Program: Seville Business & Society

Brianna’s Major: International Business European Studies, Marketing & Certificate in Spanish Studies

Academic Life: I chose this program because I was able to take both business and liberal arts classes, which were all taught in Spanish. After orientation, there is a 2-week intensive session that really prepared me for discussing business in Spanish and helped me become accustomed to their fast speaking and “Andalusian accent”.

Most Memorable Moment: My most memorable moment was attending my youngest host brother’s First Communion. There was a huge celebration after church and I got to meet and practice speaking with their entire extended family.

Advice for Students: I think it’s important to embrace as much of the culture as possible. CIEE offers an “intercambio” program where you get paired up with a Spanish student in order to meet the locals and better your Spanish. You should also take advantage of the excursions, such as day trips to other Spanish cities and Morocco, that are all included in the program!

“I gained insight into other cultures like I never have before, allowing me to understand and communicate more effectively with others.”

Contact international@bus.wisc.edu if you’d like to learn more about Spain, contact a returned participant, or talk about any other Wisconsin School of Business Study Abroad opportunity!