

MADRID & SEGOVIA
4 – 16 JULY 2021

IE University

Two-Week Online International Immersion Experience



ABOUT IE UNIVERSITY

IE Business School opens its doors, offering a number of MBA programs in Madrid's business district. Alongside this, the Master of Laws LL.M. and the Master in Legal Consultancy are launched, which pave the way for IE Law School a few years later.

Origin

70'S



80'S

Growth

IE University creates new departments, such as the Alumni Association and the Centre for Entrepreneurship. This decade also sees the creation of the IE International Advisory Board, the IE Foundation and the US based IE Fund. Finally, the Business Leadership Forum.

90'S

Expansion



Today IE University has +29 international offices in different countries. In 1998, IEU celebrates 25 years. Bill Gates is awarded an Honorary MBA in 1991. IEU expands its international presence by opening development offices worldwide.

00'S

Consolidation



IE University launches its first undergraduate programs in 2006, a critical milestone for the institution. Students come from all around the world to study practical and innovative degrees. These programs shape the new generation of professionals with continual guidance from the institution's unique, highly experienced faculty.

TODAY

IE University's diverse and talented faculty comprises of over 500 professors to meet the needs of the 130 nationalities that make up our Bachelor, Master, PhD and Executive programs. We currently have over 60,000 alumni making tracks and driving innovation in a number of sectors around the world.



THE ONLINE IMMERSION PROGRAM

Students will fully engage in academic sessions and lectures from top IE University faculty, teambuilding & networking opportunities to work, study and enjoy two weeks together with other students of top business schools while wrapping it all up with visits and or speaker series correlated to the topics covered. Cultural activities will give students the opportunity to explore Spain's rich culture and history. This online immersion will introduce students to Spain's art, geography, history and culture through workshops and guided visits (when permitted).



ACADEMIC LECTURES

Students will explore some of the following topics:

Doing Business in Spain

Making Sense of the World

Global Economic Outlook; Spain & Europe

Design Thinking Workshop

Business, Government & Society

Spanish Language & Culture

Global Governance & Sustainable Development

Internationalization of Spanish Companies

Spain as a Brand

Leadership through History; Isabella, Queen Against all Odds

Cross-Cultural Workshop

Society and Culture in the age of Globalization

IE Africa Center; Africa:

The Last Development Frontier

Strategic Foresight: Navigating Uncertainty

Macro-Economic Trends in Spain

IE Start-Up Lab - Area 31

CLASSES ARE TAUGHT IN ENGLISH

Main takeaways from this two-week immersion program:

Doing Business in Spain

Global Economics

Cultural Immersion

Sustainability (lectures, IE Centers)

Company Visits

IE University Experience

Spanish Language;
Spanish History and Culture

ACTIVITIES; SPANISH LIFE & CULTURE

Madrid



Madrid blends its cultural and artistic heritage with its cosmopolitan modernism.

The city's historical legacy is apparent in its medieval center dating back to the Hapsburg Empire and houses famous landmarks, such as the Plaza Mayor and the Royal Palace.

El Prado Museum has an impressive collection of artwork from many artists, including El Greco, Velázquez, and Goya. The Reina Sofia Museum includes artwork from Picasso, Dalí, and Miró, to name a few.



A PERFECT PLAN

Students will immerse in the some of the following activities in Madrid:



Museum visit: El Prado

Museum visit: Reina Sofia

Cooking Course: Paella
Cooking Contest

Visit to Segovia: World
Heritage City

Walking tour of Madrid
Center: Plaza de Sol, Plaza
Mayor, Palacio Real



Guided visit to the Santiago
Bernabeu Football Stadium

Flamenco Show



Pinchos and Tapas and
Mercado San Miguel

Wine Economics 101 -
Guided Wine Tasting Tour

ACTIVITIES; SPANISH LIFE & CULTURE

Segovia

WORLD HERITAGE CITY



Designated a UNESCO World Heritage Site, Segovia's rich history and dramatic architecture make it an ideal place to study.

Once ruled by Romans, Moors, and Christians, Segovia's architecture and urban layout illustrates the coexistence of different cultural communities throughout history.

Segovia boasts a well-preserved Roman Aqueduct (circa 1st-2nd century AD) in the city center, an 11th century castle (el Alcázar), and a 16th century Gothic cathedral.

A PERFECT PLAN

Students will immerse in the some of the following activities in Segovia:



Class in our historical Segovia campus: a 13th Century Monastery

Guided visit to the Machado Museum

Outdoor activities outside IE University with other students on campus

Guided visit to The Alcázar

Walking tour of Segovia

GUIDED VISIT TO THE **Royal Site of San Lorenzo de El Escorial: World Heritage Site**

Originally built to commemorate the victory of Spain over France in the Battle of San Quentin, El Escorial's royal palace and monastery united the royal and religious powers of Spain in the 16th century. The sprawling complex is an imposing example of Spanish Renaissance style and houses an extensive art collection, including many masterpieces by Bosch, El Greco, Rubens, Titian, and Bernini.



SAMPLE AGENDA*

A typical day during the two-week Immersion Program at IE University

* Please keep in mind this is a sample agenda; this is for a visualization of a typical day. Times and classes may vary.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10 – 11.30 H	Global Economic Outlook	Cross Cultural Workshop	Leadership Through History: Isabella, Queen against all Odds	Spanish Language & Culture	Speaker Session
11.30 – 12.50 H	Global Economic Outlook: Spain	Cross Cultural Workshop	Teambuilding Activity: Paella Cooking Contest	Internationalization of Spanish Companies	Macro-economic Trends in Spain
13 – 14.45 H	LUNCH BREAK				
15 – 16 H	Spanish Language & Culture	Internationalization of Spanish Companies	Sustainable Development	Spain as a Brand	IE Africa Center; Africa: The Last Development Frontier
16 – 17 H	Company Visit	Cultural Visit	City Tour	Cultural Visit	Company Visit

Company visits will be selected based on the final objective and focus given to the program. Final agenda will be developed once the program is confirmed by both universities.

2021 PROGRAM FEES

Online program: 2.500€ (-15% students from partner institutions).

10 day program based on a minimum of 15 participants. Networking and mixing opportunity with students from other top universities.

Included in the Program Fees (3 ECTS for completing the summer program):

- 10-15 hours/week of academic sessions.
- IE University Certificate of Completion.
- On-site program development & onsite support.
- Program materials.
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Not included in Program Fee:

- Air travel to/from Madrid, Spain.
- Items of a personal nature.
- Transportation to and from airport.

Send your application to:

InternationalRelations@ie.edu.cc

Deadline to apply: April 9, 2021

* All this is subject to current local pandemic restrictions.