

SHORT-TERM STUDY ABROAD

Business, Technology and Entrepreneurship in Spain

- **Campus/building.** Villafranca and Almagro
- **Type of course.** In-person
- **Duration.** 2 weeks



STUDIES
Short-Term
Study Abroad



LANGUAGE
English



DURATION
2 weeks



DATE
June-July



TYPE OF COURSE
In-person



HOURS
80 hours

In this international course you will expand your global business vision as well as technology management skills. Furthermore, you will obtain the hard and soft skills to generate creative and sustainable business solutions based on rigorous diagnoses. You will have a fresh point of view on the present state of international business and entrepreneurship, with a special focus set on the role of tech solutions. Besides being the political capital of Spain, Madrid is also the headquarters of several multinational companies such as Banco Santander and Telefónica.

Especially now considering the Covid-19 crisis, you can begin to find a number of possible futures dependent on how societies will respond to the economic and cultural aftermath. Hopefully, we can use this situation to rebuild and produce a better and more humane world. First-hand knowledge of other countries and other (business) cultures will help you shape your own ideas on how to contribute to the future you want for you, your career, and your country.

The programme is designed around different types of activities, namely academic activities (morning) field activities (afternoon) and cultural activities (weekend). Field activities are organised in order to present students with examples of the concepts tackled in class through direct contact with practitioners and companies. Cultural activities complement the former giving the students the chance to experience the city and its considerable gastronomic, architectural and artistic attractions.



Overview

- 80-hour academic programme taught over two weeks.
- Complementary Spanish language classes taught by highly qualified native teachers.
- Active methodologies combining masterclasses, workshops and industry visits.
- Cultural activities and visits (museums, excursions to other cities, etc.).
- All class material costs and room + board (three meals a day) included in tuition.
- MediaLab workshops to document student progress via audiovisuals.
- A maximum of 14 students per class.
- Certificate awarded by University Camilo José Cela

Accommodation

Students will live at UCJC's halls of residence located at the university's main campus in Villafranca, Madrid, Spain.

Accommodation included in price: yes

Dates

June/July (please enquire if you would like other dates).

Example:

- Date of arrival: 27 June 2021; Date of first class: 29 June 2021.
- Date of last class: 10 July 2021; Date of departure: 12 July 2021.

About us

UCJC is one of the youngest and fastest-growing universities in Spain and Europe. Founded in 2000, UCJC is part of SEK Education Group, whose proven track record in teaching excellence stretches back over 125 years. As a young university, UCJC is forward-looking and uniquely placed to bridge the gap between traditional and modern times, through a liberal arts and applied sciences approach to higher education.

The university has four different schools: Communications and Humanities, Education, Health and Technology and Science, offering a range of Spanish and European official undergraduate and graduate programmes.

Contents

Module I: Introduction to the Spanish business management ecosystem

This Module is composed of four full morning sessions in which the Spanish business environment is presented and analysed by academics and practitioners. The sessions focus on i) the state of the tech industry; ii) entrepreneurship; iii) state of the art technologies in the tourism industry; iv) possible future scenarios.

Module II: Introduction to tech solutions for management

This module features a series of three sessions on different aspects of how technology couples with business management. All sessions bring together theoretical fundamentals with practical hands-on sessions. The sessions focus on i) the role of IT in the company, from system management to the quantum computing; ii) basic coding for business, most used languages and structures; iii) business analytics; from statistic to machine learning.

Field activities

A series of afternoon, field activities give the students exposure to the business environment and practices. Students will visit two major Spanish companies operating in different sectors where they will be introduced to the (technological) features that enable them to succeed. Attendance to a (business) analytics meet-up session (e.g. Data science Spain) where practitioners present their latest project will be another field activity. Finally, students will visit the foundation of a major world IT company (Fundación Telefónica).

Cultural activities

Complementary cultural activities complete the immersion programme. Students are given the possibility to attend Spanish language classes taught by the UCJC LanguageLab. Madrid city visits and a gastronomic tour will give the students a comprehensive vision of the Spanish culture.

MORE INFORMATION

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