



# Summer Infinite Spur Institute for Future Leaders



## Infinite Spur Summer Institute

**Madrid, SPAIN**

Leadership

Entrepreneurship

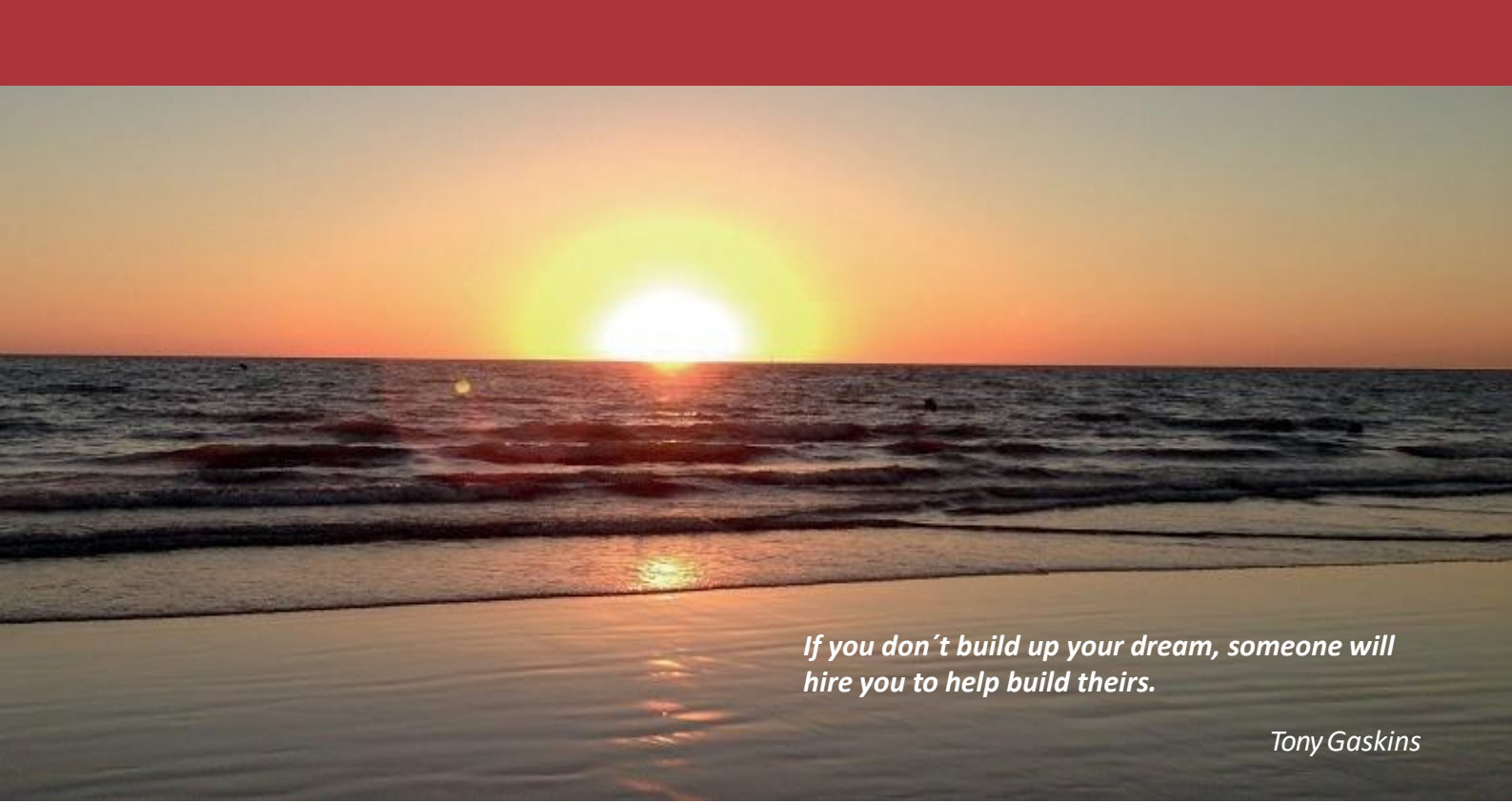
Arts & Design Innovation

Work on Real Life Business Projects

Executive Visits

Round tables with experts

Team Building



*If you don't build up your dream, someone will hire you to help build theirs.*

*Tony Gaskins*



Marta Walliser, PhD  
Executive Director

## Welcome to Infinite Spur

Infinite Spur was founded by an interdisciplinary group of professors and business professionals interested in providing new and dynamic opportunities for students who are ready to participate in a challenging and intensive international immersion experiences.


Our courses and programs seek to provide new forms of dialogue between the study of the arts and culture and the integration of the latest digital technologies.

We also believe that living abroad is an excellent opportunity to learn about ourselves and thus, to enhance our personal and professional skills in an intercultural setting through specific leadership and entrepreneurship training.

Our Infinite Spur Summer Institute for Leaders is specifically designed for inquisitive, creative and self-motivated students who are passionate to explore their dreams, experience living in a new culture and build their leadership and entrepreneurial skills in an international environment..

This four week intensive program provides a full immersion in the European entrepreneurial and business ecosystem through a wide range of learning opportunities including practical classes, company visits, roundtable discussions, mentoring program, networking sessions or working on real life projects.

This program is not only about having the summer of a life time, it is about pursuing your dreams and making them happen.





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## ■ Madrid

**MADRID** is one of the most important and vibrant cities in Europe home to many national and international companies, and with a rich network of entrepreneurship centers, incubators and start up accelerators.



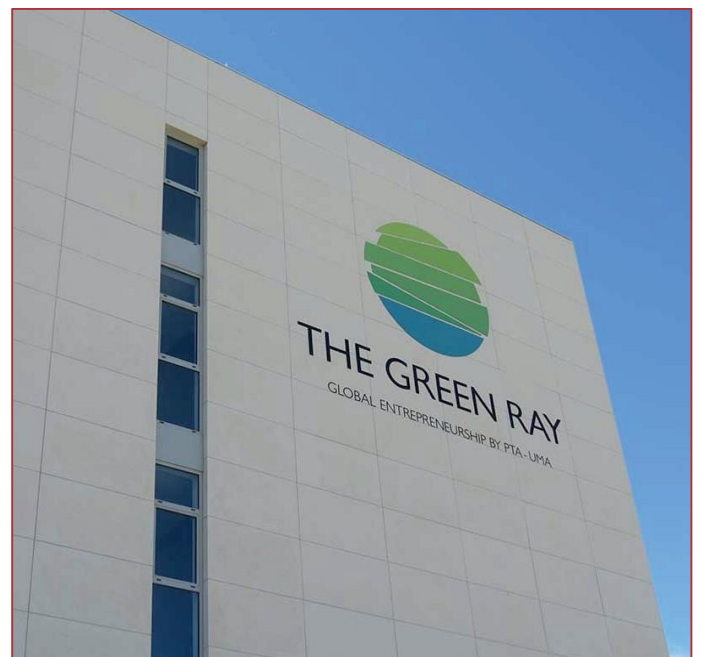




## ■ Malaga

**MALAGA** is one of the oldest Mediterranean cities. Right by the sea and surrounded by mountains, it makes an excellent summer destination.

Birthplace of Picasso, Malaga is today a city full of art worldly recognized as “the city of museums”. It has recently transformed itself to become the center of reference of fashion, design and technological entrepreneurship.



# ■ Experiential Learning Program



## ■ Courses

Courses are specifically designed to provide with the basic and necessary skills to successfully develop your leadership skills and also, if you want to start your own entrepreneurial project.

## ■ Work on real projects

Students collaborate in real life projects working in a small interdisciplinary team supervised by one of our program mentors.

## ■ Company Visits

Explore the professional business world of Spain through a full program of company visits, industry networking events and meetings with professionals and business leaders.

## ■ Cultural Visits

Students will participate in a complete program of cultural visits and activities in and around the city in order to learn more about the Spanish language, culture, history and society.

## ■ Executive Visitors

Each top-level executives from national and international companies visit and interact with students sharing their experiences in the business sector and discussing current topics of interest.

## ■ Round Table Discussions

Participate in dynamic round table discussions with executives, leaders of the community and entrepreneurs and benefit from a fascinating exchange of ideas and experiences.

## ■ Mentoring Sessions

Benefit from one to one personalized mentoring sessions with recognized experts from different professional fields.

## *Invest in yourself, invest in your future*



PUBLIC  
SPEAKING



STRATEGIC  
THINKING



TECHNICAL  
SKILLS



OPEN YOUR  
MIND



INSPIRATION



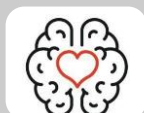
CREATIVITY



CONFERENCE



PROJECT  
TEAM



EMOTIONAL  
INTELLECT



DECISIVENESS



EMPATHY



SELF  
IMPROVEMENT



INTERPERSONAL  
SKILLS



WORK  
GROUP



# ■ Make Your Own Program

Infinite Spur gives you the opportunity to plan and design the program that is better for you.

The program offers **5 different courses and you should choose two of them**. All of the cultural visits and professional entrepreneurship meetings will be arranged at the best convenient time. They can be scheduled in the morning or the afternoon.

Courses provide the necessary skills to build your language and culture, creativity, and entrepreneurship competences and potential. Regardless of the courses you choose, the program is complemented with specific workshops in leadership and communication as well as seminars that explore different current topics.

Participants will be also challenged to provide an appropriate business solution for an **real life project**, issue or problem proposed by one of the participating companies or groups. They will work in an interdisciplinary team led by one of the program mentors.

In the evenings the group will participate in program of activities that include specific workshops, simulation games, cine forums, country presentations or cultural or social activities.



2 Courses  
+  
1 Project  
+  
Business Presentation  
+  
Seminars and Workshops

# ■ Course Description



## ■ Leadership in action

Life is full of challenges. How we deal with these challenges can have a significant impact on one's career and on one's personal life. The issue is not whether or not we face challenges, but how do we develop the strength, skills and resilience to go overcome them in the most productive and positive way.

Students will become familiar with different leadership styles; they will have the opportunity to explore their own strengths and weaknesses, find their own leadership style and learn how they can best work in different leadership contexts. They will be encouraged to challenge their own beliefs and assumptions and invited to think on a system-oriented model.

Topics include self assessment and review of leadership theory; drawing the vision, formulating strategy and planning; building interpersonal leadership skills including motivation, performance, management and team work.



## ■ Introduction to Entrepreneurship

This course will introduce students in the world of the entrepreneur and the start-up process. The course will be divided in four different units each one focusing in one of the aspects of the business development process; framing, prototyping, financing and pitching. It is designed to be an experiential learning program and participants will work in interdisciplinary teams on real life business ventures. Students are welcome to bring their own business proposals to the course.

Students will learn to identify their own strengths and weaknesses and work on them in order to successfully manage their dreams and ideas, and they will also have the opportunity to explore the professional business world of Spain through a full program of company visits, industry networking events and meetings with professionals and business leaders.



## ■ International Marketing

The objective of this course is to introduce the students to the field of international marketing and to the issues that affect the global and international markets; and also to help them develop the analytical tools necessary to understand it and carry out successful campaigns. Throughout the course, several fundamental issues in international marketing will be examined, with special emphasis on the diversity of each company in particular, and the specific environment and context in which it operates.

The importance of intercultural communication will be studied so that companies respond effectively to the different market conditions. In addition to cultural factors, we will examine other key factors in the planning of international marketing strategies, such as: standardization vs. adaptation, communication in marketing, global branding and advertising, export, management and logistics, prices, as well as ethical, financial and organizational issues.





## ■ Discovering Design

Some people believe that innovation arises from a spontaneous inspiration that miraculously shakes the inventor. In fact, innovations are usually the result of a careful and methodical study of the human condition, a creative observation of different products, followed by a meticulous exploration of ideal solutions until a unique and singular idea is developed.

This course is a great opportunity for students looking to explore directly in the broad world of design. Some students feel an inner instinct that inclines them to be creative and “design” ideas or products, but often they do not know how to develop their spark.

During this course students will learn to do just that; they will develop new skills in observation, ideation, problem detection and resolution, the expression of their ideas, and how to communicate & evaluate them. They will also learn about experiences, stories, challenges and ethics in the world of design.



## ■ Spanish for Business

This course is designed to introduce students to the use of Spanish Language in a business scenario. It is intended for students with a B1/B2 level of Spanish and will work on the goals and competences for the B level.

The course, activities, assignments and assessments will have a communicative approach and students will benefit from the business visits, meetings and contacts that the overall program offers. Special attention will be placed to the acquisition of specific terminology, oral & written communication, CV and other business communication.

This course will also introduce students to the importance of intercultural communication in a global context and students will reflect on their own cultural identities and the interactions with others. Through this course, students will be able to build their capacity to adapt to a changing world by exploring perceptual differences.



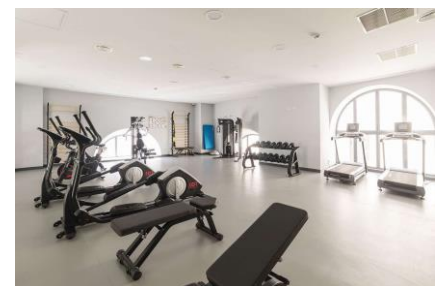
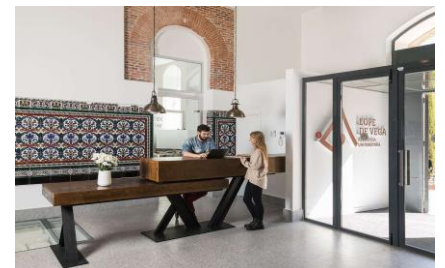
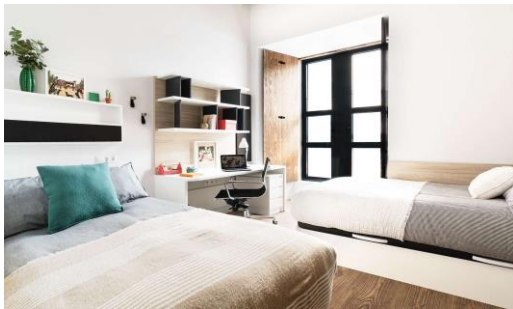


# Student Accommodation

- Modern University residence in Alcalá de Henares (Madrid), right in the centre of town and strategically located near the University and other Colleges.



Your home away from home



# General Information

For information about dates and the cost of the program, please check our website ([CALENDAR, FEES AND DEADLINES section](#)) or send us an [e-mail](#) ([info@infinitespur.com](mailto:info@infinitespur.com)).

## 2 COURSES + 1 PROJECT

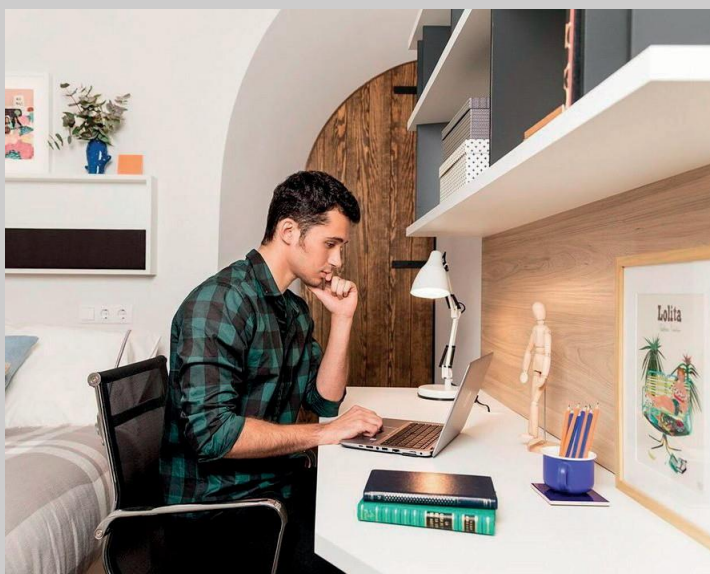
### Sample of schedule

10:00 / 11:30	Seminar 1	17:30 / 18:00	Break
11:30 / 13:00	Seminar 2	18:00 / 19:30	Round table/ Discussions/ Activities
14:00 / 15:00	Lunch	20:30 / 21:30	Dinner
16:00 / 17:30	Work in projects	21:30 / 23:00	Free time

### Fees included:

- Tuition
- Accommodation (Room & Board)
- 3 meals/day
- Advising prior to departure
- Airport pick up (on scheduled dates)
- On site orientation.
- Insurance
- Business visits & Leadership Program
- Field Trip & Cultural Activities
- 24/7 on site support

## ACCOMMODATION & INSURANCE



- Our students are placed in university dorms, double occupancy.
- All services are included (three meals)
- Health Insurance is included.

• Infinite Spur reserves the right to alter the fees at any time due to currency fluctuations and/or fee changes made by our partner institutions.  
• Students are responsible for the cost of international airfare, local transportation, books and supplies, visas as well as personal expenses.



## *You are the designer of your own destiny*

*"Twenty years from now you will  
be more disappointed by  
the things that you didn't do  
than by the ones you did do.*

*So throw away the bowlines.  
Catch the wind in your sails.  
Explore. Dream. Discover!"*

*Mark Twain*



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**The mission of INFINITE SPUR** is to provide students with the personal and professional skills necessary to successfully achieve their goals and dreams through international, immersive experiences based on leadership, entrepreneurship, arts, technology and design.