

OUR INSTITUTIONS



Cologne Business School (CBS) is an internationally orientated, state-recognised university of applied sciences and counts as one of Germany's top Business Schools. The CBS offers a very practical oriented education with a large part of the faculty having worked for different large or small companies.

For more information about our university, please visit www.cbs.de/en



The University of Vic – Central University of Catalonia (UVic-UCC) has a strong commitment to the economic and social development through a distinctive international vocation and promotes academic quality. UVic-UCC has three campuses, two strategically located near Barcelona, and the third one in the beautiful city.

For further information about our university, please visit www.uvic.cat/en.

APPLICATION

The programme aims to attract undergraduate students who have completed one year or more of international business, management, marketing or advertising studies.

Please complete the online application form on our website at <http://www.isummer.eu/application>

Application deadline : 30 April 2017

CONTACT

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UVIC
UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA

CBS | COLOGNE
BUSINESS
SCHOOL

**BUSINESS
INNOVATION
SUMMER
PROGRAMME**

2 - 22 JULY 2017



OUR PROGRAMME

Cologne Business School (CBS) and University of Vic – Central University of Catalonia (UVic-UCC) have established a unique European Summer Programme that focuses on innovative business design and management, held in Cologne and Barcelona – two of the cities with strong economic power in Europe.

Students will be provided an extensive insight into innovative business design and design thinking, as well as economic and cross cultural management in Europe. This knowledge will be enforced through group projects on exciting case studies and different company visits.

Throughout this three-week programme, participants will stay in two of the most exciting cities in Europe, both of which stand out with their multicultural flair and an open and young lifestyle, enjoying cultural and company visits and other leisure activities.

PROGRAMME STRUCTURE

DATE
2 - 22 July 2017
DURATION
3 weeks (10 days in Cologne and 10 days in Barcelona)
CREDITS
6 ECTS
MODULES
<ul style="list-style-type: none">• Module 1: Business in Europe• Module 2: Case Studies in International Companies• Module 3: Cross Cultural Communication• Module 4: Smart Cities• Module 5: Lean Startup• Module 6: Design Thinking

FEES

EARLY BIRD FEE*	3,100 €
REGULAR FEE	3,500 €

Fees include the following costs for both cities:

- Tuition fees
- Application fee (not refundable)
- Course and learning materials
- Accommodation
- Local public transportation
- Airport transfers
- A flight ticket from Cologne to Barcelona
- City tours and cultural excursions
- Health insurance
- Welcome and farewell dinners

* For students who apply before 17 March 2017.

