

SUMMER PROGRAM

A UNIQUE,
TWO-WEEK
EXPERIENCE
FOR HIGH
SCHOOL
STUDENTS

July, 6th — 17th, 2020

ie UNIVERSITY

IE University
Campus in Madrid & Segovia (Spain)
www.ie.edu/university

The IE University Young Leadership Summer Program is an intense, two-week program that offers high school students in the sophomore and junior year a unique chance to discover and develop their talents.

If you are considering studying at an international university like IE University, this program will give you an up-close and personal opportunity to get to know our education model and teaching style as you will have workshops delivered from our very own faculty.

Ready to begin your journey
to IE University?

JOIN

US!





REGISTRATION OPEN

December, 2019

REGISTRATION DEADLINE

May 8th, 2020

↑ Study Rooms in our Campus in Madrid.

**WHEN WILL IT
TAKE PLACE?**

July 6th — 17th, 2020

**WHERE
WILL IT BE?**

IE University Campus in
Segovia and Madrid, Spain.

**WHO CAN
APPLY?**

High school students in
their sophomore or junior
year (students who will be
graduating from high school
respectively in December 2021
or June 2022 and December
2020 or June 2021).

**HOW TO
REGISTER**

The application process can
be completed online and it
consists of the following steps:

1. Application form online

2. Admission

3. Payment: even though
you have been accepted, your
place in the program is not
officially confirmed until you
have paid the place reservation
fee. This is done on a first-come,
first-served basis, so make
sure to pay the fee as soon as
possible in order to secure your
place in the program.

4. Enrollment: signing a
contract and a code of conduct.

PROGRAM

CONTENT



The first phase will focus on the development of soft skills through courses of interpersonal communication, leadership, and emotional intelligence. During the second phase, you will specialize in one of the following areas of your choice.



ARCHITECTURE & DESIGN

The Architecture & Design workshop aims to take participants through different means of digital fabrication and an exploration with new technologies, digital design and a first hand experience into moving in between the virtual world and the physical world. At the end of the workshop students will be able to showcase a portfolio of their creative work with digital tools and physical

models, that can be later used in order to pursue design and architecture related careers. Through the 5 days, the participants will embark on an immersive experience into the world of architecture, design and the emergent tools that are changing the way we design, fabricate and approach new challenges, towards a deeper understanding of the creative process.

BUSINESS & ENTREPRENEURSHIP

Are you an innovative thinker who is passionate about business and entrepreneurship? Come and discover how entrepreneurship as a mindset and a way of approaching business is changing the world, as well as how organizations and leaders manage change. Anyone in the business world knows that it's currently experiencing an exponential rate of change, which

is affecting organizations and societies everywhere. Participants in this track will learn about, and work on, leveraging change to drive positive impact in different sectors, and ultimately, our global society. The track in Business & Entrepreneurship will offer you resources and flexibility to turn your ideas into reality and jump-start your business journey!

DATA ANALYTICS & ARTIFICIAL INTELLIGENCE

Artificial Intelligence, cybersecurity, and Big Data technologies currently enable earthquakes prediction to reduce its effects, finds new cures for diseases or enhance our lives and create a better world. If you are an innovative thinker who is interested in the latest technology and wants to build the new digital future, this is your track! During this week, you

will have the opportunity to dive into these cutting-edge technologies. You will learn what is behind the scene and how to apply them to disrupt the status quo. By the end of this hands-on week, you will have the chance to present your own tech-based solution for a better life/world. Are you ready to master the 'hottest' skills in the job market?





MARKETING, COMMUNICATION & BEHAVIOR

In today's world, consumers are constantly receiving multiple messages. No matter in which direction we turn, an ad is trying to sell us something: from a new political party to an up and coming social media platform; from the hottest Netflix series to a jeans brand. You name it... Thousands of messages blur our vision as audiences and consumers are more resilient to such messages. Engaging audiences and understanding the brand customer journey in a world of clutter is one

of the greatest challenges for the current generation of Marketing Communication professionals. Behavioral science is critical to understanding why humans react to certain messages the way that they do and the optimal way to influence change in consumer behavior. Getting a message across in the world of content saturation and being able to engage in a conversation with audiences will be the central theme of the "Marketing Communication and Behavior" summer course.

POLITICS, LAW, ECONOMICS & INTERNATIONAL RELATIONS

As the globalization of the world economy erodes national borders, people and countries are more interconnected and interdependent than ever. The world is currently experiencing a moment of unprecedented change, accelerated by advances in technology and artificial intelligence. Terrorism, pandemics, climate change, poverty, human rights violations, financial crises, and migration are all global

challenges that no state alone can address independently. These issues present multiple economic, political and legal dimensions that are intertwined and can only be solved together. This track will explore how all stakeholders, whether governments, multinational corporations, or civil society must cooperate in order to overcome the global challenges of the 21st century.

*All the core courses are taught in English.

7 REASONS

to join the IE University
Summer Program:



1

YOU WILL...

Experience an innovative
and insightful program offered
by a top-ranking university and
walk away with a certificate
of completion.

YOU WILL...

Discover new passions
and talents that will help
you decide what to study
at university.

2



YOU WILL...

Meet and make friends
with students from all over
the world!

3

A man and a woman are standing in front of a whiteboard, presenting to an audience. The man is on the right, wearing a dark blazer over a floral t-shirt and light-colored trousers, gesturing with his right hand. The woman is on the left, wearing a dark blazer over a light-colored top and glasses, looking towards the man. The whiteboard behind them has handwritten notes and diagrams. The notes include: "1 DARK ROOM", "2 JUNGLED CURTAINS (ENVIRONMENTAL)", "TRIANGLE - primary + DOOR", "WHITE GAVE", "PAPER", "BUBBLES PLOT", "DARK ROOM", "CURTAINS", "PAPER", "BUBBLES PLOT", "TRIANGLE", "WHITE GAVE", "PAPER", "BUBBLES PLOT". A large white number "4" is overlaid on the center of the image.

Attend lectures given
by our industry-leading
faculty members.

5

YOU WILL...

Embrace life in the heart of Madrid and discover the history and nature of our beautiful campus in Segovia.

YOU WILL...

Get a taste of what it's like
to study and live in a truly
international environment.


6



7

YOU WILL...

Learn how to become
an impactful and
inspirational leader.




“In Madrid there’s
always something
happening: whether
it is academic or not,
you never get bored
in this city”.

WHY I LOVE MADRID

Madrid is modern, cosmopolitan, and majestic. The city stands out in the world as one of the top capitals of art. El Retiro Park is perfect for running—a peaceful oasis in the heart of a vibrant metropolis. Its wonderful architecture can be experienced by simply strolling around the city. Visitors are enchanted by the contrast of the perfectly symmetrical Plaza Mayor and the fantastic modernist buildings on Gran Vía. The Salamanca neighborhood specifically is full of apartment buildings that are masterpieces of design. In Madrid, there’s always something happening: whether academic or otherwise, it’s impossible to get bored in this city.

Next destination; Madrid



“There’s never a dull moment. The community is small and you are always meeting friends around the city”.

WHY I LOVE SEGOVIA

In Segovia, the community is small and thrives on helping each other. Rather than massive social circles and a big city, you get a tight-knit community where everybody gets along and learns about themselves and each other along the way. It’s incredible walking around campus, hearing all kinds of languages and meeting people from different cultures and points of view. Everyone is so unique, which makes the university unique as well. There’s never a dull moment.

...& Segovia

Daily itinerary

9 FROM 9:00
TO 10:45 Powerful Teamwork
Leveraging Diversity

11 FROM 11:05
TO 12:25 Effective Communication
Influence and Persuasion

12 FROM 12:25
TO 12:40 Break

12 FROM 12:40
TO 14:00 Be the Change
Motivation

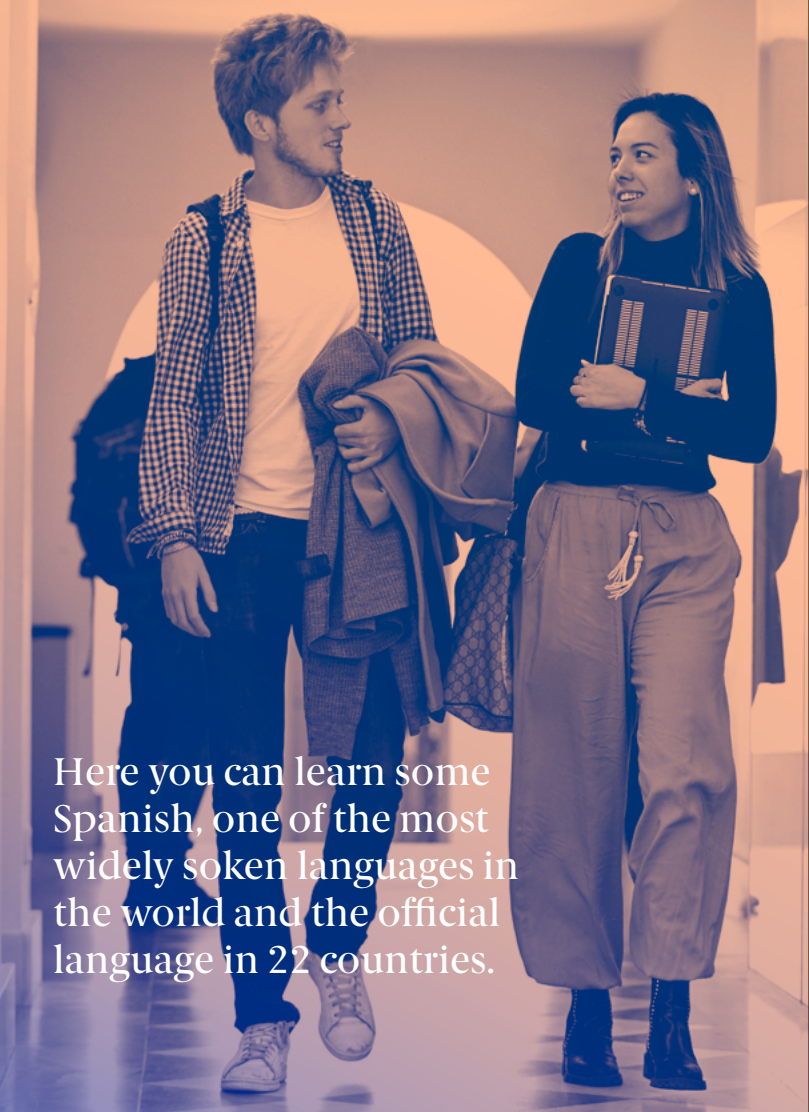
14 FROM 14:00
TO 16:00 Lunch break

16 FROM 16:00
TO 19:00 Trip to Zipline
Adventure Park

*Each day, you will have the same schedule, but with different courses/activities.

READY TO DIVE IN?

See you at the IE University
Summer Program!



Here you can learn some Spanish, one of the most widely spoken languages in the world and the official language in 22 countries.

Hello	<i>Hola</i>
Goodbye	<i>Adiós</i>
Good Morning	<i>Buenos días</i>
Goodnight	<i>Buenas noches</i>
Please	<i>Por favor</i>
What's your name?	<i>¿Cómo te llamas?</i>
My name is...	<i>Me llamo...</i>
Nice to meet you	<i>Mucho gusto</i>
Where are you from?	<i>¿De dónde eres?</i>
I'm from...	<i>Soy de...</i>
How are you?	<i>¿Cómo estás?</i>
Fine thanks	<i>Muy bien, gracias</i>
When is the meeting?	<i>¿Cuándo es la reunión?</i>
Where is the meeting?	<i>¿Dónde es la reunión?</i>
Today	<i>Hoy</i>
Tomorrow	<i>Mañana</i>
Shall we work together?	<i>¿Trabajamos juntos?</i>
How do you say ... in Spanish?	<i>¿Cómo se dice ... en español?</i>

www.ie.edu/university/summer-program

CONTACT US

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Don't forget to check out our blog:
drivinginnovation.ie.edu

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