



Business Summer School

BARCELONA

July - August, 2020

About Business Summer School

Business Summer School is a two- to eight-week English-taught program with start dates in July and August in Barcelona. It is specifically designed for current university students, recent graduates and young professionals who are interested in studying business at graduate school or setting up their own company. Business Summer School provides students with a solid understanding of the latest trends in global business as well as a unique insight into the corporate world.

The academic content of Business Summer School has been adapted from EU Business School's (EU) top-ranked MBA programs and is taught by the same esteemed faculty and business leaders. Classes are combined with company visits, talks from industry leaders and project work to provide a privileged insight into companies and their day-to-day operations.

Classes take place in the morning followed by social and cultural activities in the afternoon which immerse students in Spanish culture and foster lifelong international friendships. The EU campus is located in the safe and exclusive upper business district, within easy reach of the Plaça Catalunya and with easy access to the beach and Barcelona's main sights.



About EU

Established in 1973, EU Business School is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva, Montreux, Munich and online. We offer programs at the foundation, bachelor's, master's and MBA levels.

Our English-taught programs are presented by our high-caliber faculty made up of entrepreneurs, consultants, business leaders and full-time academics. Our faculty works with students on an individual basis to create a cooperative and caring learning environment where human values flourish.

For further international experience, we encourage our students to participate in intercampus exchanges, both within Europe and with our partner institutions around the world.

The high standard of our programs is reflected by our consistently high rankings worldwide, including four QS Stars for Excellence in Business Education.





The Business Hub of the Mediterranean Coast

The second-largest city in Spain with a buzzing startup scene and top international companies including Desigual and eDreams, Barcelona is a center of innovation and state-of-the-art business. Attracting entrepreneurs and investment from all over the world and host to the World Mobile Congress and large international trade fairs, this booming city is the ideal location for a business summer school experience.

In addition, Barcelona is situated on the Mediterranean coast and boasts a vibrant international community, an abundance of cafés and trendy bars, world-class beaches and many cultural and historic sites which make it one of the top destinations for travelers from around the world.

What Barcelona Has to Offer:

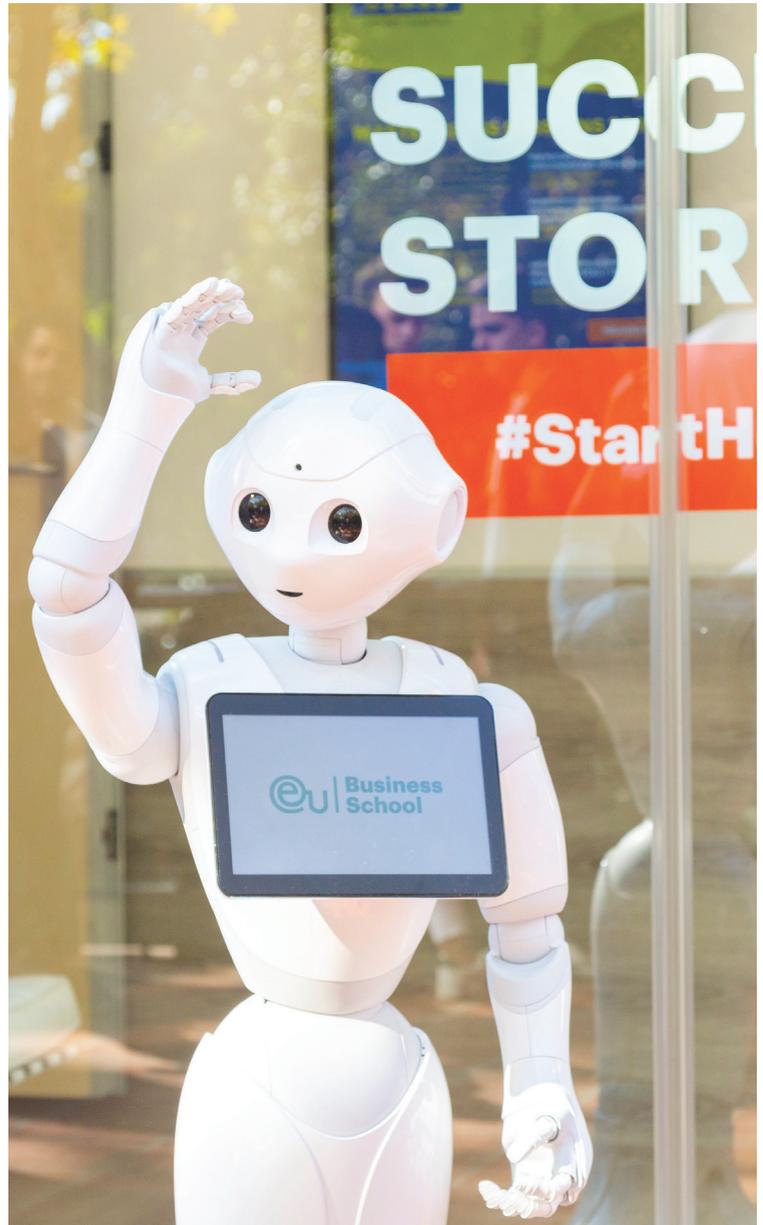
- The mobile capital of the world and a leading smart city
- A business hub for sustainability and new technologies
- Host of large international trade fairs which attract companies from all over the world
- The best beach city in the world according to National Geographic
- Home to legendary FC Barcelona and Camp Nou, Europe's largest football stadium
- A center of culture including Gaudí's world-renowned Sagrada Família and Park Güell

And much more ...



Why Come to Business Summer School

- Build a knowledge base about international business
- Gain an insight into the operations of global industry leaders
- Learn the latest trends in business, including artificial intelligence and digitalization
- Meet top business professionals and learn how they are evolving their companies
- Network with like-minded peers from around the world
- Discover Barcelona, the vibrant and cosmopolitan capital of the Mediterranean coast



I think Barcelona is the best place to get a business education; the startup scene here is truly inspiring.



TOMAZ DE ANDRADE VIEIRA NETO
BRAZIL



Teaching Approach

Structured in two-weekly sessions to allow for flexibility and choice of courses, Business Summer School gives a glimpse into EU's MBA programs. It combines classroom teaching with experiential learning techniques such as presentations by top business people and visits to innovative enterprises. Students hone the skills necessary to flourish in the global business environment and acquire an entrepreneurial mindset to prepare them for their future studies and business ventures.

Subjects

DIGITALIZATION OF BUSINESS

July 5

Session I:

Project Management
Digital Marketing
Innovation

Session II:

Personal Branding
Entrepreneurship and Startups
Sustainable Development

MANAGEMENT IN A CHANGING WORLD

August 2

Session I:

Leadership and Team Building
The European Union: Challenges and Prospects
Blockchain for Smart Cities

Session II:

Public Speaking
Doing Business in Europe
Big Data and AI: Opportunities and Threats



Recreation

Business Summer School provides the perfect balance between academics and fun. Students enjoy two afternoon activities per week and optional weekend excursions twice a month to ensure they experience the culture and corporate world of the vibrant city of Barcelona.

- Sports, social and cultural activities: two afternoons a week
- Optional additional sports and social activities: once a month on Saturdays*

*Optional activities are signed up for upon application. Please note that these activities are at an additional fee.

Activities

- Welcome and farewell parties
- Sightseeing city tour
- Trips to Girona and Sitges
- Football match at FC Barcelona stadium, Camp Nou
- Beach volleyball
- Catamaran sailing
- Paddle boarding

And much more...

Summary

Location	2020 Dates	Language	Price	Courses
Barcelona (at EU Business School campus)	Digitalization of Business: July 5 Management in a Changing World: August 2	English	Two weeks: €1,900* Four weeks: €3,400* Six weeks: €4,700* Eight weeks: €6,300*	20 hours of business studies per week including tuition, workshops and company visits.

*Early-bird price reduction of €200 for advance payments made before March 29, 2020. For group prices, please contact summer@euruni.edu.

Students who have successfully completed Business Summer School will be awarded an end-of-course certificate and those who subsequently apply to a degree program at EU Business School will be granted a scholarship.

Requirements

Applicants must be 18 or over** and must present evidence of the following:

- University transcripts
- Proof of English level: TOEFL score 80 (internet-based), 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; PTE 57; EU Business School English placement test; English native or equivalent

Applications are reviewed individually and students are accepted on a rolling basis while places are available.

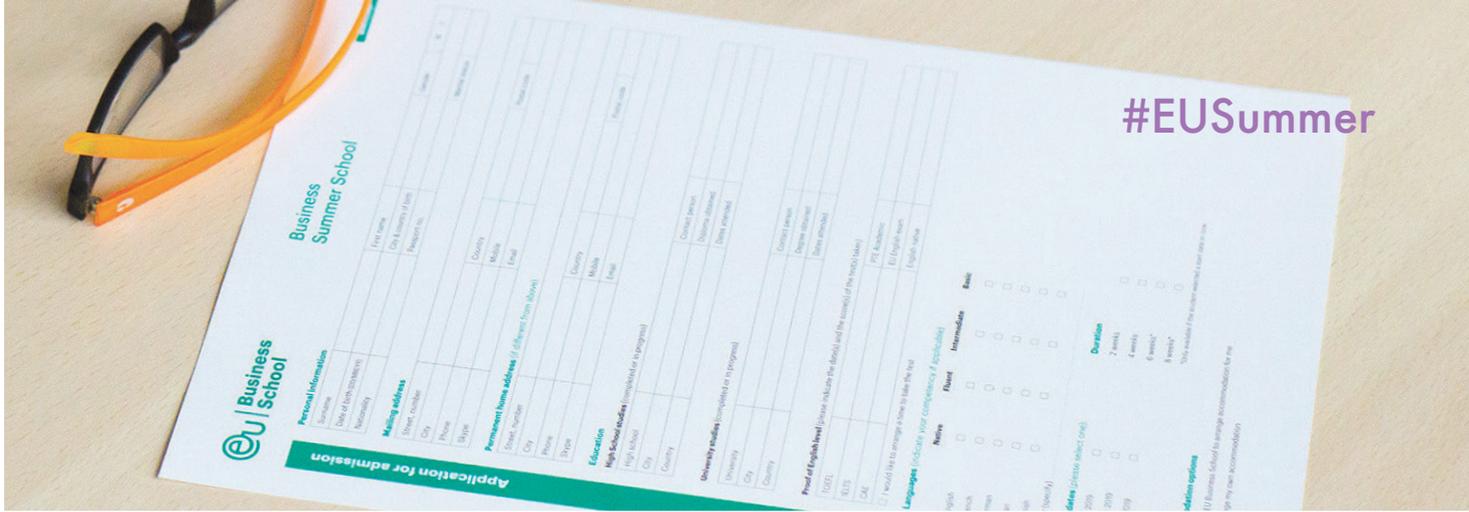
**Students under 18 must be accompanied by a parent or guardian. EU can assist in arranging a guardianship for the duration of the program for a fee of 500€.

What is Included***

- Welcome pack
- Welcome and farewell parties
- Tuition and study materials
- Medical insurance
- Social and sports activities
- Company visits
- End-of-course EU Business School certificate
- 24-hour support from program coordinator

***The fee does not include travel costs, airport transfers, accommodation or meals.





Application and Admission

To secure your place at Business Summer School and spend an unforgettable summer in Barcelona, follow the application process below. We will gladly assist you with this process, help you find suitable accommodation or answer any questions you may have. For more information, contact our program coordinator at summer@euruni.edu.



Complete the online application form at euruni.edu



Upload/send all supporting documents



Pay program fee



Arrive and join the EU Summer experience!



I had amazing classmates who would contribute to discussions, making the classes more interesting.



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MEXICO



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