

# Barcelona, Spain: Creativity and Entrepreneurship WFU Summer Program



**Courses:** ESE 100 (3hrs)

**Dates:** Summer Session I, May 21 to June 25, 2016

**Accommodations:** Apartments

**Cost:** Program Fee (estimated) - \$3,500

Tuition (3 hrs, estimated) - \$2,700

Airfare (estimated) - \$1,500

Personal Expenses (estimated) - \$1,400

Estimated Total Program Cost - \$9,100

**Scholarships:** Available through the GPS

One of the world's most dynamic and vibrant cities, Barcelona offers endless possibilities for cultural, historical and social exploration. From the Roman-era walls of the Gothic Quarter to the Modernista architectural wonders that line the elegant Passeig de Gracia, the city is one of the contrasts which blend effortlessly into a single, beautiful Mediterranean tapestry. With a major port, high speed train station and international airport, Barcelona is the gateway to southern Europe and a hub from which business, economic and entrepreneurial activity thrives.

Young children are creative and will fearlessly take on any problem. Starting with middle school creativity is driven out of children by an education system that values above all conformity. This class helps students rediscover their creative genius. Using the principles of design thinking it encourage student to apply their creativity to develop (in the spirit of IDEO) new and innovation products/ventures. Students will be encouraged to transform the not-for-profit or for-profit world around them. Barcelona is a mecca for creativity and innovation. Living in Barcelona will free the students from their backgrounds and give them a new and fresh window on creativity and innovation. The THEME will be design thinking. The course is timed to coincide with Barcelona's Design Week.

Students will take ***ESE 100: Creativity and Innovation (3hrs)***. The goal of the course is to determine where and how creative ideas form and how to turn these ideas into innovations and actions. The course will culminate in each student team (3 students/team) generating a business model for a new for-profit or not-for-profit business. The theme for the course will be design thinking with exercises on Team building, Visualization methods, Ideation, Empathy maps, Pain points, Design thinking, Porter's five forces, SWOT analysis, and a Business Model Canvas. ESE 100 is a core class within the Entrepreneurship and Social Enterprise minor.

## To learn more, contact:

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## To apply:

Go to [studyabroad.wfu.edu](http://studyabroad.wfu.edu)  
**Application Deadline:**  
February 15, 2016

## Center for Global Programs and Studies

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