



IBERUS BUSINESS SUMMER SCHOOL

How to do business with and in Spain

4-30 July 2016 (4 weeks)

PROGRAMME OBJECTIVES

The overall programme will allow for trainees to be able:

- To learn about the entrepreneurial and business culture of Spain.
- To acquire practical skills to be able to manage international trade operations including the selection of markets, forms of entry, logistics and marketing.
- To develop a business plan that will also include an international strategy.

Target Audience

The target audience is Chinese undergraduates in their final year or those recently graduated who have a business-oriented profile and are interested in studying the entrepreneurial and cultural environments of Spain.

Training Programme

The whole of the programme will be taught by university teachers and leading professionals working in the fields of entrepreneurship and international business. We will also invite other successful entrepreneurs and executives who will bring us their personal experience in business.

The programme consists of four weeklong training modules (25 hours/week). Each module will be taught in a different city. With the knowledge acquired along the programme, trainees will develop an international business plan that will be presented to teachers and fellow students at the end of the campus experience.

TRAINING MODULE I

Trainees will develop a comprehensive overview about the Spanish culture and its macroeconomic environment, and will be able to identify the needs and possibilities that the potential European market offers from the Spanish perspective.

TRAINING MODULE II

This module will strengthen the trainees' management skills emphasising key areas affecting international trade such as project management or leadership and personal branding.

TRAINING MODULE III / IV

In these modules trainees will not only acquire the necessary knowledge and tools to develop a business plan, but also an integral understanding and the skills to develop an internationalisation plan. In this sense, they will be able to create a solid business project and be capable of defining strategies for the company abroad. Towards the end of the programme trainees will be divided into working groups whereby they will present their individual projects.

Universities

THE UNIVERSITY OF ZARAGOZA

The University was founded in 1542 in the city of Zaragoza. It includes more than 30,000 undergraduate students, nearly 6,000 postgraduates and more than 3,800 faculty members. The University includes all educational areas: arts and humanities, experimental sciences, health sciences, social and legal sciences as well as engineering and architecture.

Zaragoza is a modern and comfortable city bathed by the Ebro River and its tributaries, the Huerva and Gallego rivers. A city steeped in history, Zaragoza offers visitors a rich historic and artistic heritage, the result of its more than two thousand years of history. Iberians, Romans, Muslims, Jews and Christians have left their mark on the capital, making it worthy of the title "city of the four cultures."

During the training programme, not only will the city be visited but also its surroundings to learn about the history and culture of the region's ancient heritage. The Pyrenees mountain range, which separates Spain from France and includes many other quaint locations, will be explored and will surprise visitors.



- 萨拉戈萨大学
- 纳瓦拉公立大学
- 莱里达大学
- 拉里奥哈大学

THE UNIVERSITY OF LA RIOJA

The University is located on the outskirts of Logroño, the capital of La Rioja region, but within walking distance from its historic centre. Logroño is a small and picturesque city with a metropolitan area of 150,000 inhabitants, but with all the comforts of a modern capital.

All the University's buildings are grouped in the campus area, which welcomes 7,500 students enrolled in 26 programmes for bachelor, master, doctorate and other degrees.

In the region of La Rioja there are two monasteries situated in the village of San Millan de la Cogolla, San Millán de Suso (6th century) and San Millán de Yuso (11th century), which are the cradle of the first words written in Spanish. They were designated as World Heritage Sites by the UNESCO in 1997. La Rioja is awash with ancient cultural heritage as well as by the best and renowned Spanish wines.

THE PUBLIC UNIVERSITY OF NAVARRE

The University is a young academic institution, but which has introduced into the labour market more than 30,000 graduates, many of whom are performing important tasks within the business world and the institutions of Navarre. Currently it has about 8,000 students on three campuses located in Pamplona and Tudela.

Pamplona, the capital of the region of Navarre, and its urban settlement lodges half the population of Navarre and brings together many of the industrial and commercial resources of the region.

The multicultural region welcomes visitors from all over the globe to one of the most famous Spanish festivals, San Fermin, which is celebrated in early July.

THE UNIVERSITY OF LLEIDA

The University is located in one of the four Spanish regions of Catalonia, which is very close to the city of Barcelona.

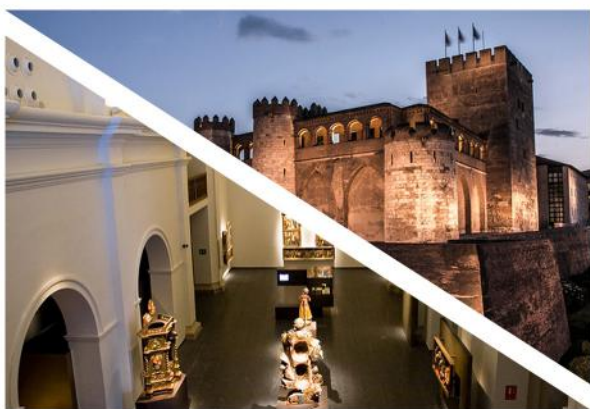
The city of Lleida, with 120,000 inhabitants, is the most important demographic, economic and cultural centre of inland Catalonia. The city is at a crossroad, just two hours from the ski slopes of the Pyrenees and one hour from the beaches of the Mediterranean Sea. Located in the centre of a rich agricultural region on the banks of the Segre River, Lleida is a city of services with a long trading tradition.

The University of Lleida combines a long and fruitful educational tradition with a young and dynamic structure, which produces teaching and research excellence with advanced quality methods.

Culture & Leisure

BUSINESS VISITS

The course includes guided visits to the leading companies in different regions, which offer trainees the opportunity to learn about different models of financial development in such areas as production, services and public institutions.



CULTURAL VISITS

Each week of the programme will be held in a different city; this will allow for learning about the culture and heritage of different regions (tours will be carried out in English or Chinese).

LEISURE ACTIVITIES

Trainees will enjoy their leisure time. Group activities will be carried out that will surprise everyone, and will also experience one of the most important festivals in Spain... Visits to other cities such as Barcelona or Madrid are likewise foreseen.



SPARE TIME

Trainees will have spare time to use Internet, to explore the cities on their own, or to go shopping.

How to apply

DURATION

4-30 July 2016 (4 weeks).

FEE

2.950 €

REGISTRATIONS BEFORE 1 APRIL 2016

2.750 €

PROGRAMME FEE INCLUDES

Academic taxes, full board and accommodation, travel and health insurance, trips around the regions, cultural and leisure visits.

THE REGISTRATIONS BEGIN 1 FEBRUARY 2016

CONTACT

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The programme has a limited number of places available. We encourage all those interested in the training programme to make their reservation as soon as possible.



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