

# Business Boot Camp **BARCELONA**



**July 9-29, 2023**

**#StartHere**

## About Business Boot Camp

Business Boot Camp is a dynamic and immersive three-week program, taught exclusively in English. It is designed for current university students, recent graduates and young professionals who wish to learn the latest in business, make international connections and develop real-world business skills while enjoying their summer break.

The program is held in July in Barcelona. This vibrant city boasts a dynamic startup environment and vast array of large companies.

Students are immersed in a real-world business environment and learn by doing, to gain the skills they need to succeed.

The campus is located in the safe and exclusive upper business district, within easy reach of Plaça Catalunya,

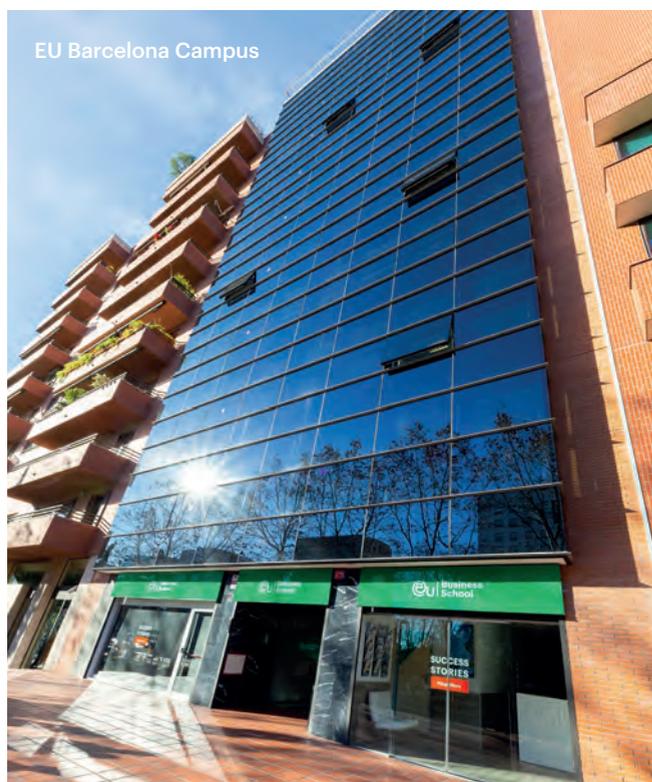
the beach and the city's top sights such as Gaudi's Sagrada Familia and Camp Nou, home to FC Barcelona.

Students who successfully complete this program will receive a scholarship to study a master's or MBA at any of EU's campuses.

### Choose Your Program

Students can choose between two programs: Crypto & Blockchain or Digital Business. Our hands-on approach to learning brings business to life through interactive workshops, case studies, company visits, project work and much more.

- Crypto & Blockchain
- Digital Business



## About EU Business School

EU Business School (EU) has been educating future entrepreneurs and business leaders since 1973. We are a high-ranking, international business school that offers foundation, bachelor's, master's and MBA programs, taught exclusively in English, on our campuses in Barcelona, Geneva and Munich, as well as on our Digital Campus.

Our community of 100+ nationalities gives students a multicultural perspective, and our 30,000+ alumni provide networking opportunities around the globe. Intercampus and global exchange programs further enhance our students' international experience.

The high standard of our programs is reflected by our consistently high rankings worldwide, including four QS Stars for Excellence in Business Education.



## The Most Exciting City on the Mediterranean Coast

Barcelona is a cutting-edge tech city complete with a buzzing social scene - the ideal location for a business school experience! Boasting world-class beaches, a vibrant international community and an abundance of cafés, restaurants and bars, the city seamlessly blends the modern with the historic to create one of the world's most exciting travel destinations! From relaxing on the beach to playing sports, there's something for everyone.

Home to both a thriving startup arena and top international companies - including Desigual and eDreams - Barcelona attracts investment from all over the globe. The city is a dynamic host to the World Mobile Congress and major international trade fairs, offering endless entrepreneurial opportunities in the heart of the Mediterranean.



## What Barcelona Has to Offer

- The best beach city in the world, according to National Geographic
- Home to the legendary FC Barcelona and Camp Nou, Europe's largest football stadium
- A center of culture, including Gaudí's world-renowned Sagrada Família and Park Güell
- A lively music scene, ranging from buskers on the busy Rambla to major festivals
- The mobile capital of the world and a leading smart city
- A business hub for sustainability and new technologies
- Host of large international trade fairs which attract companies from all over the world

And much more...

## Why Come to Business Boot Camp?

- Discover Barcelona, the vibrant and cosmopolitan capital of the Mediterranean coast
- Earn university credits while enjoying the beautiful Barcelona summer
- Transfer credits towards your current degree and speed up completing your studies<sup>1</sup>
- Network and make friends from around the world
- Learn the latest trends in business from top industry experts and entrepreneurs
- Gain an insight into the operations of global industry leaders
- Obtain a scholarship for a master's or MBA program taught on any of EU campuses<sup>2</sup>

<sup>1</sup>Transcripts and course descriptions must be sent to and approved by your institution. For this reason, EU Business School cannot guarantee your credits will be accepted by your school.

<sup>2</sup>Conditions apply. Please contact us at [summer@euruni.edu](mailto:summer@euruni.edu) for details.



“I think Barcelona is the best place to get a business education; the startup scene here is truly inspiring.”

Tomaz de Andrade Vieira Neto  
Brazil

## Teaching Approach

Our hands-on teaching approach is designed to immerse students in the world of business through dynamic and interactive activities both inside and outside the classroom. Business Boot Camp is taught by EU lecturers, academics, industry experts and entrepreneurs with real-world professional experience to bring business to life. Students examine the latest in business, and classes are complemented with dynamic workshops, project-based cases and visits to innovative enterprises. Students will develop a range of transferable business skills. All classes and activities are delivered in English.

### Example of Courses

#### Crypto & Blockchain

- Digital Finance
- Cryptocurrencies
- How Blockchain Works
- Lending and Crowdfunding

#### Digital Business

- Digital Marketing Plan
- Design Thinking
- Developing the Digital Consumer
- Digital Transformation

### Social Activities

- Welcome and farewell parties
- Sightseeing city tour by bus
- Guided walking tour of the Gothic Quarter
- Guided tour of Gaudi's Sagrada Família
- Beach volleyball
- Catamaran sailing trip
- Escape room
- Trip to Montserrat
- Camp Nou tour

And much more...

## Recreation

Business Boot Camp provides the perfect balance between academics and fun. Students enjoy two afternoon activities per week and optional weekend excursions so that they experience the culture and creative business world of the vibrant city of Barcelona and have fun.



## Summary

Location	Dates	Language	Price	Course Content
EU Barcelona	<b>Crypto &amp; Blockchain</b> July 9-29, 2023  <b>Digital Business</b> July 9-29, 2023	English	€3,900 <sup>1</sup>	20 hours of business studies per week including classes, workshops and company visits

Students who have successfully completed Business Boot Camp will be awarded an end-of-course certificate. Those who subsequently apply to a degree program at EU Business School will be granted a scholarship.<sup>2</sup>

<sup>1</sup>Early-bird price reduction of €200 for advance payments made before March 31, 2023. <sup>2</sup>Conditions may apply. Contact us at [summer@euruni.edu](mailto:summer@euruni.edu) for more details.

## Requirements

Applicants must be 18 or over and must present the following:

- University transcripts
- Proof of English level: TOEFL score 80 (internet-based), 213 (computer-based); IELTS 6.0; CAE B2 with a minimum score of 169; PTE 57; EU Business School English placement test; English native or equivalent

Applications are reviewed individually and students are accepted on a rolling basis while places are available.

## What Is Included<sup>3</sup>

- Welcome pack
- Welcome and farewell parties
- Tuition and study materials
- Accommodation with breakfast
- Medical insurance
- Two sports and/or cultural visits per week
- One company visit per week
- EU Business School transcripts
- EU Business School certificate of course completion

<sup>3</sup>The program fees do not include travel costs or airport transfers.

## Application and Admission



Complete the online application form on [euruni.edu](http://euruni.edu)



Upload/send all supporting documents



Pay program fee



Arrive and join the EU Summer experience!

### Contact Us

[summer@euruni.edu](mailto:summer@euruni.edu)  
T +34 93 201 81 71

### Visit Us

Diagonal, 648 bis  
08017 Barcelona, Spain

### Follow Us

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## First-Class Student Housing

Business Boot Camp students stay at a centrally located and well-equipped student residence within easy reach of our campus in the upscale business district of Barcelona. The residence offers a host of amenities, including a pool and games room, where students can relax and unwind.



## Accommodation Services Include

- Accommodation and breakfast
- Housekeeping services
- Laundry facilities
- 24-hour security
- Wi-Fi
- Computer and study rooms
- Swimming pool and solarium
- TV room
- Games room



“Experiencing the vibrant city of Barcelona with newly made friends from around the world was awesome.”

Nandor Reininghaus  
Austria

**Barcelona**

**Diagonal Campus:**

Diagonal 648 bis  
08017 Barcelona  
Spain  
T +34 93 201 81 71  
F +34 93 201 79 35  
info.bcn@euruni.edu

**Ganduxer Campus:**

Ganduxer 70  
08021 Barcelona  
Spain

**Other campuses in:**

**Geneva**

Rue Kléberg 6  
1201 Geneva  
Switzerland  
T +41 22 779 26 71  
F +41 22 779 26 73  
info.gva@euruni.edu

**Digital Campus**

T +34 93 201 81 24  
info.dgtl@euruni.edu

**Munich**

Theresienhöhe 28  
80339 Munich  
Germany  
T +49 89 5502 9595  
F +49 89 5502 9504  
info.muc@eumunich.com

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