Immersion - Spain

Why Spain?
Spain has the fourth largest economy in the Eurozone and thirteenth worldwide in terms of GDP. Spain is the world’s eleventh largest investor and is the second most significant investor in Latin America, behind the United States. The country suffered a deep economic crisis in 2012 and reached very high unemployment rates. However, tourism grew by over 12 percent during the crisis, making the country the second largest in tourism revenue in the world. In fact, Spain was visited by 75 million foreign visitors in 2016, while the country had a population of 46 million.

Well-known companies such as Banco Santander, BBVA, Zara, Mango, Movistar and Gamesa call Spain home. In addition, Spain is the world’s leading country in installed solar energy and fourth largest in wind energy. Spain is full of great history and culture and has rich in opportunities for future business leaders.

Trip elements
- **Faculty leaders**: Drs. Manuel and Daniela Sanchez
- **Travel dates**: Two weeks in June 2018
- **Cities visited**: Madrid with day trips to Toledo and Segovia
- **Acceptance**: 16 students to be accepted
- **Accommodation**: Students will stay in 3-star hotels or better, two to a room
- **Meals**: Breakfast buffet served every morning at the hotel; lunch or dinner will also be provided by the program (typically at a local Spanish restaurant).

**Academic Lectures**: To be announced. The class schedule last year included lectures on the Spanish economy, ethics in business, the world economy, global businesses, and technological trends.

**Industry/Business exposure**: The business visits for the Spain immersion are still being coordinated. Due to the nature of the Spanish economy, students can expect to visit a wide variety of businesses, many of which are likely to be service-oriented. Last year the group visited four companies in Barcelona and three companies in Madrid.

**Important visits**: In the past, the Spain immersion group has visited wide variety of high-profile companies, ranging from media producers to food and beverage companies.

**Cultural exposure**: The group will visit many of the most famous landmarks in Madrid (e.g., Plaza Mayor, Plaza de Espana, Puerta del Sol)