

# Business Boot Camp **BARCELONA**



July 9-29, 2023

**#StartHere**

## About Business Boot Camp

Business Boot Camp is a dynamic and immersive three-week program, taught exclusively in English. It is designed for current university students, recent graduates and young professionals who wish to specialize in cutting-edge topics, make international connections and develop real-world skills while enjoying their summer break.

The program is held in July in Barcelona, a vibrant Mediterranean tech hub. Students will learn the latest trends in crypto and blockchain or digital business from EU's high-caliber faculty. Morning classes are followed by workshops and social/sports activities in the afternoons, giving students the opportunity to experience both Barcelona's exciting tech ecosystem and its rich cultural heritage.

The campus is located in the safe and exclusive business district, within easy reach of Plaça Catalunya, the beach,

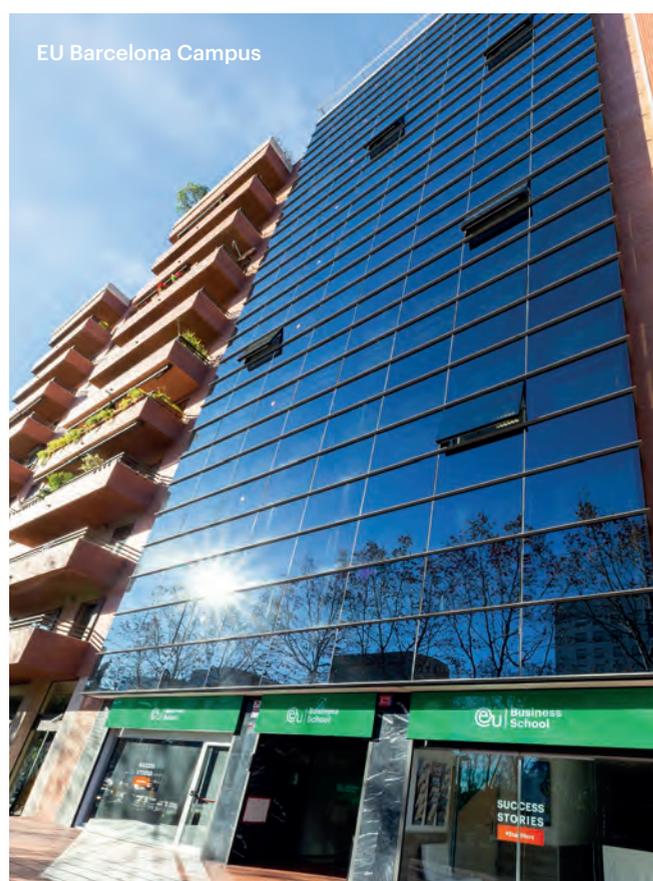
and top sights such as Gaudi's Sagrada Família and Camp Nou, home to FC Barcelona.

Students can earn university credits and, on successful completion of the program, they will receive a scholarship to study a master's or MBA at any of EU's campuses.

### Choose Your Program

Students can choose between two programs: Crypto & Blockchain or Digital Business. Our hands-on approach to learning brings business to life through interactive workshops, case studies, company visits, project work and much more.

- **Crypto & Blockchain**
- **Digital Business**



## About EU Business School

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973. We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, in Barcelona, Geneva and Munich as well as on our Digital Campus.

Our small class sizes guarantee personalized learning from a highly qualified faculty of academics and business professionals. Our pragmatic and experiential learning approach ensures our students excel in the business world.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Intercampus and global exchange programs further enhance our students' international experience.

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



## The Most Exciting City on the Mediterranean Coast

Barcelona is a cutting-edge tech city complete with a buzzing social scene – the ideal location for a boot camp experience! Home to a thriving startup arena and a hub of new technologies and sustainability, Barcelona attracts investment from all over the globe. The city is a dynamic host to the World Mobile Congress and major international trade fairs, offering endless entrepreneurial opportunities in the heart of the Mediterranean.

Boasting world-class beaches, a vibrant international community and an abundance of cafés, restaurants and bars, the city seamlessly blends the modern with the historic to create one of the world's most exciting travel destinations. From relaxing on the beach to playing sports, there's something for everyone.



## 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
- A center of culture, including Gaudí's world-renowned Sagrada Família and Park Güell
- The best beach city in the world, according to National Geographic
- Home to the legendary FC Barcelona and Camp Nou, Europe's largest football stadium
- A lively music scene, ranging from buskers on the busy Rambla to major festivals

And much more...

## Why Come to Business Boot Camp?

- Learn the latest trends in crypto and blockchain or digital business from top industry experts and entrepreneurs
- Gain an insight into the operations of top companies
- Earn university credits while enjoying the beautiful Barcelona summer<sup>1</sup>
- Obtain a scholarship for a master's or MBA program taught on any of EU campuses<sup>2</sup>
- Network and make friends from around the world
- Discover Barcelona, the vibrant and cosmopolitan capital of the Mediterranean coast

<sup>1</sup>Transcripts and course descriptions must be sent to and approved by your institution for credit acceptance. EU Business School cannot guarantee your credits will be accepted by your school.

<sup>2</sup>Conditions apply. Please contact us at [summer@euruni.edu](mailto:summer@euruni.edu) for details.



“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

Business Boot Camp is an innovative and immersive three-week program taught in English by EU lecturers. Students examine the latest in either crypto and blockchain or digital business, depending which program they choose. Classes are complemented with dynamic workshops, project-based cases and insightful company visits.

### Example of Courses

#### Crypto & Blockchain

- Digital Finance
- Cryptocurrencies
- How Blockchain Works
- Lending & Crowdfunding

#### Digital Business

- Digital Marketing Plan
- Design Thinking
- Developing the Digital Consumer
- Digital Transformation

## Recreation

Business Boot Camp provides the perfect balance between academics and fun. Students enjoy two afternoon activities per week and optional weekend excursions to ensure they have fun and experience the culture and creative business world of the vibrant city of Barcelona.



### Activities Include

- Welcome and farewell parties
- Sightseeing city tour by bus
- Guided walking tour of Barcelona landmarks
- Guided tour of Gaudi's Sagrada Familia
- Beach volleyball
- Catamaran sailing trip
- Escape room
- Trip to Montserrat
- Tour of the football stadium, Camp Nou

And much more...

## Summary

Location	Dates	Language	Price	Course Content
EU Barcelona	<b>Crypto &amp; Blockchain</b> July 9-29, 2023  <b>Digital Business</b> July 9-29, 2023	English	€3,900 <sup>1</sup>	20 hours of business studies per week including classes, workshops and company visits

Students who have successfully completed Business Boot Camp will be awarded an end-of-course certificate. Those who subsequently apply to a master's or MBA degree program at EU Business School will be granted a scholarship.<sup>2</sup>

<sup>1</sup>Early-bird price reduction of €200 for advance payments made before March 31, 2023. <sup>2</sup>Conditions may apply. Contact us at [summer@euruni.edu](mailto:summer@euruni.edu) for more details.

## Requirements

Applicants must be 18 or over and must present 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.

## What Is Included<sup>3</sup>

- Welcome pack
- Welcome and farewell parties
- Tuition and study materials
- Accommodation in twin rooms with breakfast and dinner
- Medical insurance
- Two sports and/or cultural visits per week
- One company visit per week
- EU Business School transcripts
- EU Business School certificate of course completion
- 24-hour support from program coordinator

<sup>3</sup>The program fees do not include travel costs or airport transfers.

## Application and Admission



Complete the online application form on [euruni.edu](http://euruni.edu)



Upload/send all supporting documents



Pay program fee



Arrive and join the EU Summer experience!

### Contact Us

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### Visit Us

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### Follow Us

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## First-Class Student Housing

Business Boot Camp students stay at the RESA student residence situated just a short walk from campus in one of the safest and most affluent areas of Barcelona. Accommodation in twin rooms with breakfast is included in the price.

Single rooms are available on request on a first-come, first-served basis and at an additional cost.

## Accommodation Services Include

- Breakfast
- Housekeeping services
- Laundry facilities
- 24-hour security
- Wi-Fi
- Computer and study rooms
- Swimming pool and solarium
- Gym
- TV room
- Games room

For more information, please refer to the residence's website at [www.resa.es/en](http://www.resa.es/en).



“Experiencing the vibrant city of Barcelona with newly made friends from around the world was awesome.”

Nandor Reininghaus  
Austria



**Barcelona**

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