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Proposal title: Entrepreneurship 358 in Barcelona, Spain

Country/ies visited: Spain

Institution visited: Don Quixote School, University of Barcelona


Number of student participants: 16

Previous IP proposals submitted and grants awarded (list titles, countries and dates): None

Have all required reports been submitted? Yes

Other funding for this activity available/applied for: College of Extended Studies $1,500 travel allowance
Proposal Abstract (75 word maximum):

We are providing an intensive, innovative faculty-led study abroad program taking place in Spain. This program invites students from across the campus to learn about the basic concepts of entrepreneurship, feasibility analysis and international venturing in the context of the Spanish and EU economy. The students are also exposed to the local entrepreneurial and cultural environment in Barcelona Spain.

Travel report:

I. Opening/overview of intentions/activity

We expect about 15-20 Undergraduate students to participate. We would like to offer this program every year in a new location and students will receive 3 units of academic credit awarded by CES. The program this year will be run from December 27th, 2012 – January 15, 2013

We expect that students who participate in this program will acquire a general conceptual understanding of the entrepreneurship, how to conduct feasibility analysis and business environment in the European Union and particularly in Spain. The student outcomes will also be assessed via written case studies and a final project presentation. The outcome will be measured by the students’ projects: case studies and a final group project designed to analyze a business opportunity. We will also be meeting with four local companies and be interviewing the entrepreneurs.

II. In preparation for the trip abroad

- Collaborated with the Adrienne Richart (College of Extended Studies) and Teresa Donahue (College of Business – Study Abroad). We also utilized an outside study abroad agency (AIFS) who provided a detailed proposal and costs that met the program criteria. This was done two months in advance of the actual program dates.

III. Upon arrival/specific activity

- We conducted the class at a private school, Don Quixote of Barcelona which provided a local representative and an excellent classroom facility with projector, whiteboards and Internet access. We then met with two representatives (Director and the Entrepreneurship Chair) of the University of Barcelona Hospitality and Tourism Program; we discussed future collaboration.

- What particular major/minor is of interest? Of interest is their focus on entrepreneurship within the hospitality and tourism industry including the utilization of their impressive facilities (hotel and four star restaurant on the campus)
IV. Conclusion, recommendation, and next step?

- The culture of Barcelona is important to recognize as it is a melting pot of cultures from all over Europe. We were introduced to several cultures and ethnicities all in one city. Second, the entrepreneurial climate is high in Barcelona due to the local culture (fresh food everyday) and the strong tourism industry. Third, the transportation infrastructure is excellent allowing us to move all around the city and neighboring towns with ease.

- University of Barcelona is important to SDSU as it is the dominant university within the city hosting 14 locations in a decentralized campus structure. Their focus on entrepreneurship within their leading Hospitality and Tourism program is important as this is one of the leading programs at the university having an established ranking throughout Europe.

- Future programs like this Entrepreneurship course would continue to be of high interest to students here at SDSU due to the reasons listed above.

- This course or program will increase participation by students in international activities, or enhance international learning environments for students as the program offered something very unique. In addition to a three course credit and the classroom experience, we housed the students in the center of the city so they experienced life in Barcelona on an everyday basis. Eating the local food, meeting the residents, visiting several areas of the city, using public transportation, etc. In addition, the most valuable aspect of the program was meeting with four local entrepreneurs (local winery, restaurant, tour company and cooking school) who gave us some tremendous insights into the entrepreneur climate in Barcelona, their own passions/reasons for creating a company and their wisdom to students about how they should pursue their lives after school.

V. Additional Information