



# **EAE** **Summer** **School**



# This summer is about making it happen!

**1<sup>st</sup>**  
**BUSINESS**  
**SCHOOL IN SPAIN**  
**TO RUN OFFICIAL**  
**UNIVERSITY**  
**MASTERS**

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 m<sup>2</sup>+**  
**OF FACILITIES**  
Madrid and Barcelona  
Campuses

EAE Summer School aims to provide undergraduate and recently graduated students with a unique experience of two weeks intensive programs in some of the most cutting edge topics in Business Management.

Our programs will provide you with the latest tools and techniques that will help you accelerate your transition from academia to the real business world. EAE offers challenging lectures combined with company visits and a world class cultural experience in one of the most dynamic cities in Europe, Barcelona.

You can choose from among four different programs with curriculum based on the real needs of the business world. All programs have a 2-week duration and will run from the 1st of July to the 12th of July, 2019.

## **EAE BUSINESS SCHOOL, 60 YEARS MAKING IT HAPPEN**

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 mission is to train professionals equipped to lead organizations in all spheres sustainably, through programs that combine practical contents with participant-oriented services.

## **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.



# SUMMER PROGRAM IN DESIGN THINKING

VUCA context (Volatility, Uncertainty, Complexity, and Ambiguity) and competitive pressure forces companies to differentiate their products and services to stand out in the market. Nowadays innovation is a MUST.

Design thinking is a well-known innovation methodology, developed at Stanford University and IDEO agency. This human-centered approach to innovation and problem-solving has been successfully applied in different business contexts.

Design Thinking means taking a new point of view, a new perspective in order to find opportunities to improve, where others just see a claim. It doesn't matter if it involves a product, services or process...

**i** This program is aimed at undergraduate and recently-graduated students from any field of studies.

## CONTENT OF THE PROGRAM

Using practical examples, we will go through the 5 steps of the Design thinking process: from gaining empathy with end-users to testing prototypes of our new product ideas, services or processes. It is not about validating pre-existing ideas.

Discover your own barriers to finding ideas (i.e. "I am not creative")

Practice the necessary techniques to empathize with potential customers:

- Observation
- Empathy interviews
- Immersion Techniques
- or Mr.Google: in-depth fishing

Practice ideation techniques once the problem has been re-framed

Learn the importance of prototyping and communicating ideas to continuously improve them

Extend your personal network of contacts with your classmates

## LEARNING OUTCOMES

Use design thinking methods and tools to approach innovation Big Data technologies and architectures definition

Adopt a design thinking mindset by defining value from the user's perspective

Put into practice the design thinking toolkit in a specific business "academic" challenge

Implement the design thinking culture in your organization/context

This program will help you gain value as a professional practitioner of Design Thinking. It is aimed at anyone interested in innovation or creativity. No previous experience is required: only the willingness to explore a practical method to find new solutions to old problems.





# SUMMER PROGRAM IN BIG DATA & ANALITICS

Data Analysis has gained extraordinary attention in recent times: new technologies are changing the world as we know it. The world is becoming “smart” and full of information thanks to social networks, mobile devices or the Internet of Things (IoT). The large amount of data is a revolution within companies due to their volume, complexity and velocity. Big data and Analytics is giving business the capacity to analyze all the information in real-time for all the company’s processes, current customers or potential ones. This way, businesses can make better decisions and improve their performance. With implementation of Big data Technologies, which are capable of storing and visualizing this large amount of data, and with the usage of Data Science, in order to create new prediction or classification algorithms with this data, companies are able to improve their processes and profits.

**i** The program is aimed at undergraduate and recent graduate students from the following fields of studies: Business Administration, Engineering, Management and Computer Science.

## CONTENT OF THE PROGRAM

Introduction to Big Data and BI Application

Business Intelligence: KPIs and Industry Cases

Dashboarding: Create your own dashboard – Self-Service Analytics

Big Data and Analytics Business Case Uses

Big Data Architectures and Paradigms

Introduction to Machine Learning and Advance Analytics: the role of the Data Scientist

## LEARNING OUTCOMES

Understanding Big Data business case uses and its application in the real world.

Learning about the most common algorithms used in Data Science and Machine Learning applications

Big Data technologies and architectures definition

Developing skills in KPI Definition and Dashboard creation

This program will help you to understand how Big Data and BI projects are managed and developed. You will be able to help working on real projects and discover this new trend for yourself.





# SUMMER PROGRAM IN AGILE PROJECT MANAGEMENT

Agile Project Management has gained significant attention in recent years, as a result of the need for flexibility and constant innovation. Our work environment is full of challenges, information is uncertain and complex, so we need a set of best practices to cope with this new situation. Agile is an iterative and incremental set of management practices, to help teams in an evolving landscape, while keeping a focus on the rapid delivery of business value. All the methodologies of Agile project management are based on continuous improvement, flexibility, productivity of the team, and delivery of products with high quality.

**i** This program is aimed at undergraduate and recent graduate students from the following fields of studies: Business Administration, Engineering, Management and Computer Science.

### CONTENT OF THE PROGRAM

- Agile manifesto and intended benefits
- Overview of agile landscape
- Kanban boards for task management, and their applications
- Scrum methodology for incremental development
- Agile for change and transformation management
- Software and apps for Agile Project Management

### LEARNING OUTCOMES

- Understanding main applications of Agile Project Management
- Being able to apply Kanban boards to agile task management
- Mastering the Scrum methodology
- Developing competency in Agile Project Management tools

This program will help you to gain value as a professional practitioner of Project Management techniques in real scenarios. Your team mates, employers and customers will perceive you as a highly-valued professional to work with.





# SUMMER PROGRAM IN LEADING YOURSELF AND DEVELOPING YOUR PROFESSIONAL CAREER

Leaders today face many issues as they excel to become great leaders. A key issue they face on becoming great leaders comes from an internal creative tension between leading themselves and leading others. Commonly, leaders are very intentional, proactive and effective at leading teams, organizations and even companies while, at the same time, very ineffective in leading their personal management (envisioning, planning and developing their own professional career). Though they see the importance of both, quite often they do not have the time, tools and processes to excel at both. This program will provide the participant with the tools and processes necessary for leaders to be very successful both leading others and leading themselves.

**i** This program is aimed at undergraduate and recently-graduated students from all fields of studies.

## CONTENT OF THE PROGRAM

- Leading yourself by developing Personal leadership paradigms
- Developing a personal mission statement and vision of the future
- Identifying personal values and roles
- Establishing personal and professional goals
- Developing integrity and evaluation protocols
- Personal career Development using the Ideal Fit Model

## LEARNING OUTCOMES

- Developing a personal life plan that includes a mission, vision, values, roles and goals
- Comprehensive understanding of the Ideal Fit Model which includes developing a professional career plan. Master the Scrum methodology
- Learning and applying the strategic planning Process to enhance participant life

When you finish this program you will have a personal and professional plan for your Future. In addition, you will know skills that you will be able to apply in many different scenarios of your journey to become an exceptional leader



# BARCELONA

## STUDY IN THE CITY OF INNOVATION AND TALENT

If you are looking for an ideal place to study, Barcelona is one of the most attractive cities in the world. That is the opinion of the “World’s Best Cities ranking 2018”, which highlights the city’s quality of life and its excellent urban and natural environment.



**9,208**  
NEW COMPANIES  
IN 2017

**25,000**  
BILLION EUROS  
IN TURNOVER  
IN THE  
TECHNOLOGY  
SECTOR IN  
SPAIN IN 2017

**22**  
TECHNOLOGY  
CENTRES OPENED  
IN 2017

Barcelona is a global city, an economic hub and a leader in fields such as biotechnology and other strategic sectors like ICT and sustainable mobility. In addition, it is Europe’s fifth largest hub for startups, a city where the entrepreneurial initiative is palpable. Home to the Mobile World Congress, Barcelona held more congresses than any other city in the world in 2017 (according to ICCA).

It boasts top-class infrastructures and communications, including its excellent international airport, one of the most important ports on the Mediterranean and connections to the second largest high-speed train network in the world.

### LIVING IN TOWN

According to UNESCO, Barcelona is the only city in the world with nine monuments to be given World Heritage status, where great artists have left their mark, including Gaudí, Miró and Picasso. The city is an attractive place to live and study, thanks to an unbeatable climate and location, giving you access to the beach and mountains, and a gastronomic repertoire that is renowned around the world. It is an absolutely great destination because of its cultural heritage and its Mediterranean welcoming character and quality of life.

### 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.



# PRACTICAL INFORMATION

The four programs have the same duration and characteristics and are delivered simultaneously.  
All programs include company visits, team-building activities and cultural visits (included in the tuition fee).

Duration	2 weeks, 40 hours (including lectures and company visits) from Monday to Friday
Start- End Dates	1st to 12th of July, 2019
Location	EAE Business School, Barcelona Campus (Calle Aragon 55, Barcelona, Spain)
Credits	2 ECTS
Language of instruction	English
Type of diploma	Certificate of attendance
Target and Entry requirements:	Suited for undergraduate students (year 3 and beyond) or recent graduates with a good command of English (minimum B2 level required)
Tuition Fee	2,100€
Tuition Fee for partner institutions' students	1,950€
Deadline for application	1st of June, 2019
How to apply	Contact EAE International Office at <a href="mailto:summerschool@eae.es">summerschool@eae.es</a> , +34 932278090
Accommodation	Not included in the tuition fee. If you need help for accommodation, EAE will provide you with the necessary information
Meals	Not included in the tuition fee

 **YOU CAN ONLY APPLY TO ONE PROGRAM**

# INFORMATION AND APPLICATIONS

Learn more about how you can take part in the EAE Summer School at:  
[www.eae.es](http://www.eae.es)

Or contact us at:  
**International Office**  
[summerschool@eae.es](mailto:summerschool@eae.es)  
+34 93 2278090



## EAE Business School

We would like to thank all the members of the EAE Community, current and former students, faculty members and staff who have helped to make this brochure possible. A group of people who represent the philosophy and values that guide us on our exciting journey.  
**We make it happen.**

900 494 805



### BARCELONA CAMPUS

C/ Aragó, 55  
08015 - Barcelona

C/ Tarragona, 110  
08015 - Barcelona

### MADRID CAMPUS

C/ Joaquín Costa, 41  
28002 - Madrid

C/ Príncipe de Vergara, 156  
28002 - Madrid