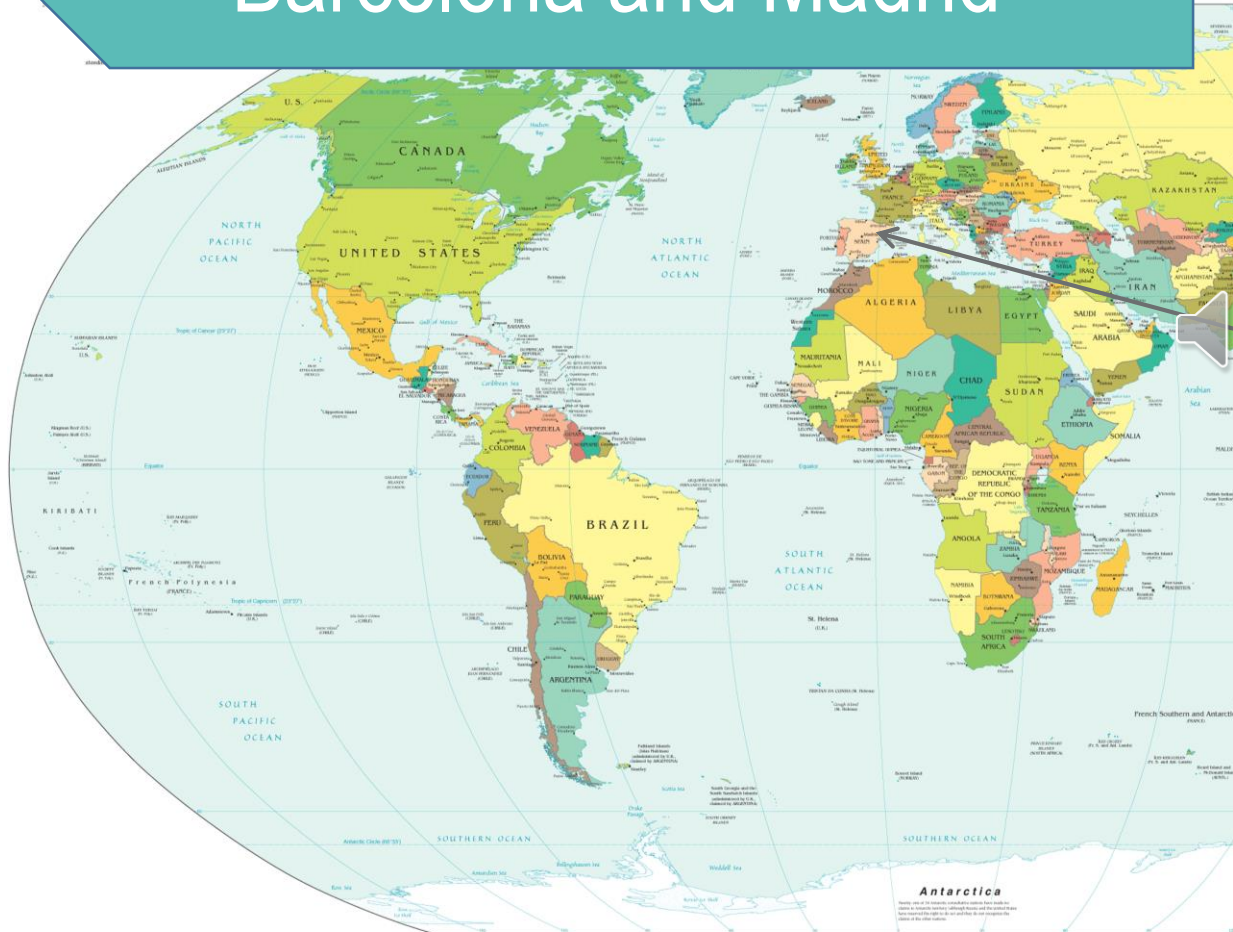


# The City as Text: Mapping Cultural Histories in Barcelona and Madrid

GLAVIN OFFICE  
OF MULTICULTURAL &  
INTERNATIONAL EDUCATION



April 2007

# The City as Text: Mapping Cultural Histories in Barcelona and Madrid

**GLAVIN OFFICE**  
OF MULTICULTURAL &  
INTERNATIONAL EDUCATION

Professor Jenny Rademacher  
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Asst Dean Tracey Reza  
[treza@babson.edu](mailto:treza@babson.edu)

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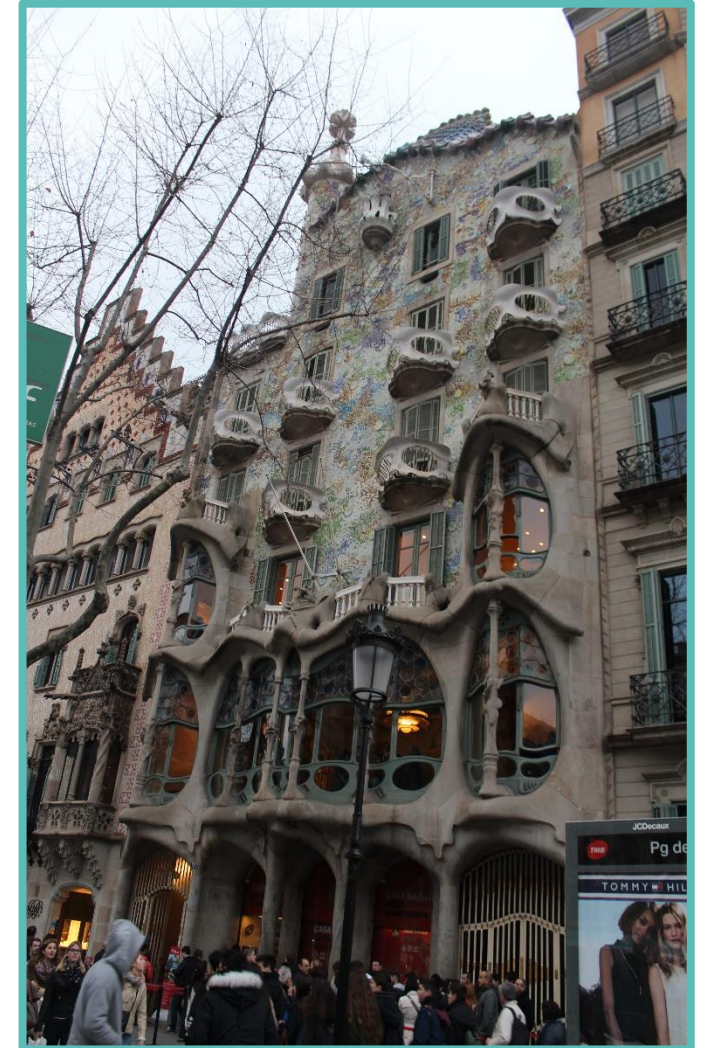
- Professor Rademacher teaches a wide range of interdisciplinary and courses on the the history, politics, literature, and film of Spain, Latin America, and the Latino experience within the U.S. She holds a Ph.D. in Spanish Literature from University of Virginia, an M.A. in International Affairs and Economics from Johns Hopkins University's School of Advanced International Studies (SAIS), and a B.A. from Harvard University. She has published extensively on contemporary Spanish literature, film, and cultural studies.

# The City as Text: Mapping Cultural Histories in Barcelona and Madrid

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**Purpose:** To read the city as “text” as Spain’s two greatest cities become our laboratory and our classroom. The city is a source and outgrowth of invention and creativity. Delving into spaces both public and off the beaten track, you will explore first-hand how and why these cities are designed and have evolved as keys to understanding their histories.

**Benefits:** In this immersive course, you will learn about the social and political histories of both cities through direct encounters - actively examining the design and innovations of their urban spaces.





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We will delve critically into how each city has sought to market or brand its image, and what constitutes genuine tradition versus touristic or nationalistic myths.

We'll think about the city as a space that is *constructed* – and consider how the physical space reflects social, economic, and political dynamics. Why is it designed as it is? How has it changed, and in response to what factors? What are examples of innovation, and potential opportunities?



# Barcelona and Madrid

Modern Spain has been defined in large part by the complex relationship between its two greatest cities – Madrid and Barcelona – in many ways a study in contrasts.

While Madrid has marketed itself as the historical center of Spanish culture, Barcelona has capitalized on its groundbreaking modern architecture and design to exploit its beach location and potential for tourism.





# Madrid, Spain

## GLAVIN OFFICE OF MULTICULTURAL & INTERNATIONAL EDUCATION





# Barcelona, Spain

**GLAVIN OFFICE**  
OF MULTICULTURAL &  
INTERNATIONAL EDUCATION





## Some pictures from last year's course (May 2016)

Here's the group, biking through Barcelona's Raval neighborhood, with social entrepreneur, Mamadou, who is from Senegal.









## More amazing speakers...

Marc Morillas (right), a Babson alum, founded the Barcelona marketing agency, REDCODE (Now Morillas).



Carlos Muñoz (left) founded the Spanish airline, Volotea.





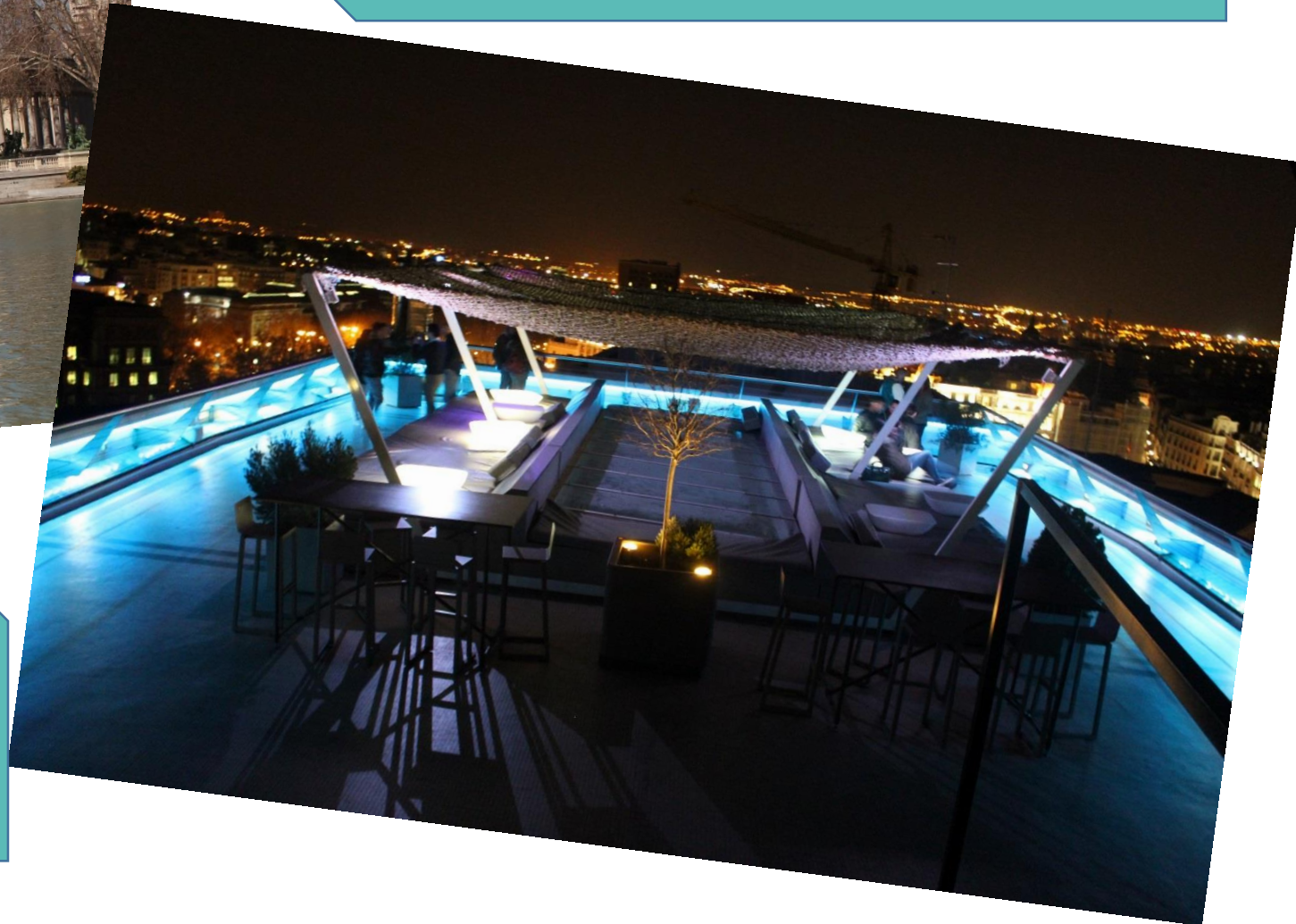
Spain 2015



...and by night.



Spain...by day





# Making Connections



# Eligibility, Selection Criteria, Credit

## GLAVIN OFFICE OF MULTICULTURAL & INTERNATIONAL EDUCATION

In addition to the eligibility requirements listed below, students must be in good academic and social standing with the college to participate/travel on this course:

- Rising: Sophomores, Juniors, Seniors
- At least one Intermediate Liberal Arts course (HSS/LVA/CVA)
- Sincere interest in course content
- Participate in all pre-departure sessions

\*Min participants: 16 (Max 20); minimum must be reached for course to run

- 4 credits- Advanced Liberal Arts





# Immersion in the City

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OF MULTICULTURAL &  
INTERNATIONAL EDUCATION

## Instructions

- Stay together with your group for the entire time
- Go beyond being a detached observer. Explore & interact. Talk to as many people as possible about what it is like to live and work in the area.
- Go places you normally may not go and engage with different types of people. Ask them what there is to do beyond the obvious tourist sites.
- Think about what contributes to a neighborhood's identity besides business and commerce. Eat at a local restaurant (not a chain); go in local shops (not chain stores)
- Go inside the local museums; pick up newspapers; check rent costs
- Take notes and pictures so you'll be able to remember, reflect, and report on what you see and hear.
- Unplug yourself so you can be fully immersed.
- Be prepared to be surprised.



# Requirements and Deliverables

- **Pre travel academic sessions (required):**
  - Monday, February 6<sup>th</sup> ; 6:00 – 9:00 PM
  - Monday, March 6<sup>th</sup> ; 6:00 – 9:00 PM
- **Electives Abroad Orientation Session:**
  - Monday, February 20<sup>th</sup> ; 6:00 – 8:00 PM
- **Travel Dates:** March 17<sup>th</sup>-26<sup>th</sup> , 2017
- **Course Wrap up session:** TBD
- **Deliverables/Evaluation:**
  - Attendance and Participation: 25% (including professionalism)
  - Presentations in Spain (2): 20%
  - On-Line Magazine: Neighborhood Portfolios & Analyses: 25%
  - Analysis of an Innovation, Social Enterprise or other Creative Initiative 20%
  - Individual journals/photos (5 total) 10%



# BABSON ELECTIVES ABROAD

Short-term, faculty-led courses • Advanced Liberal Arts and Advanced Electives (4 credits)  
1-3 weeks abroad • No min. GPA

## Fall Semester

- **MOB:** Contemporary Strategic Issues in Chile

## Winter Session

- **LIT:** Play & Performance in U.K.
- **EPS:** Institutions & Entrepreneurship in Japan

## Spring Semester

- **HIS:** Social Responsibility in Malaysia
- **HUM:** Mapping Cultural Histories in Spain

## Summer 1<sup>st</sup> Session

- **MOB:** Start-up Strategy in France

# BABSON ELECTIVES ABROAD TEAM



**Elise Beaudin**  
*Director  
Electives Abroad*



**Renée  
Graham**  
*Electives Abroad  
Program Manager*



**Alex  
Nesbeda**  
*Electives Abroad  
Program Manager*



**Meredith  
Dziuba**  
*Electives Abroad  
Program Assistant*



# BEFORE YOU APPLY

## Passport

- Check the expiration date (>6 mo. post travel)
- Apply for a (new) passport

## Brochure Page

- Review details on brochure page
- Ensure course fits into your academic plan

## Visas

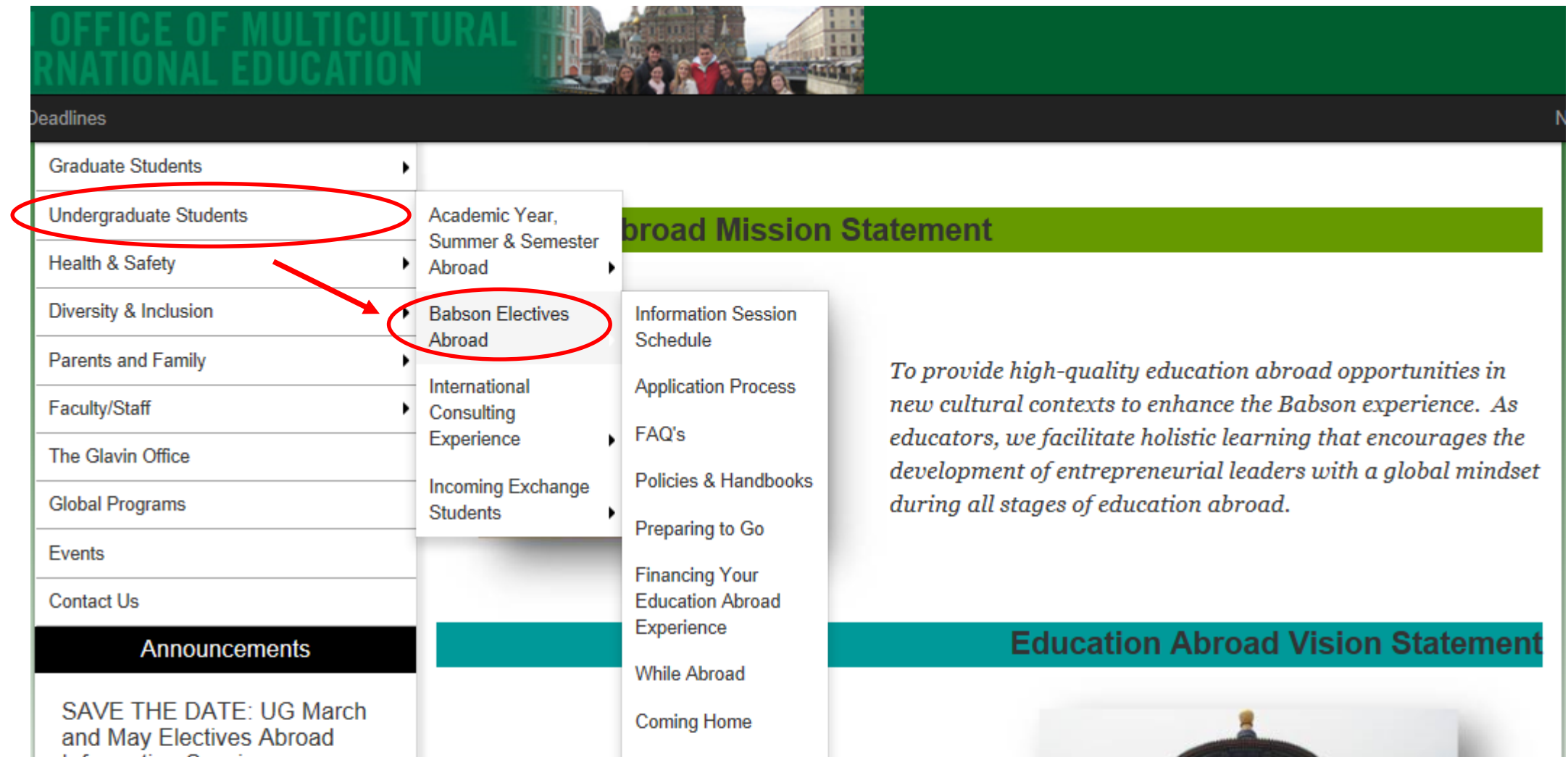
- Research your visa requirements

## Dates

- Check your calendar
- Discuss travel dates with all 'shareholders'

# ELECTIVE ABROAD APPLICATION

<http://educationabroad.babson.edu>



OFFICE OF MULTICULTURAL  
INTERNATIONAL EDUCATION

Deadlines

- Graduate Students
- Undergraduate Students**
- Health & Safety
- Diversity & Inclusion
- Parents and Family
- Faculty/Staff
- The Glavin Office
- Global Programs
- Events
- Contact Us

- Academic Year, Summer & Semester Abroad
- Babson Electives Abroad**
- International Consulting Experience
- Incoming Exchange Students

- Information Session Schedule
- Application Process
- FAQ's
- Policies & Handbooks
- Preparing to Go
- Financing Your Education Abroad Experience
- While Abroad
- Coming Home

**Education Abroad Mission Statement**

*To provide high-quality education abroad opportunities in new cultural contexts to enhance the Babson experience. As educators, we facilitate holistic learning that encourages the development of entrepreneurial leaders with a global mindset during all stages of education abroad.*

**Education Abroad Vision Statement**

**Announcements**

SAVE THE DATE: UG March and May Electives Abroad



# ELECTIVE ABROAD APPLICATION

<http://educationabroad.babson.edu>

## 2016-2017 Course Offerings

Click on the links below to learn more about this year's Elective Abroad offerings.

Fall Semester

**MOB:** Contemporary Strategic Issues in Chile

Winter Session

**LIT:** Play & Performance in U.K.

**EPS:** Institutions & Entrepreneurship in Japan

Spring Semester

**HIS:** Social Responsibility in Malaysia

**HUM:** Mapping Cultural Histories in Spain

Summer 1<sup>st</sup> Session

**MOB:** Start-up Strategy in France

# ELECTIVE ABROAD APPLICATION

Undergraduate Students

Health & Safety

Diversity & Inclusion

Parents and Family

Faculty/Staff

The Glavin Office

Global Programs

Events

Contact Us

Announcements

SAVE THE DATE: UG March and May Electives Abroad Information Sessions

Are you interested in learning more about the UG March and May Electives Abroad? [View Details]

View All

List All

Simple Search

Advanced Search

Featured Programs

Map Search

This page is the brochure for your selected program. You can view the provided information for this program on this page and click on the available buttons for additional options.

**HUM4615 The City as Text: Mapping Cultural Histories in Barcelona and Madrid** (Outgoing Program) ★ Featured:

Locations: Barcelona, Spain; Madrid, Spain

Program Terms: March Break

Dates / Deadlines:

Term	Year	App Deadline	Decision Date	Start Date	End Date
March Break	2017	10/23/2016	10/28/2016	03/17/2017	03/26/2017


Fact Sheet:

Class Status:	Undergraduate	Program Type:	Elective Abroad
Language(s) of Instruction:	English	Eligible Populations:	Junior, Senior, Sophomore
Housing Options:	Hotel/Hostel	Pre-requisites:	CVA, HSS, LVA, See Below
Academic Highlights:	Cultural Studies, Entrepreneurial Studies	Program Advisor:	Renee Graham

Apply Now

Program Description:

**HUM4615 The City as Text: Mapping Cultural Histories in Barcelona and Madrid**



## Contents

- Quick Facts
- Program Overview
- Program Details
- Housing & Transportation
- Financial Considerations
- Faculty Information
- Contact Information



# IMPORTANT DATES

	Initial Application	Rolling Application
<b>Application Opens</b>	September 6, 2016	October 26, 2016
<b>Application Closes</b>	October 23, 2016	November 28, 2016
<b>Placements Sent</b>	October 26, 2016	November 30, 2016
<b>Confirm Placement &amp; Submit Materials</b>	November 4, 2016	December 9, 2016
<b>Final Payment DUE</b>	December 9, 2016	December 9, 2016

# CONFIRM YOUR PLACEMENT

Login to  
[educationabroad.babson.edu](https://educationabroad.babson.edu)

Complete the questionnaires and  
materials by the deadline

Submit \$500 non-refundable  
deposit

Questionnaires	Materials
<ul style="list-style-type: none"><li>• Emergency Contact Form</li><li>• Health &amp; Wellness</li><li>• Medical Insurance Information</li><li>• Passport Information &amp; Submission</li><li>• Roommate Selection Form</li><li>• Mobile Phone Information</li></ul>	<ul style="list-style-type: none"><li>• Release &amp; Waiver Agreement</li><li>• Refusal of Medical Treatment</li><li>• Academic Plan Confirmation</li><li>• Program Fee Agreement</li><li>• Student Conduct Policy</li><li>• Acknowledgement of Pre-Departure Requirement</li><li>• Visa Requirements</li></ul>



# FINANCIAL CONSIDERATIONS

Program Fee	\$2,300
Airfare (Group)	\$1,100
Tuition	Included in spring semester flat rate tuition rate (up to 20 credits).
Financial Aid & Grant Information	Contact SFS for more information
<b>Billable subtotal:</b>	<b>\$3,400 – Financial Aid</b>
Estimated Additional Meals	\$515
Estimated Incidentals	\$220
Visa (if applicable)	Research on own
<b>Non-billable subtotal:</b>	<b>\$735</b>
<b>Total:</b>	<b>\$4,135 + Visa</b>

## Program Fee

***Includes:*** Accommodations, breakfast, ground transportation in and between cities, program planned meals and cultural excursions.

***Not included:*** Tuition, visa costs, additional meals and personal expenses.

## Group Flight

A group airline ticket has been purchased for all students traveling on the course.

***The program fee and group flight are paid to the Glavin Office.***

# STUDENT FINANCIAL SERVICES

## Program Fee (Glavin)

- Any deposit to confirm a student's enrollment in the course, as well as the remaining balance of the program fee, is paid directly by the student to the **Glavin Office**.

## Tuition (SFS)

- Tuition is paid directly to **SFS** and is billed at the 2016-2017 credit rate (\$1,509). Each Elective Abroad is 4 credits.
- Winter tuition is separate from fall and spring tuition charges, however, you may qualify for a tuition adjustment in a future year.



# STUDENT FINANCIAL SERVICES

## Scholarships

- Students who receive a full-tuition scholarship can use a portion of their scholarship to pay for their tuition cost.

## Grants

- Education Abroad Grants in the amount of \$2,000 are awarded to students receiving need-based Babson Grants and full-tuition scholarships (*cumulative limit is \$4,000*).

## Loans

- Students can choose to borrow loans to help cover expenses.

## Your Financial Plans

- To discuss your specific financing plans or budgeting for an Elective Abroad Course, please contact Student Financial Services.

# SFS CONTACTS

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<b>A - G</b>	Somaly Heang (sheang@babson.edu)
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<b>H - N</b>	Aimee Yorsaner (ayorsaner1@babson.edu)
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<b>O - Z</b>	Shannon Eagan (seagan1@babson.edu)
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<b>General Inquiries</b>	SFS@babson.edu
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# ACADEMIC & LOGISTICAL QUESTIONS

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**Faculty**

Professor Jenny Rademacher

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781-239-4506

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[vrademacher@babson.edu](mailto:vrademacher@babson.edu)

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**Program  
Manager**

Renee Graham

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[rgraham@babson.edu](mailto:rgraham@babson.edu)

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