

SUM

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Agenda'22

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AM

A UNIQUE, TWO-WEEK  
EXPERIENCE FOR HIGH  
SCHOOL STUDENTS

**ie** UNIVERSITY

# Business & Entrepreneurship Track

# Week 1

## Leadership & Soft skills >>

## Track Content >>

### Sunday July 3rd

**7 — 16**  
Arrivals

**10 / 13 / 16**  
Trip to Segovia

**18**  
Welcome on IEU Campus

**20 — 21**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Monday July 4th

**9.30 — 10.50**  
Powerful Teamwork & Leveraging Diversity

**11.05 — 12.25**  
Powerful Teamwork & Leveraging Diversity

**12.40 — 14**  
Powerful Teamwork & Leveraging Diversity

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Tuesday July 5th

**9.30 — 10.50**  
Communication & Conflict Management

**11.05 — 12.25**  
Communication & Conflict Management

**12.40 — 14**  
Communication & Conflict Management

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Wednesday July 6th

**9.30 — 10.50**  
Final Teams Dynamics Challenge

**11.05 — 12.25**  
Final Teams Dynamics Challenge

**12.40 — 14**  
Final Teams Dynamics Challenge

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Thursday July 7th

**9.30 — 10.50**  
Wellbeing Day

**11.05 — 12.25**  
Wellbeing Day

**12.40 — 14**  
Wellbeing Day

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Friday July 8th

**9.30 — 10.50**  
What Style of Entrepreneur are You?

**11.05 — 12.25**  
What Style of Entrepreneur are You?

**12.40 — 14**  
What Style of Entrepreneur are You?

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Saturday July 9th

**10 — 11**  
Bus transport

**11 — 13.30**  
Kayaking

**13.30 — 15.00**  
Lunch

**16 — 17.30**  
Bus transport to Segovia

**20 — 23**  
Talent Show & Dinner

## Track Content >>

### Sunday July 10th

11 — 13

Late check out  
& bus transport  
to Madrid

13 — 14

Check in

14 — 16

Picnic at the  
Retiro Park

17 — 20

Leisure time

21

Dinner

23

Lights out

### Monday July 11th

9.30 — 10.50

Entrepreneurship:  
creating the next  
big thing

11.05 — 12.25

Entrepreneurship:  
creating the next  
big thing

12.40 — 14

Entrepreneurship:  
creating the next  
big thing

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

### Tuesday July 12th

9.30 — 10.50

Making change happen

11.05 — 12.25

Making change happen

12.40 — 14

Making change happen

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

### Wednesday July 13th

9.30 — 10.50

Digital Marketing

11.05 — 12.25

Digital Marketing

12.40 — 14

Digital Marketing

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

### Thursday July 14th

9.30 — 10.50

Business Strategy  
& Foresighting

11.05 — 12.25

Business Strategy  
& Foresighting

12.40 — 14

Business Strategy  
& Foresighting

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

### Friday July 15th

9.30 — 10.50

Wrap up and rehearsal

11.05 — 12.25

Presentations  
& Diploma granting

12.40 — 18

Drop offs  
(last drop off at 6PM)

## Leadership & Soft skills >>

## Track Content >>

### Sunday July 3rd

**7 — 16**  
Arrivals

**10 / 13 / 16**  
Trip to Segovia

**18**  
Welcome on IEU Campus

**20 — 21**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Monday July 4th

**9.30 — 10.50**  
Powerful Teamwork & Leveraging Diversity

**11.05 — 12.25**  
Powerful Teamwork & Leveraging Diversity

**12.40 — 14**  
Powerful Teamwork & Leveraging Diversity

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Tuesday July 5th

**9.30 — 10.50**  
Communication & Conflict Management

**11.05 — 12.25**  
Communication & Conflict Management

**12.40 — 14**  
Communication & Conflict Management

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Wednesday July 6th

**9.30 — 10.50**  
Final Teams Dynamics Challenge

**11.05 — 12.25**  
Final Teams Dynamics Challenge

**12.40 — 14**  
Final Teams Dynamics Challenge

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Thursday July 7th

**9.30 — 10.50**  
Wellbeing Day

**11.05 — 12.25**  
Wellbeing Day

**12.40 — 14**  
Wellbeing Day

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Friday July 8th

**9.30 — 10.50**  
Understanding economic growth

**11.05 — 12.25**  
Understanding economic growth

**12.40 — 14**  
Understanding economic growth

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

### Saturday July 9th

**10 — 11**  
Bus transport

**11 — 13.30**  
Kayaking

**13.30 — 15.00**  
Lunch

**16 — 17.30**  
Bus transport to Segovia

**20 — 23**  
Talent Show & Dinner

### Track Content >>

#### Sunday July 10th

**11 — 13**  
Late check out & bus transport to Madrid

**13 — 14**  
Check in

**15 — 17**  
Picnic at the Retiro Park

**17 — 20**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Monday July 11th

**9.30 — 10.50**  
Aid & Development

**11.05 — 12.25**  
Aid & Development

**12.40 — 14**  
Aid & Development

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Tuesday July 12th

**9.30 — 10.50**  
Legal Challenges of the Internet and Technology Revolution

**11.05 — 12.25**  
Legal Challenges of the Internet and Technology Revolution

**12.40 — 14**  
Legal Challenges of the Internet and Technology Revolution

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Wednesday July 13th

**9.30 — 10.50**  
Poverty Eradication and Social Entrepreneurship

**11.05 — 12.25**  
Poverty Eradication and Social Entrepreneurship

**12.40 — 14**  
Poverty Eradication and Social Entrepreneurship

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Thursday July 14th

**9.30 — 10.50**  
International Human Rights Law

**11.05 — 12.25**  
International Human Rights Law

**12.40 — 14**  
International Human Rights Law

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Friday July 15th

**9.30 — 10.50**  
Wrap up and rehearsal

**11.05 — 12.25**  
Presentations & Diploma granting

**12.40 — 18**  
Drop offs (last drop off at 6PM)

# Behavior, Communication & Design Track

THE FUTURE OF... TOURISM/PUBLIC SPACE USAGE/CONSUMPTION/MOBILITY

## Week 1

### Leadership & Soft skills >>

### Track Content >>

#### Sunday July 3rd

7 — 16

Arrivals

10 / 13 / 16

Trip to Segovia

18

Welcome on  
IEU Campus

20 — 21

Leisure time

21

Dinner

23

Lights out

#### Monday July 4th

9.30 — 10.50

Powerful Teamwork  
& Leveraging Diversity

11.05 — 12.25

Powerful Teamwork  
& Leveraging Diversity

12.40 — 14

Powerful Teamwork  
& Leveraging Diversity

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

#### Tuesday July 5th

9.30 — 10.50

Communication &  
Conflict Management

11.05 — 12.25

Communication &  
Conflict Management

12.40 — 14

Communication &  
Conflict Management

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

#### Wednesday July 6th

9.30 — 10.50

Final Teams  
Dynamics Challenge

11.05 — 12.25

Final Teams  
Dynamics Challenge

12.40 — 14

Final Teams  
Dynamics Challenge

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

#### Thursday July 7th

9.30 — 10.50

Wellbeing Day

11.05 — 12.25

Wellbeing Day

12.40 — 14

Wellbeing Day

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

#### Friday July 8th

Intro

9.30 — 10.50

Introduction

11.05 — 12.25

Case study (user  
understanding)

12.40 — 14

Observation

14 — 16

Lunch

16 — 19

Extracurricular activity

19 — 20.30

Leisure time

21

Dinner

23

Lights out

#### Saturday July 9th

10 — 11

Bus transport

11 — 13.30

Kayaking

13.30 — 15.00

Lunch

16 — 17.30

Bus transport  
to Segovia

20 — 23

Talent Show & Dinner

# Behavior, Communication & Design Track

THE FUTURE OF... TOURISM/PUBLIC SPACE USAGE/CONSUMPTION/MOBILITY

## Week 2

### Leadership & Soft skills >>

#### Sunday July 10th

**11 — 13**  
Late check out & bus transport to Madrid

**13 — 14**  
Check in

**15 — 17**  
Picnic at the Retiro Park

**17 — 20**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Monday July 11th

**Identify the problem**

**9.30 — 10.50**  
Behavior

**11.05 — 12.25**  
Behavior

**12.40 — 14**  
Behavior

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Tuesday July 12th

**How to solve the problem with the user at the center**

**9.30 — 10.50**  
Design Thinking

**11.05 — 12.25**  
Design Thinking

**12.40 — 14**  
Design Thinking

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Wednesday July 13th

**Communicating the solution**

**9.30 — 10.50**  
Comms

**11.05 — 12.25**  
Comms

**12.40 — 14**  
Creativity

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Thursday July 14th

**Bring the campaign to life**

**9.30 — 10.50**  
Graphic Design

**11.05 — 12.25**  
Graphic Design

**12.40 — 14**  
Graphic Design

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Friday July 15th

**Show**

**9.30 — 10.50**  
Wrap up and rehearsal

**11.05 — 12.25**  
Campaign (poster)

**12.40 — 18**  
Drop offs  
(last drop off at 6PM)

# Data Analytics & Artificial Intelligence Track

# Week 1

## Leadership & Soft skills >>

## Track Content >>

Sunday July 3rd	Monday July 4th	Tuesday July 5th	Wednesday July 6th	Thursday July 7th	Friday July 8th	Saturday July 9th
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 Wellbeing Day	9.30 — 10.50 Introduction - Technology Industry Overview	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 Wellbeing Day	11.05 — 12.25 HW, OS & SW	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 Wellbeing Day	12.40 — 14 Intro to Cloud & Digital Platforms	13.30 — 15.00 Lunch
20 — 21 Leisure time	14 — 16 Lunch	14 — 16 Lunch	14 — 16 Lunch	14 — 16 Lunch	14 — 16 Lunch	16 — 17.30 Bus transport to Segovia
21 Dinner	16 — 19 Extracurricular activity	16 — 19 Extracurricular activity	16 — 19 Extracurricular activity	16 — 19 Extracurricular activity	16 — 19 Extracurricular activity	20 — 23 Talent Show & Dinner
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	
	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	



### Track Content >>

#### Sunday July 10th

**11 — 13**  
Late check out & bus transport to Madrid

**13 — 14**  
Check in

**15 — 17**  
Picnic at the Retiro Park

**17 — 20**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Monday July 11th

**9.30 — 10.50**  
Big Data

**11.05 — 12.25**  
AI Foundations

**12.40 — 14**  
Tech Challenge

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Tuesday July 12th

**9.30 — 10.50**  
Cybersecurity

**11.05 — 12.25**  
Blockchain & Cryptoeconomy

**12.40 — 14**  
Tech Challenge

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Wednesday July 13th

**9.30 — 10.50**  
Quantum Computing

**11.05 — 12.25**  
Metaverse

**12.40 — 14**  
Tech Challenge

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Thursday July 14th

**9.30 — 10.50**  
IOT & Smart Cities

**11.05 — 12.25**  
Industry 4.0

**12.40 — 14**  
Corporate Innovation:  
The Challenge of the future

**14 — 16**  
Lunch

**16 — 19**  
Extracurricular activity

**19 — 20.30**  
Leisure time

**21**  
Dinner

**23**  
Lights out

#### Friday July 15th

**9.30 — 10.50**  
Wrap up and rehearsal

**11.05 — 12.25**  
Campaign (poster)

**12.40 — 18**  
Drop offs  
(last drop off at 6PM)