

Single Summer School - Barcelona

Through our experience in offering specialized training in the field of business, here at TBS we have decided to launch our summer school to provide undergraduate students with the opportunity to gain crucial theoretical and hands-on business practice over the summer months.

Perfect if you're looking to make the most of the summer downtime and take the opportunity to improve your career prospects. Our summer school is held entirely in English and lasts for 3 weeks. It takes place at our Barcelona campus, although we also offer an extended 6-week joint summer school across both our Barcelona and Toulouse centres, so you can soak up the best that these two cosmopolitan cities have to offer.

In Barcelona, we offer two modules focussed on the latest developments and trends in business:

- > **Fashion and Luxury Goods**
- > **Innovation Management: the Case of Smart Cities**

Barcelona is the ideal location as it has a thriving fashion scene, as well as being a constantly evolving and highly innovative city. With students from all over the world, the summer school will provide you with an invaluable international networking experience whilst giving you the chance to explore the culture and lifestyle of one of Europe's most lively cities. What's more, the course will also count towards your ECTS credits!

Good Reasons to Join our Summer School - Barcelona

1. TBS is accredited by the three major organizations regulating international business training: [AACSB](#), [AMBA](#), and [EQUIS](#), something **only 1% of business schools** have achieved globally.
2. Learn about the specifics of European business with a distinctly international focus.
3. Gain 12 ECTS credits whilst advancing your career prospects.
4. Take advantage of the opportunity to study, visit leading companies and take part in fun and interesting cultural and social activities.
5. Experience a taste of life in a cosmopolitan European city: **Barcelona**, famed for its modernist architecture and a thriving investment hub.

Key information

Dates: 3 to 21 July 2017

Duration: 3 weeks

Study mode: Full time

Language: English

Modality: On-Campus

ECTS: 12

Tuition fee: 1.500€

Location: Barcelona

Campus

Application deadline: 31th
May 2017

Academic content

The summer school is centred around two of Barcelona's key industries: fashion and innovation management. The reasons for this are clear, as not only is the city famed for its fashion and style; it also hosts several leading global brands. In addition, it was also declared European Capital of Innovation in 2015.

Students take 2 core academic modules, each worth a total of 6 ECTS credits:

Fashion & Luxury Goods

With a focus on the management and marketing of this dynamic and constantly changing sector, this module provides an insight into brand management, corporate image and ensuring long term profitability in the areas of fashion and luxury goods.

During the course, you will learn about the principles of luxury goods, including their characteristics and symbolism, alongside a focus on identifying and forecasting consumer trends. You will also look at the particular challenges facing the sector in terms of distribution and communication; marketing strategy; corporate social responsibility and ethics. In addition, the course also deals with internationalization and how to respond to consumer behaviour.

Fashion & Luxury Goods syllabus

Innovation Management - the Case of Smart Cities

The overwhelming global trend is for growing numbers of people to be living in concentrated urban agglomerations. In order to meet the demands of rapidly increasing populations, technology is being incorporated more and more into the heart of these cities; from the use of big data to the strategic implementation of internet connectivity in city infrastructure. This module will prepare you for the creative challenges involved in preparing for the cities of tomorrow.

You will learn about the importance of collaboration in elaborating innovative projects, as well as how to develop ideas into a sound business plan. Based around case studies, the course will give you an insight into how the digital economy impacts on modern smart cities and how big

data and the internet of things can be taken advantage of for decision making on a city level. You will also focus on the possibilities of integrated transport and opportunities for private public partnerships.

Innovation Management syllabus

Optional courses

- > In addition, students have the option of taking the following courses:
- > 1 module in Leadership (10 contact hours)
- > 1 module in Spanish as a Foreign Language, for beginners or intermediate students (10 contact hours)

Social and cultural programme

The cultural and social activities we organize form a key part of the summer school, so that you can make the most out of your stay by getting to know your classmates whilst having fun discovering all that Barcelona have to offer!

We organize a wide variety of different activities for when you are not studying, all included in the price of the course.

Activities included in the tuition fee

- > Welcome Ceremony
- > Guided tour of Barcelona
- > Museum visit
- > company visits
- > Day trip to Montserrat
- > Beach Evening
- > Closing Ceremony

Optional extra activities not included in the tuition fee

- > Segway Tour
- > Say trip to Sitges
- > Golondrinas boat trip

Admission

1. Entry requirements

- > **Undergraduate students:** you must be currently studying an undergraduate degree (ideally in the field of business)
- > **English proficiency:** you must meet one of the following requirements:
 - Native speaker of English
 - Have studied your high school **entirely** in English
 - Achieving the minimum score in one of the following language certificates:
 - TOEFL IBT: > 80
 - IELTS: > 6.0
 - FCE

2. Application documents

In order to apply for the Summer School, you must provide the following documents:

- > Most recent transcript of records for your undergraduate degree
- > Cover Letter
- > CV (in English)
- > Official identity document (DNI or NIE or Passport)
- > Passport-sized photo
- > Official proof of English level (check the required scores above)

3. Admission process

In order to apply for the Summer School, you must provide the following documents:

1. Complete the online [application form](#)
2. Upload the required application documents mentioned above
3. Wait to be notified of the admission decision.

Tuition fees

- > **Tuition fee:** €1,500
- > **Early Bird discount** (for applications made on or before 28 April 2017): €1,200
- > **Hospitality Package:** €650*
- > **Optional module in Leadership:** €200
- > **Optional module in Spanish as a foreign language:** €150

**Price may be subject to slight modification.*

TBS partner universities discount

If you are studying at one of our partner universities, you are eligible for a €100 discount on the summer school tuition fees.

Find out if your university is one of [TBS' partners](#).

Student visa issuance

It is your responsibility to ensure that you have a correct visa, depending on your country of origin. To find out more about travel requirements, please get in touch with your local French or Spanish embassy or consulate or contact the Campus France office.

When you have completed your registration and we have received your payment, we will provide you with an acceptance letter which will help you in obtaining a visa, should you require one.

International insurance

We strongly recommend that all students take out a suitable health insurance policy to ensure that they are fully covered for their journey and the duration of their stay in Europe.

Barcelona (Spain)

With a thriving international business economy and a vibrant student scene, Barcelona is ranked as one of the world's top 10 cities to invest in*, and, with over 215,000 students from all over the world, it has also been declared one of Europe's best places to study**. Barcelona's privileged location on the Mediterranean Sea has long made it a place of cultural and business exchange, and with its famous modernist architecture it is also internationally renowned as one of Europe's most beautiful cities, making it an ideal place to explore while you learn.

* *KPMG Global Cities Investment Monitor 2015*

** [QS Top 10 Student Cities in Europe 2015](#)

More information on Barcelona