through IESE Business School. An international recognized Spanish language qualification specifically aimed at business Spanish end-users. This course also includes an intensive exam preparation course only for students who will be attempting the DSEN exam.

### Business Sector Language Specialization (English and Spanish)

Students will benefit from regular individual learner-centred tutorials with a language learning tutor who will help them with their individual language learning needs. They will be working in a self-access centre with the aid of language learning resources and advice to guide them as they work, improving not only their language competency but also language learning skills and autonomy in their learning.

### Overall objective of the language course

At the end of the course students will be able to communicate as efficiently in English as they are capable of in Spanish and their mother-tongue in specific business situations. They will be competent users and communicators in English and Spanish for International Negotiation as well as understand and competently use the English and Spanish language of a specific business sector. There will also have the capability and skills to further their language learning independently.

**WORK PLACEMENT**

On completion of 9 months of intensive study students will be expected to complete a work placement with a Spanish company in the International area for 6 months to finish their overall training. During this time students will be expected to write a work placement report which will form part of the formal overall course evaluation. This is a great opportunity for students to work in Spanish enterprises and companies putting to use the knowledge and skills they have learnt on the course.

**8. Programme Dates****Entry Point 1**

**Class-based learning: International Commerce, Business English and Business Spanish.**

Start: October 2009

Final: June 2010

Monday to Thursday, morning and afternoon.

Friday morning exam preparation classes for languages from March to June.

**Work Practice Placements**

Start: July 2010

Finish: December 2010

**Entry Point 2**

**Class-based learning: International Commerce, Business English and Business Spanish.**

Start: March 2010

Finish: March 2011

Monday to Thursday, morning and afternoon.

Friday morning exam preparation classes for languages from October to February.

**Work Practice Placements**

Start: March 2011

Finish: September 2011

**9. COURSE FEES**

For this academic promotion, the Barcelona Chamber of Commerce, as well as COPCA and the European Social Funds will contribute to the actual costs of the course in order to cover the majority of tuition fees for successful applicants. The total cost of the course per student is 12000 Euros. However, successful applicants will only be expected to contribute **3900 Euros** towards the cost of the course and training. The selected candidates will also need to fund their living costs here in Barcelona for the duration of the course.

The Barcelona Chamber of Commerce and COPCA, through the Fundació Barcelona Promoció, are willing to pay the scholarships to all selected candidates if they comply with the established requirements and are willing to abide by the obligations stipulated by the institutions.

## **10. APPLICATION INFORMATION**

To apply for the SE-ABRE 2009-10 programme interested candidates should send the following documentation to the address indicated below:

- Curriculum Vitae in both English and Spanish
- A letter of presentation in both English and Spanish briefly outlining why they consider themselves to be suitable for this course. Their reasons for wanting to participate in this course in Barcelona and willingness to work for a Spanish company with interests in Asia. Finally, a firm commitment to complete the course and subsequent training should be shown in the application.

**If you would like any further information about the course please contact us at:**

Timothy R. Crook  
Director Del Programa SE-ABRE  
Cambra de Comerç de Barcelona  
Fundació Barcelona Promoció  
Av. Diagonal 452, Planta 4  
08006 Barcelona  
Espanya  
Tel: 00 34 416 94 35  
Fax: 00 34 416 94 36  
[tcrook@cambrabcn.org](mailto:tcrook@cambrabcn.org)