

## Trainee Program: A Cross-Functional Business Immersion

UGRA\_015739

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| Departments         | Department of Marketing                      |
| Teaching Languages  | English                                      |
| ECTS                | 4  |
| Teacher responsible | Marta Gabarro Sust - marta.gabarro@esade.edu |

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### Course Goals

1. Global management Skills
  - Apply fundamental concepts from different managerial disciplines to explain a business problem.
  - Develop solutions to a business problem applying fundamental concepts from different managerial disciplines.
2. Participants will be prepared to effectively work with others for a common goal.
  - Deliver work that contributes to the team's goal.
  - Contribute to a positive team dynamic through own behavior.
3. Communication Skills
  - Communicate effectively through oral interventions.

### Previous knowledge

In order to enroll in this course, it is necessary for participants to have completed all core courses in Marketing, Finance, Operations, and Human Resources, ensuring familiarity with key concepts within each functional area.

### Prerequisites

This elective is in English however to enroll, we strongly recommend students to have a minimum knowledge of Spanish. Some speakers may be using slides in Spanish (although the speakers delivery will always be in English) and the company for which we will be carrying out the project may recommend you supporting material in Spanish.

### Teaching methodology

Very practical approach with participative sessions and experiential learning.

- The elective is based on a real business cases, where participants will face different challenges related to the same company. These challenges

will require making decisions with implications for various functional areas.

- Students will play different functional roles throughout the course, allowing them to experience Marketing, Sales, Finance, Operations, Supply Chain, and Human Resources.
- Students-led class discussions, including role play (executive board simulation).
- Teamwork: The challenges will be explored through group work.
- Expository sessions: Inspirational speeches from different leaders in functional areas.

## Description

### Course contribution to program

This course makes several unique contributions to the program because it will provide with a unique learning experience, detection of areas of interest and curricular differentiation.

More specifically, the course is designed to:

- 1) Achieve an integrated vision of the different functional areas and how they are related in the decision process (both at strategic and operational level).
- 2) Help participants to better identify their professional interest since during the optional subject they will deal with topics of Marketing, Sales, Finance, Human Resources, Operations, Supply Chain and General management.
- 3) Face real business challenges that imply cross-functional decisions where the participants can reflect for practical purposes and business realism the two objectives above.

### Short description

Marketing or finance? Do you have doubts about how to focus your professional career? Would you like to better understand how decisions are made in the company and the role of the different departments? Have you enjoyed a simulator like markstart and want to practice decision making more? Are you looking for a very practical elective? You want to enrich your resume with an experience trainee-like? If you are considering any the above, this elective can help you!

## Activities

In-class discussions and debates

Simulation of an executive committee meeting through role play. Each group represents a different functional area, and together, they discuss real business topics.

Interaction with visiting guest professionals

Guest Speaker Sessions: Insights from Functional Area Leaders

We'll invite accomplished leaders from various functional areas.

Projects with companies and consulting projects

Face real business challenges that imply cross-functional decisions where the participants can reflect for practical purposes and business realism the two objectives above.

## Content

| # | Topic  |
|---|--|
| 1 | Introduction Functional areas in a company. Planning a career.   |
| 2 | Introduction of the company  |
| 3 | General Management Inspirational guest speaker and roleplay where students tackle a genuine management challenge faced by the company.           |
| 4 | Marketing Inspirational guest speaker and roleplay where students tackle a genuine marketing challenge faced by the company.                     |
| 5 | Sales and Trade Marketing Inspirational guest speaker and roleplay where students tackle a genuine sales challenge faced by the company.         |
| 6 | Finance Inspirational guest speaker and roleplay where students tackle a genuine finance challenge faced by the company.                         |
| 7 | Supply and Operations Inspirational guest speaker and roleplay where students tackle a genuine supply management challenge faced by the company. |
| 8 | Human Resources Inspirational guest speaker and roleplay where students tackle a genuine human resources challenge faced by the company.         |

## Assessment

| Tool                                       | Assessment tool   | Category                  | Weight % |
|--|---|---------------------------|----------|
| In-class analysis and discussion of issues | Class participation: subjective personal student evaluations by the professors regarding students' learning process and project involvement | Retake and ordinary round | 30.00%   |
| In-class analysis and discussion of issues | Guest executives assessment   | Retake and ordinary round | 10.00%   |
| Final individual project                   | Individual assignment with the main personal and professional take-aways from the elective.   | Retake and ordinary round | 10.00%   |
| Group project                              | Group projects evaluation where peer evaluation will be included.   | Ordinary round            | 50.00%   |

## PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 4 (Optative)  
BBA20 Year 2 (Optative)  
BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 4 (Optative)  
BBA23 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)  
  
DBAI21 Year 4 (Optative)

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)  
GBD23 Year 1 (Optative)  
GBD23 Year 4 (Optative)  
GBD23 Year 2 (Optative)  
GBD23 Year 5 (Optative)  
GBD23 Year 3 (Optative)