

***Mediterranean Fortunes: Commerce and Culture in Andalucía***

**Management 306: Advanced Expository Writing**

California State University, San Bernardino

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This course introduces an interdisciplinary and experiential approach to the study of expository writing in the context of business and the Mediterranean through study abroad in Spain. Concepts of good business writing and oral communications will be studied using specific Spanish-based industries as themes, and incorporating site visits to deepen and broaden student's understanding of these topics. While still in the U.S., we will prepare for our travel to Andalucía by reading about the history and contemporary culture of the region. We'll simultaneously study Edward Bailey's *Writing and Speaking at Work* to learn and practice the foundational skills and strategies that we'll be using in our written and oral projects in Spain.

A central feature of this course is that it integrates site experiences with class assignments. Once in Spain we will focus our writing and oral communications studies around the industries of tourism, olive oil production, and water. One of our first activities is a visit to the Mediterranean to experience one of the most beautiful, culturally diverse and historically rich seas in the world. In Granada, we will observe through architecture Spain's diverse—and ancient—cultures. To that end, we will tour and reflect on the Albalcín, the historic “Moorish” city of Granada and the Alhambra, Spain's most visited travel destination. Students will also attend an Olive Oil workshop organized by the University of Granada. At the end of our class, we will tour the Palacio de los Olvidados, which documents the history of Jews in Granada.

In conjunction with these outings, we will examine Eric Calderwood's “The invention of Al-Andalus: discovering the past and creating the present in Granada's Islamic tourism sites”, Paul Vossen's “Olive Oil: History, Production, and Characteristics of the World's Classic Oils” and Sophie Elmhirst's “Liquid assets: how the business of bottled water went mad” to provide background and context to our visits.

Throughout their time abroad, students will document, draft, and revise a travel diary about Spain; at the end of the course, students will orally present highlights of their travel.

## GOALS

1. Learn and practice the foundational skills of written and oral communications
2. Gain an understanding and appreciation of Andalusian history and culture, both through readings as well as through immersive activities
3. Investigate specific Spanish business industries, including water, olive oil production, and tourism
4. Practice business writing in the context of international business and cultural sensitivity

## REQUIRED BOOKS:

- Edward Bailey. *Writing and Speaking at Work: A Practical Guide for Business Communication*. Fifth Edition
- Isabella Noble, et al. *Lonely Planet Andalucía*. Jan 19, 2016

## INDIVIDUAL READINGS

- Eric Calderwood. "The invention of al-Andalus: discovering the past and creating the present in Granada's Islamic tourism sites" *Journal of North African History*. 2014
- Paul Vossen. "Olive Oil: History, Production, and Characteristics of the World's Classic Oils" *Hortscience*, 2007.  
<http://hortsci.ashspublications.org/content/42/5/1093.full>
- Sophie Elmhirst. "Liquid assets: how the business of bottled water went mad" [https://www.theguardian.com/business/2016/oct/06/liquid-assets-how--business-bottled-water-went-mad?CMP=share\\_btn\\_link](https://www.theguardian.com/business/2016/oct/06/liquid-assets-how--business-bottled-water-went-mad?CMP=share_btn_link)