



SUM

Agenda '21

MER

PROGRAM

A UNIQUE,
TWO-WEEK
EXPERIENCE
FOR HIGH
SCHOOL
STUDENTS

ie UNIVERSITY

Business & Entrepreneurship Track

Week 1

Leadership & Soft skills >>

Track Content >>

Sunday July 4th	Monday July 5th	Tuesday July 6th	Wednesday July 7th	Thursday July 8th	Friday July 9th	Saturday July 10th
7 – 16 Arrivals	9.30 – 10.50 Powerful Teamwork & Leveraging Diversity	9.30 – 10.50 Communication & Conflict Management	9.30 – 10.50 Final Teams Dynamics Challenge	9.30 – 10.50 What Style of Entrepreneur are You?	9.30 – 10.50 Entrepreneurship: Creating the next big thing	10 – 11 Bus transport
10 / 13 / 16 Trip to Segovia	11.05 – 12.25 Powerful Teamwork & Leveraging Diversity	11.05 – 12.25 Communication & Conflict Management	11.05 – 12.25 Final Teams Dynamics Challenge	11.05 – 12.25 What Style of Entrepreneur are You?	11.05 – 12.25 Entrepreneurship: Creating the next big thing	11 – 13.30 Kayaking
18 Welcome on IEU Campus	12.40 – 14 Powerful Teamwork & Leveraging Diversity	12.40 – 14 Communication & Conflict Management	12.40 – 14 Final Teams Dynamics Challenge	12.40 – 14 What Style of Entrepreneur are You?	12.40 – 14 Entrepreneurship: Creating the next big thing	13.30 – 14.30 Bus transport to Sepúlveda
20 – 21 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Entrepreneurship: Creating the next big thing	14 – 16 Lunch
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	14 – 16 Lunch	16 – 17.30 Bus transport to Segovia
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	16 – 19 Extracurricular activity	20 – 23 Talent Show & Dinner
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	19 – 20.30 Leisure time	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	21 Dinner	
					23 Lights out	

Business & Entrepreneurship Track

Week 2

Track Content >>

Sunday July 11th	Monday July 12th	Tuesday July 13th	Wednesday July 14th	Thursday July 15th	Friday July 16th
11 – 13 Late check out & bus transport to Madrid	9.30 – 10.50 Making change happen	9.30 – 10.50 Marketing Strategy	9.30 – 10.50 Business Strategy & Foresighting	9.30 – 10.50 Wrap-up	9.30 – 10.50 Diploma granting
13 – 14 Check in	11.05 – 12.25 Making change happen	11.05 – 12.25 Marketing Strategy	11.05 – 12.25 Business Strategy & Foresighting	11.05 – 12.25 Rehearsal	11.05 – 12.25 Farewell Brunch
14 – 16 Picnic at the RetiroPark	12.40 – 14 Making change happen	12.40 – 14 Marketing Strategy	12.40 – 14 Business Strategy & Foresighting	12.40 – 14 Final presentations	12.40 – 20 Drop offs (last drop off at 20h)
17 – 20 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	

Law, Economics & International Relations Track

Week 1

Leadership & Soft skills >>

Track Content >>

Sunday July 4th	Monday July 5th	Tuesday July 6th	Wednesday July 7th	Thursday July 8th	Friday July 9th	Saturday July 10th
7 – 16 Arrivals	9.30 – 10.50 Powerful Teamwork & Leveraging Diversity	9.30 – 10.50 Communication & Conflict Management	9.30 – 10.50 Final Teams Dynamics Challenge	9.30 – 10.50 Aid and development	9.30 – 10.50 Understanding economic growth	10 – 11 Bus transport
10 / 13 / 16 Trip to Segovia	11.05 – 12.25 Powerful Teamwork & Leveraging Diversity	11.05 – 12.25 Communication & Conflict Management	11.05 – 12.25 Final Teams Dynamics Challenge	11.05 – 12.25 Aid and Development	11.05 – 12.25 Understanding economic growth	11 – 13.30 Kayaking
18 Welcome on IEU Campus	12.40 – 14 Powerful Teamwork & Leveraging Diversity	12.40 – 14 Communication & Conflict Management	12.40 – 14 Final Teams Dynamics Challenge	12.40 – 14 Aid and Development	12.40 – 14 Understanding economic growth	13.30 – 14.30 Bus transport to Sepúlveda
20 – 21 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 17.30 Bus transport to Segovia
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	20 – 23 Talent Show & Dinner
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	21 Dinner	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	23 Lights out	

Law, Economics & International Relations Track

Week 2

Track Content >>

Sunday July 11th	Monday July 12th	Tuesday July 13th	Wednesday July 14th	Thursday July 15th	Friday July 16th
11 – 13 Late check out & bus transport to Madrid	9.30 – 10.50 International Human Rights Law	9.30 – 10.50 Poverty Eradication and Social Entrepreneurship	9.30 – 10.50 Legal Challenges of the Internet and Technology Revolution	9.30 – 10.50 Wrap up	9.30 – 10.50 Diploma granting
13 – 14 Check in	11.05 – 12.25 International Human Rights Law	11.05 – 12.25 Poverty Eradication and Social Entrepreneurship	11.05 – 12.25 Legal Challenges of the Internet and Technology Revolution	11.05 – 12.25 Rehearsal	11.05 – 12.25 Farewell Brunch
15 – 17 Picnic at the RetiroPark	12.40 – 14 International Human Rights Law	12.40 – 14 Poverty Eradication, Aid, Development and Social Entrepreneurship	12.40 – 14 Legal Challenges of the Internet and Technology Revolution	12.40 – 14 Final presentations	12.40 – 20 Drop offs (last drop off at 20h)
17 – 20 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	

Behavior, Communication & Design Track

the future of... tourism/public space usage/consumption/mobility

Week 1

Leadership & Soft skills >>

Track Content >>

Sunday July 4th	Monday July 5th	Tuesday July 6th	Wednesday July 7th	Thursday July 8th	Friday July 9th	Saturday July 10th
<p>7 – 16 Arrivals</p> <p>10 / 13 / 16 Trip to Segovia</p> <p>18 Welcome on IEU Campus</p> <p>20 – 21 Leisure time</p> <p>21 Dinner</p> <p>23 Lights out</p>	<p>9.30 – 10.50 Powerful Teamwork & Leveraging Diversity</p> <p>11.05 – 12.25 Powerful Teamwork & Leveraging Diversity</p> <p>12.40 – 14 Powerful Teamwork & Leveraging Diversity</p> <p>14 – 16 Lunch</p> <p>16 – 19 Extracurricular activity</p> <p>19 – 20.30 Leisure time</p> <p>21 Dinner</p> <p>23 Lights out</p>	<p>9.30 – 10.50 Communication & Conflict Management</p> <p>11.05 – 12.25 Communication & Conflict Management</p> <p>12.40 – 14 Communication & Conflict Management</p> <p>14 – 16 Lunch</p> <p>16 – 19 Extracurricular activity</p> <p>19 – 20.30 Leisure time</p> <p>21 Dinner</p> <p>23 Lights out</p>	<p>9.30 – 10.50 Final Teams Dynamics Challenge</p> <p>11.05 – 12.25 Final Teams Dynamics Challenge</p> <p>12.40 – 14 Final Teams Dynamics Challenge</p> <p>14 – 16 Lunch</p> <p>16 – 19 Extracurricular activity</p> <p>19 – 20.30 Leisure time</p> <p>21 Dinner</p> <p>23 Lights out</p>	<p>9.30 – 10.50 Introduction</p> <p>11.05 – 12.25 Case Study (user understanding)</p> <p>12.40 – 14 Observation</p> <p>14 – 16 Lunch</p> <p>16 – 19 Extracurricular activity</p> <p>19 – 20.30 Leisure time</p> <p>21 Dinner</p> <p>23 Lights out</p>	<p>identify The problem</p> <p>9.30 – 10.50 Behavior</p> <p>11.05 – 12.25 Behavior</p> <p>12.40 – 14 Behavior</p> <p>14 – 16 Lunch</p> <p>16 – 19 Extracurricular activity</p> <p>19 – 20.30 Leisure time</p> <p>21 Dinner</p> <p>23 Lights out</p>	<p>10 – 11 Bus transport</p> <p>11 – 13.30 Kayaking</p> <p>13.30 – 14.30 Bus transport to Sepúlveda</p> <p>14 – 16 Lunch</p> <p>16 – 17.30 Bus transport to Segovia</p> <p>20 – 23 Talent Show & Dinner</p>

Behavior, Communication & Design Track

the future of... tourism/public space usage/consumption/mobility

Week 2

Track Content >>

Sunday July 11th	Monday July 12th	Tuesday July 13th	Wednesday July 14th	Thursday July 15th	Friday July 16th
11 – 13 Late check out & bus transport to Madrid	how to solve The problem with the user at the center 9.30 – 10.50 Design Thinking	communicating the solution 9.30 – 10.50 Prep for FabLab	bring the campaign to life 9.30 – 10.50 Graphic Design	show 9.30 – 10.50 Campaign (poster)	9.30 – 10.50 Diploma granting
13 – 14 Check in	11.05 – 12.25 Design Thinking	11.05 – 12.25 Communications	11.05 – 12.25 Graphic Design	11.05 – 12.25 Campaign (poster)	11.05 – 12.25 Farewell Brunch
15 – 17 Picnic at the RetiroPark	12.40 – 14 Design Thinking	12.40 – 14 Creativity	12.40 – 14 Graphic Design	12.40 – 14 Campaign (poster)	12.40 – 20 Drop offs (last drop off at 20h)
17 – 20 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	

Data Analytics & Artificial Intelligence Track

Week 1

Leadership & Soft skills >>

Track Content >>

Sunday July 4th	Monday July 5th	Tuesday July 6th	Wednesday July 7th	Thursday July 8th	Friday July 9th	Saturday July 10th
7 – 16 Arrivals	9.30 – 10.50 Powerful Teamwork & Leveraging Diversity	9.30 – 10.50 Communication & Conflict Management	9.30 – 10.50 Final Teams Dynamics Challenge	9.30 – 10.50 The next industrial revolution	9.30 – 10.50 Data Insights & Visualization	10 – 11 Bus transport
10 / 13 / 16 Trip to Segovia	11.05 – 12.25 Powerful Teamwork & Leveraging Diversity	11.05 – 12.25 Communication & Conflict Management	11.05 – 12.25 Final Teams Dynamics Challenge	11.05 – 12.25 Digital Transformation	11.05 – 12.25 Programming for Data Analysis	11 – 13.30 Kayaking
18 Welcome on IEU Campus	12.40 – 14 Powerful Teamwork & Leveraging Diversity	12.40 – 14 Communication & Conflict Management	12.40 – 14 Final Teams Dynamics Challenge	12.40 – 14 Big Data & Business Analytics	12.40 – 14 Data Analytics: Python	13.30 – 14.30 Bus transport to Sepúlveda
20 – 21 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 17.30 Bus transport to Segovia
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	20 – 23 Talent Show & Dinner
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	21 Dinner	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	23 Lights out	

Data Analytics & Artificial Intelligence Track

Week 2

Track Content >>

Sunday July 11th	Monday July 12th	Tuesday July 13th	Wednesday July 14th	Thursday July 15th	Friday July 16th
11 – 13 Late check out & bus transport to Madrid	9.30 – 10.50 Blockchain across Verticals	9.30 – 10.50 Cloud, fog & Edge computing	9.30 – 10.50 Persuading & Selling like Steve Jobs	9.30 – 10.50 Wrap up	9.30 – 10.50 Diploma granting
13 – 14 Check in	11.05 – 12.25 Extended Reality	11.05 – 12.25 Quantum Computing	11.05 – 12.25 Sales & Team Management in Global Technology Companies	11.05 – 12.25 Rehearsal	11.05 – 12.25 Farewell Brunch
15 – 17 Picnic at the RetiroPark	12.40 – 14 Tech Challenge	12.40 – 14 Tech Challenge	12.40 – 14 Tech Challenge	12.40 – 14 Final presentations	12.40 – 20 Drop offs (last drop off at 20h)
17 – 20 Leisure time	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	14 – 16 Lunch	
21 Dinner	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	16 – 19 Extracurricular activity	
23 Lights out	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	19 – 20.30 Leisure time	
	21 Dinner	21 Dinner	21 Dinner	21 Dinner	
	23 Lights out	23 Lights out	23 Lights out	23 Lights out	