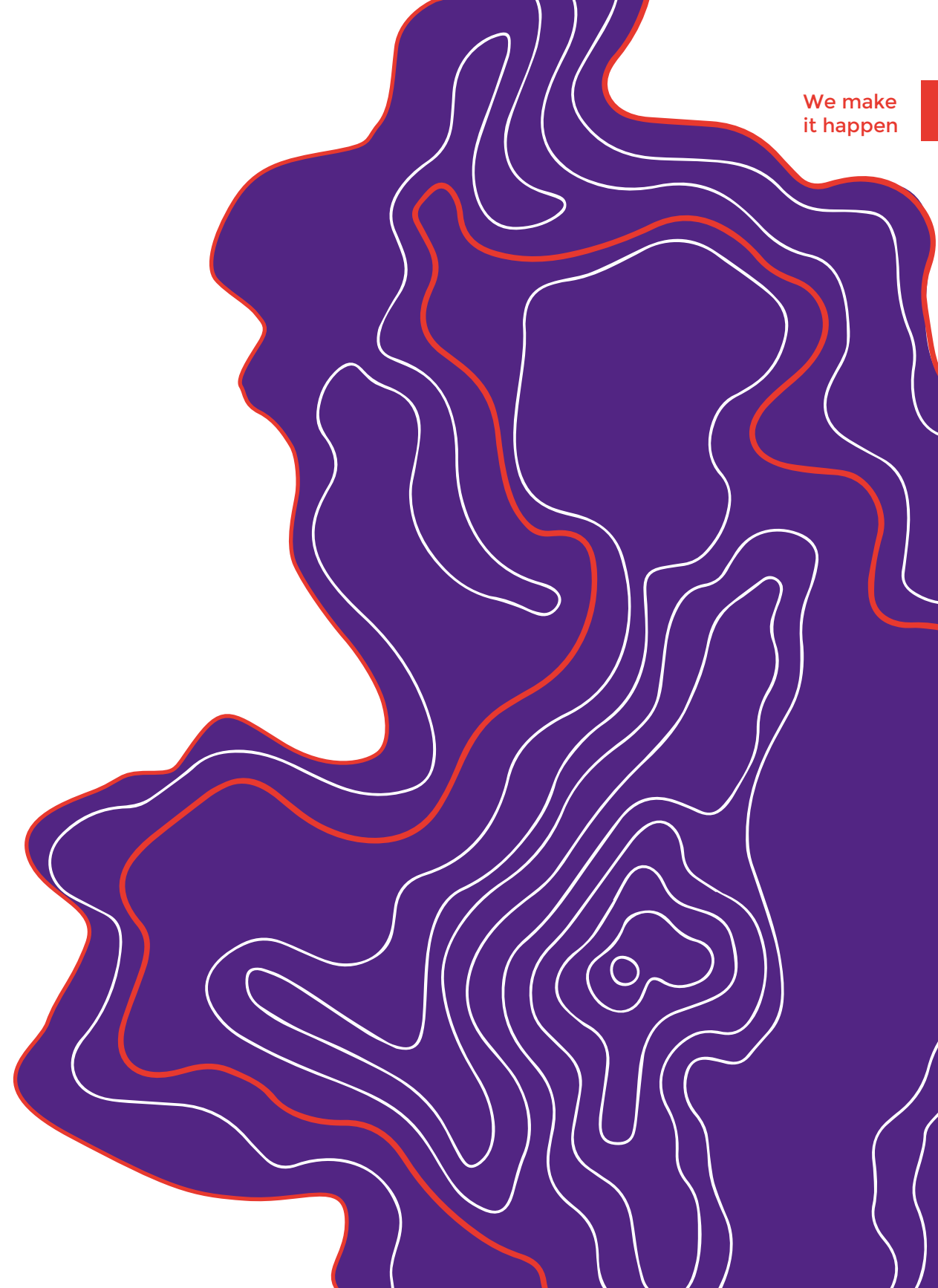


BARCELONA

# EAE Summer School

**2020**  
eae.es



# Hola Barcelona!

EAE Summer  
School Barcelona

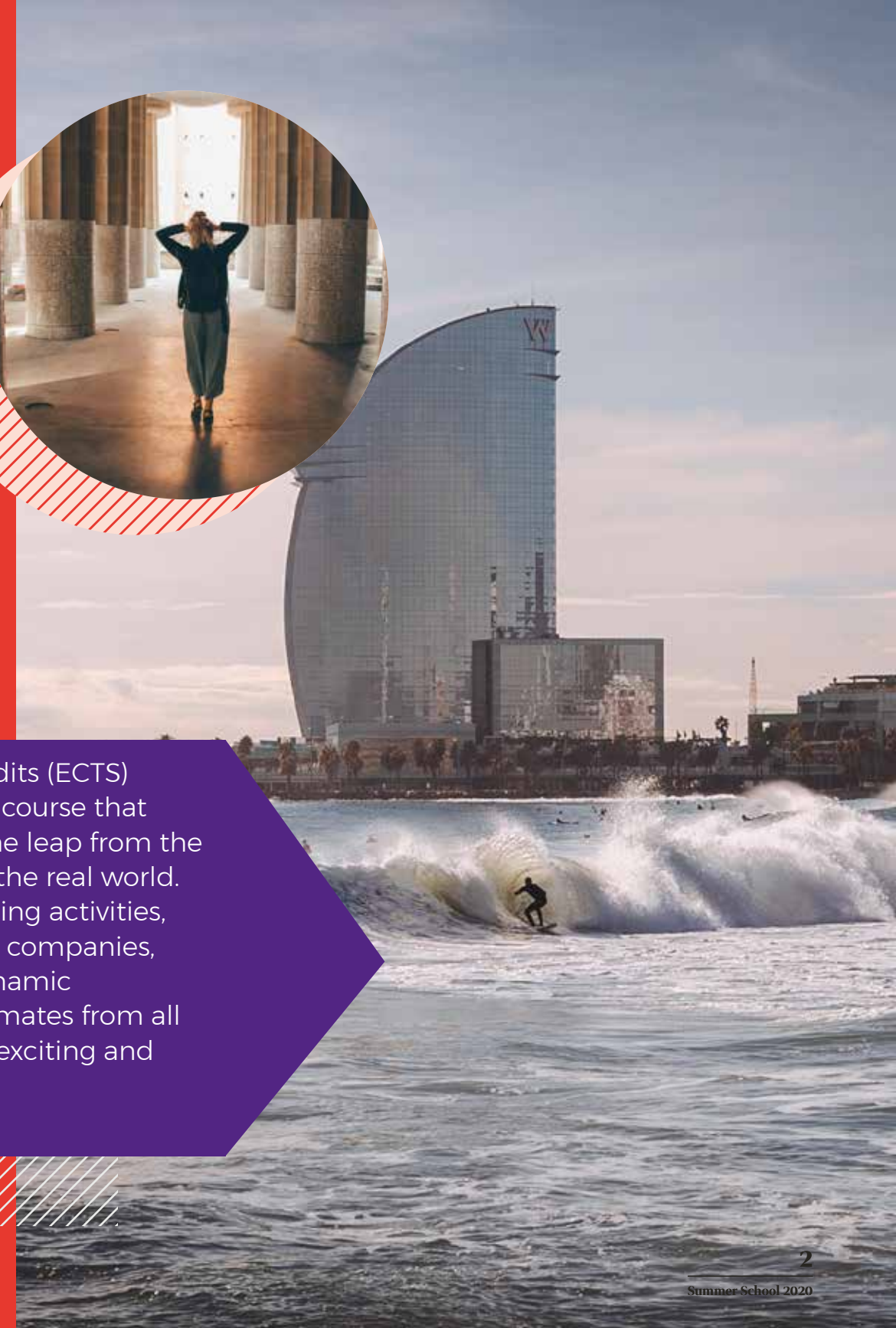
July 13th - 24th, 2020

EAE Summer School invites you to make the most of your summer by taking part in an educational experience focused on three cutting-edge disciplines in innovation and creativity.

**DESIGN THINKING**  
**BIG DATA**  
**AGILE PROJECT MANAGEMENT**



Imagine earning credits (ECTS) in a unique summer course that equips you to take the leap from the academic sphere to the real world. Participate in rewarding activities, interact with leading companies, and engage with dynamic instructors and classmates from all over the world in an exciting and cosmopolitan city.



# Barcelona, the city for creative, innovative people!

If you are looking for the ideal place to study this summer, Barcelona is one of the top choices in Europe for students. Lose yourself in the streets and discover hidden gems in a city known for its perfect climate, beautiful beaches, world-class cuisine and iconic landmarks. Enjoy all the cultural highlights and exciting nightlife that Barcelona has to offer. Here are 5 snapshots to give you a feel for the city:

# 1

**Lose yourself in the maze of streets in Barcelona's Gothic quarter**, admiring its old mansions that are now home to cultural wonder such as the Picasso Museum, art galleries and artisan stores where you can browse or but some original creations. *simplemente curiosar.*



# 3

**Head to the beach and soak up the atmosphere of Barceloneta**, the city's seafront neighbourhood. Take a dip in the sea, enjoy the cosmopolitan vibe of the beach bars and take a spin by bike.



# 4

**Explore the less touristy side of Barcelona around Poble Nou**, an old industrial area in which the former factories have been transformed into a mosaic of startups and entrepreneurial ventures, many of which are related to the ICT sector and innovation. If you like rock or electronic music, this is where you'll find the city's best gig venues.



# 5

**Soak in the atmosphere of the neighbourhood of Gràcia**, enjoy an ice-cream or a cold craft beer sitting on a terrace in any of the beautiful squares. Gràcia boasts an eclectic range of night-time venues offering live music, as well as dinner options for any budget.

**Enjoy some of the many open-air activities on offer in Barcelona in the summer.** If you like music, be sure not to miss the summer festivals and free night-time concerts held in the various parks around the city.



# 2



## Campus Barcelona

EAE's campus in Barcelona is located in the Eixample district, right at the heart of the city (c/Aragó 55 and c/Tarragona 110), making it very easy to get around by metro, bus, train and bicycle. Our facilities are housed in a 1,200 m2 building. The campus is equipped with the latest technological advances and all the equipment you need to get the most out of your academic life with the certainty that everything you need is on hand.



# Summer Programs

## DESIGN THINKING

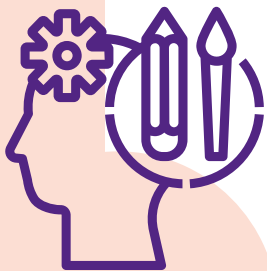
The Design Thinking Summer Program is designed to train undergraduate students to learn new perspectives and skills, regardless of their area of work. Students will gain the tools to adapt to change, innovate and resolve problems in different social and business contexts.

Participants will learn to understand customers using empathy techniques to identify unfulfilled needs, develop their creativity and resolve real-world problems. They will realize their potential as innovation experts and improve their response in the face of risk, error and uncertainty.



3 ECTS

2 weeks: July 13-24 2020



### After the program you will:

Understand the importance of empathy in a business scenario  
Prototype and test innovative solutions for real-world problems  
Share stories effectively  
Be a part of a high-performing team (HPT)

### Why is it relevant today and in the future?

You will find opportunities to improve or create new solutions in a business context.  
It enables you to respond effectively to new customer's needs  
It helps foster creativity and develop the skills to defend an idea in front of an audience

### Who is it for?

Creative, future leaders who are currently undergraduate students seeking to expand their international experience in Barcelona, Spain.

### Key features of the program

1. Interactive learning and lateral thinking
2. Cross-cultural teams
3. Cultural activities and company visits
4. Gaining experience by developing a real project

# AGILE PROJECT MANAGEMENT

The Agile Project Management Summer Program provides an intensive breakthrough opportunity for emerging professionals to build their skills to lead projects that deliver unparalleled value. Students will learn a set of management practices that will help embrace the uncertainty and challenges of new projects.

Participants will discover what it means to be truly adaptive in today's dynamic business environments, learning the techniques to make their projects successful, experiencing new ways of thinking and working in teams.

## After the program you will:

Know the iterative and incremental set of agility techniques that deliver business value and help teams in an evolving landscape

Have knowledge of the best management practices by embracing the uncertainty of every business idea, challenge, and endeavor through the understanding of project performance.

See change as a way of working and be capable of effectively diagnosing the essential from the expendable, challenging the status quo, innovating and optimizing personal and organizational capabilities.

## Why is it relevant today and in the future?

You will gain the skills to respond to the need for flexibility and constant innovation

You will be able to rely on your confidence in order to thrive in an uncertain future

## Who is it for?

Solution-oriented undergraduate business students who are keen for change and looking to expand their international experience in Barcelona, Spain.

## Key features of the program

1. Ideation, development and testing of your project idea
2. Cross-cultural teams
3. Cultural activities and company visits
4. Hands-on learning methodology



3 ECTS

2 weeks: July 13-24 2020



# BIG DATA & ANALYTICS

New technologies and the vast amount of information available online are changing the world as we know it. The Big Data & Analytics Summer Program will serve as an introduction on how to manage change using data. During the course, the students will gain an insight into how the implementation of Big Data technologies and the use of Data Science can help companies better understand their customers, predict behaviour and improve performance.

Participants will receive a valuable induction in the area by learning key concepts, tools and techniques in order to manage Business Intelligence, as well as gaining a hands-on experience with top technologies that will be of great use in their future professional careers.



3 ECTS

2 weeks: July 13-24 2020

## After the program you will:

Know the practical skills needed to oversee the use and exploitation of Business Intelligence.

Understand the architecture, tools and deployment of a Big Data environment in all of its scope.

Have a set of technical skills related to the latest technologies in the area (for example, PowerBI on dashboarding or Dataiku on data-science) that you will be able to apply in your future professional career.

## Why is it relevant today and in the future?

The world is becoming smarter due to the large amount of data being managed, posing a challenges for companies due to its volume, complexity and velocity.

Big Data and Analytics is giving business the capacity to analyse all the information in real time, enhance their performance and offer better solutions.

## Who is it for?

Undergraduate business students who want to understand the data-driven world and who are looking to expand their international experience in Barcelona, Spain.

## Key features of the program

1. Understanding business intelligence concepts of, dashboarding in a hands-on setting and business management using data
2. Cross-cultural teams
3. Cultural activities and company visits
4. Hands-on learning





# What a day in Summer School might look like...



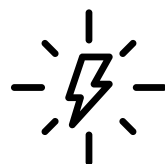
**7:30  
am**

**WAKE UP** and go out for a run around your new Barcelona neighbourhood.



**8:15  
am**

**BREAKFAST** on your way to school, get ready for an exciting day!



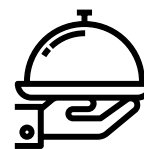
**9:00  
am**

**DESIGN THINKING INTERACTIVE CLASS:** a mixture of lectures and interactive group work.



**1:00  
pm**

**LUNCH WITH COLLEAGUES AROUND EIXAMPLE.** EAE Campus is close to all sorts of restaurants... you should really try the famous Barcelona tapa: Bravas!



**3:00  
pm**

**CULTURAL VISIT:** Going to Park Güell and taking a walk in one of the most beautiful parks in the world while seeing Gaudi's works and enjoying a stunning view of Barcelona.



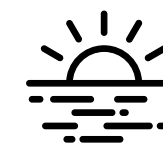
**6:00  
pm**

**TAKE A STROLL DOWN TO LA BARCELONETA.** Spend the afternoon at the beach with drinks and laughs.



**9:00  
pm**

Since you're in the La Barceloneta **WHY NOT HAVE DINNER IN A TERRACE ENJOYING THE SUNSET...** it's at 9pm!



# EAE Business School, 60 years making it happen.

## EAE Summer School Barcelona

Founded in 1958, EAE is an international business school that specializes in management. Over the years, more than 77,000 executives and professionals have placed their trust in us, from all five continents and companies, institutions and organizations all over the world.

Our summer courses have a very practical focus and fully adapt to our students' needs. As such, they are also completely aligned with EAE's philosophy and its commitment to quality. Welcome to a ground-breaking world of knowledge, to global era education and to the preparation that helps you grow as a person.

### Planeta Formación y Universidades

EAE forms part of Planeta Formación y Universidades, the education division of Grupo Planeta, the top publishing and communications group in Spain and Latin America, and the leader in the spheres of culture, audiovisual entertainment and education. Planeta Formación y Universidades has eight learning centres and five campuses, running 166 Master and Bachelor Degrees all over the world. Each year, more than 100,000 students learn in the Group's classrooms.



1 BUSINESS SCHOOL IN SPAIN TO RUN OFFICIAL UNIVERSITY MASTERS

26 ACADEMIC PARTNERS IN 26 COUNTRIES AND 4 CONTINENTS

+5.300 PARTNERSHIP AGREEMENTS WITH NATIONAL AND INTERNATIONAL COMPANIES

86 PARTNERSHIPS WITH UNIVERSITIES AND BUSINESS SCHOOLS ALL OVER THE WORLD

+7.000 EMPLOYMENT AND INTERNSHIP OFFERS PUBLISHED IN 2018

+15.000 OF FACILITIES MADRID AND BARCELONA CAMPUSES



# Practical Information

<b>Dates</b>	July 13th-24th, 2020
<b>Location</b>	EAE Business School · Barcelona Campus
<b>Credits</b>	3 ECTS
<b>Language of instruction</b>	English
<b>Tuition Fee</b>	1100€
<b>Accommodation</b>	For those requiring accommodations, EAE partners with nearby Student Residency to offer modern single rooms for the duration of the program, breakfast included.
<b>Tuition Fee With Accommodation</b>	1750€
<b>Deadline for application</b>	May 29, 2020
<b>How to apply</b>	Contact EAE International Office at <a href="mailto:summerschool@eae.es">summerschool@eae.es</a> +34 932 278 090



[www.eae.es](http://www.eae.es)



900 494 805



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28002 - Madrid