



IQS International Summer Program

1st-12th July 2024

Welcome to the IQS International Summer Program!

IQS offers a two weeks Summer Program, where you will have the opportunity to learn in an international environment, meet new worldwide friends and enjoy Barcelona. You will have some experiential and group activities which will give you an additional perspective to theoretical inputs.

But you won't just study! The Student Life team has designed activities to strengthen getting to know each other.

In addition, so that you don't have to worry about anything, we offer you the possibility of staying in a student residence near IQS!

The program consists of 4 modules:



DIGITAL, NEURO, AND MARKETING STRATEGIES TO BUSINESS

3 ECTS

- Learn how to develop innovative marketing strategies for businesses in the worldwide. You will understand how some digital marketing tools are used, how to analyze consumers through neuromarketing techniques, and how to make strategic marketing decisions using business simulators.

HOW TO DEAL WITH THE OPPORTUNITY TO TURN AN IDEA INTO AN INVESTABLE BUSINESS

3 ECTS

- In just 12h you will be able understand the step-by-step processes to turn an idea into the possibility to be marketable and the parts of the business plan that investors are more attracted to. A decision-making strategy subject that will increase your knowledge and skills in entrepreneurship.

HOW TO INVEST (AND SURVIVE) IN THE FINANCIAL MARKETS

3 ECTS

- You will be able to understand and implement asset allocation strategies that minimize risk and maximize return by using exchange traded funds and mutual funds. In today's complex financial world, this course will allow you to manage investments safely, using comprehensible financial strategies with proven results over time.

SPANISH FOR SURVIVAL

1 ECTS

- You will learn basic Spanish language and structures in order to deal with the language during your stay in Barcelona and, for sure, in the future! For example, you will be able to introduce yourself, ask basic questions, useful phrases or vocabulary related to the activities that we are going to carry out in the program.

Cultural and social activities



Guided visit through the old town



Tapas workshop



Paddle surf and kayaking



Visit to an art nouveau emblematic building





Accomodation

If you wish, you can include in your registration the reservation of accommodation (from June 30th to July 13th) in the Diagonal Alto student residence, well connected to IQS. The booking includes accommodation in an individual room with kitchen.

Programm Fees

ECTS	10
STANDARD	1800 €
WITH ACCOMMODATION	2500 €

*Early bird registration (until March 29th):
10% discount on program fees

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