



ACADEMIC
STUDIES
ABROAD



**SHORT TERM PROGRAMS
STUDY ABROAD**



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A CUSTOM PROGRAM A MATTER OF ->



1) Choose the subject to study

2) Choose the location

3) Choose the dates

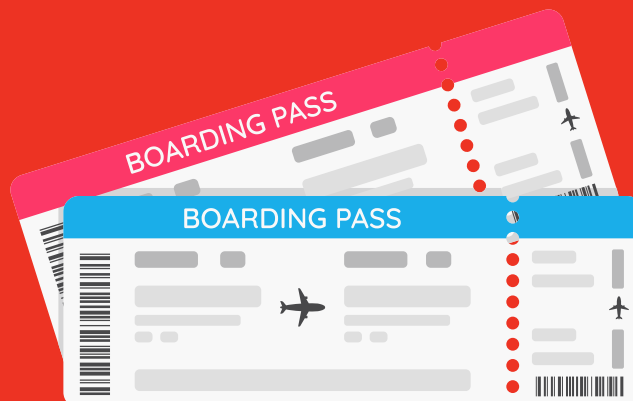
4) Choose the option of accommodation

5) Choose any leisure activities

6) ASA will take care of everything

7) You are all set to travel!

SAFE TRAVELS



Destinations

Chile

> Viña del Mar

Argentina

> Buenos Aires

Costa Rica

> San José

Spain

> Barcelona
> Madrid
> Sevilla

France

> Paris
> Aix-en-Provence
> Versailles



Italy

> Florence
> Roma
> Sorrento

Germany

> Cologne
> Berlin

United Kingdom

> London
> Aberdeen

Greece

> Paros Island

Netherlands

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BARCELONA



Program Title: Artificial Intelligence in Practice

Program Overview:

This dynamic academic program is tailored for American university students studying in Barcelona, with a focus on the rapidly evolving field of Artificial Intelligence (AI). Spanning 45 hours, the program offers a blend of theoretical knowledge and hands-on experience in AI technologies. Through interactive lectures, workshops, and culturally enriching field trips, students will explore the applications, ethics, and societal impacts of AI. By the end of the program, participants will have developed a strong foundation in AI concepts, engaged with cutting-edge technologies, and gained insights into Europe's approach to AI research and development.

Learning Objectives:

Understand the foundational concepts of artificial intelligence and machine learning.
Explore real-world applications of AI in various industries.
Develop skills in AI tools, frameworks, and programming techniques.
Analyze ethical considerations and societal impacts of AI.
Gain exposure to European perspectives on AI research, regulation, and innovation.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

Introduction to Artificial Intelligence and Machine Learning
Neural Networks and Deep Learning Basics
Natural Language Processing and AI in Communication
Computer Vision and AI in Image Analysis
Ethical AI: Bias, Privacy, and Accountability
AI in the Workforce: Opportunities and Challenges
Case Studies: AI in Healthcare, Transportation, and Smart Cities

Workshops:

Building and Training Machine Learning Models
Introduction to Python for AI and Data Analysis
AI in Action: Hands-on Project Using Real-World Datasets

2. Experiential Learning (15 hours):

- Visit to Barcelona Supercomputing Center (BSC): Discover how high-performance computing is driving AI research and innovation.
- Tour of a Local AI Startup or Tech Firm: Gain insights into the development and implementation of AI solutions.
- Guided Visit to a University AI Research Lab: Explore cutting-edge research projects in AI and machine learning.
- Roundtable Discussion on AI Policy and Ethics: Engage with experts on the regulatory landscape of AI in Europe.
- AI in Art and Creativity Workshop: Participate in a hands-on session exploring generative AI and its use in creative fields.
- Interactive Exhibit at Cosmocaixa Science Museum: Learn about AI applications and innovations through interactive displays and demonstrations.

Assessment and Certification:

Participants will work on a capstone project to design and implement an AI-based solution for a specific problem. They will present their projects in a final session, showcasing their technical and analytical skills. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- A foundational understanding of AI concepts and applications.
- Practical experience with AI tools and programming frameworks.
- Insights into the ethical and societal implications of AI.
- A global perspective on AI research, development, and policy.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain

Program Title: Biomedical Innovations and Applications

Program Overview:

This cutting-edge academic program is tailored for American university students studying in Barcelona, focusing on the field of biomedical sciences and their applications in healthcare and research. Over 45 hours, students will explore the latest advancements in biomedical technologies, research methodologies, and ethical considerations. Through academic sessions, hands-on workshops, and field visits, participants will gain insights into the intersection of biology, technology, and medicine. By the end of the program, students will have developed a comprehensive understanding of biomedical innovation and its potential to transform healthcare.

Learning Objectives:

- Understand the fundamentals of biomedical science and its role in modern medicine.
- Explore the latest innovations in biomedical technologies and their applications.
- Analyze ethical issues and societal impacts related to biomedical advancements.
- Develop practical skills in research methodologies and biomedical engineering.
- Gain insights into the European approach to biomedical research and healthcare integration.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Biomedical Science and Technology
- Genomics and Personalized Medicine
- Advances in Medical Imaging and Diagnostics
- Tissue Engineering and Regenerative Medicine
- The Role of Artificial Intelligence in Biomedicine
- Ethical Challenges in Biomedical Research
- Case Studies: Biomedical Breakthroughs in Europe

Workshops:

- Hands-On Lab: Exploring DNA Extraction and Analysis
- Introduction to 3D Printing in Biomedical Applications
- Designing Solutions for Global Health Challenges

2. Experiential Learning (15 hours):

- Visit to a Leading Biomedical Research Institute: Tour facilities like the Barcelona Institute of Science and Technology (BIST) and meet researchers.
- Guided Tour of a Biotechnology Company: Learn about the development of cutting-edge biomedical products.
- Interactive Session at a University Biomedical Lab: Engage in discussions and hands-on activities with local scientists.
- Visit to a Hospital Innovation Department: Observe how biomedical innovations are integrated into patient care.
- Workshop on Biomedical Ethics: Explore real-world ethical dilemmas and decision-making frameworks.
- Guest Lecture by a Biomedical Expert: Gain insights from a professional in biomedical engineering or biotechnology.

Assessment and Certification:

Students will complete a capstone project involving the design of a biomedical solution to a specific healthcare challenge. This may include creating a prototype, developing a research proposal, or analyzing the potential impact of a biomedical innovation. The program will conclude with student presentations, showcasing their findings and solutions. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Gained a solid understanding of biomedical science and its applications.
- Enhanced their practical skills in biomedical research and innovation.
- Developed ethical awareness related to biomedical advancements.
- Acquired a global perspective on biomedical technologies and healthcare practices.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain

Program Title: Brand Development and Management

Program Overview:

This specialized academic program is designed for American university students studying in Barcelona, focusing on the dynamic fields of Brand Development and Brand Management. Over 45 hours, students will explore the strategies, tools, and techniques used to build and manage successful brands in a globalized world. Through interactive lectures, workshops, and engaging field trips, participants will gain a deep understanding of branding principles and how cultural, social, and economic factors influence brand perception. By the end of the program, students will have developed practical skills in brand strategy, creative storytelling, and brand identity management.

Learning Objectives:

- Understand the core principles of brand development and management.
- Analyze the components of a successful brand strategy.
- Develop skills in storytelling, visual branding, and market positioning.
- Explore the cultural and social factors shaping consumer-brand relationships.
- Gain insights into global branding strategies and European market trends.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Foundations of Brand Development: Identity, Values, and Personality
- Market Research and Consumer Insights for Branding
- Crafting Compelling Brand Stories: The Art of Storytelling
- Visual Branding: Logo Design, Typography, and Color Theory
- Digital Branding and Social Media Strategies
- Managing Brand Equity and Reputation
- Case Studies: Iconic Global Brands and European Success Stories

Workshops:

- Creating a Brand Identity: From Concept to Execution
- Storyboarding and Content Creation for Brand Campaigns
- Social Media Branding: Tools and Analytics

2. Experiential Learning (15 hours):

Visit to a Barcelona-Based Branding Agency: Gain insights into how professionals craft and manage brand identities for clients.

- Tour of a Local Company with a Strong Brand Identity: Learn how branding influences business strategy and operations.
- Interactive Session at a Design Studio: Explore the role of visual design in brand development.
- Walking Tour of Iconic Brand Experiences in Barcelona: Discover how brands use retail and urban spaces to create memorable experiences.
- Guest Lecture by a European Brand Manager: Learn about branding strategies tailored for European markets.
- Brand Audit and Critique Workshop: Analyze real-world brands to identify strengths and areas for improvement.

Assessment and Certification:

Participants will complete a capstone project where they develop a comprehensive brand strategy for a fictional or real business. This will include market research, brand identity creation, and campaign planning. Students will present their projects in a final session, showcasing their creativity and strategic thinking. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- A solid understanding of brand development and management principles.
- Practical experience in creating brand identities and strategies.
- Enhanced skills in storytelling, visual design, and market analysis.
- A global perspective on branding, with a focus on European market trends.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona

Program Title: Communications in a Globalized World

Program Overview:

This engaging academic program is designed for American university students studying in Barcelona, focusing on the field of Communications in a global and multicultural context. Over 45 hours, students will explore key principles of communication, including media studies, public relations, digital communication, and intercultural dynamics. Through interactive lectures, hands-on workshops, and field trips, participants will gain practical skills and insights into how communication shapes and is shaped by global societies. By the end of the program, students will have developed a deeper understanding of effective communication strategies and the role of media in a connected world.

Learning Objectives:

1. Understand the foundational principles of communication and media studies.
2. Analyze the impact of cultural and societal factors on communication.
3. Develop skills in digital media, public speaking, and intercultural communication.
4. Examine the role of media in shaping public opinion and culture.
5. Explore the European approach to communications and media.

Program Structure:

1. Academic Sessions (30 hours):

- Lecture Topics
 - Introduction to Communication Theory
 - Media and Society: The Role of Journalism and Public Opinion
 - Intercultural Communication in a Globalized World
 - Digital Media Strategies: Social Media and Online Branding
 - Public Relations and Crisis Communication
 - Ethics in Communication and Media
 - Case Studies: European Media and Communication Trends
- Workshops:
 - Effective Public Speaking and Presentation Skills
 - Creating Digital Campaigns for Social Media
 - Intercultural Communication Role-Playing and Simulations

2. Experiential Learning (15 hours):

- Visit to a Barcelona-Based Media Organization: Gain insights into the workings of European media outlets.
- Guided Tour of a Local Advertising or PR Agency: Learn about the creative process behind impactful campaigns.
- Interactive Session at a University Communication Department: Engage with local communication students and professors.
- Walking Tour of Media Landmarks in Barcelona: Discover the city's connection to media and journalism history.
- Guest Lecture by a Communication Expert: Learn from a professional in journalism, PR, or digital media.
- Workshop on Visual Storytelling: Explore techniques for crafting compelling visual narratives.

Assessment and Certification:

Students will complete a capstone project where they design a communication strategy for a real or fictional organization. This will include elements of media planning, audience analysis, and message creation. The program will culminate in a presentation of their strategies, demonstrating their understanding of effective communication practices. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Developed a solid understanding of communication principles and media strategies.
- Enhanced their practical skills in public speaking, digital media, and intercultural communication.
- Gained insights into the role of communication in shaping culture and society.
- Acquired a global perspective on media and communication practices.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain



Program Title: Creative Writing and Storytelling

Program Overview:

This inspiring academic program is tailored for American university students studying in Barcelona, focusing on the art of Creative Writing and Storytelling. Over 45 hours, students will explore the craft of writing compelling narratives, develop their unique voice, and experiment with various literary forms. Through interactive workshops, insightful lectures, and culturally enriching field trips, participants will gain practical tools to enhance their creativity and storytelling skills. By the end of the program, students will have developed a portfolio of original work and a deeper understanding of how culture and environment shape the creative process.

Learning Objectives:

1. Understand the core elements of creative writing, including narrative structure, character development, and dialogue.
2. Explore different genres of creative writing, including fiction, poetry, and creative nonfiction.
3. Develop a personal writing style and voice through practice and critique.
4. Analyze the role of culture and place in inspiring storytelling.
5. Gain insights into the publishing process and opportunities for writers.

Program Structure:

1. Academic Sessions (30 hours):

- Lecture Topics:
 - Introduction to Creative Writing: Finding Your Voice
 - Building Strong Narratives: Plot and Structure
 - Creating Memorable Characters and Authentic Dialogue
 - Exploring Genres: Poetry, Fiction, and Creative Nonfiction
 - Writing for a Global Audience: Translation and Cultural Context
 - Editing and Revising: From Draft to Final Work
 - Insights into Publishing: Opportunities and Challenges
- Workshops:
 - Flash Fiction Writing: Telling a Story in 1,000 Words or Less
 - Poetry Writing and Performance Techniques
 - Writing Inspired by Art and Architecture: A Barcelona Perspective
 - Peer Review and Feedback Sessions

2. Experiential Learning (15 hours):

- Literary Walking Tour of Barcelona: Explore the city's literary landmarks and discover how writers like George Orwell and Carlos Ruiz Zafón were inspired by Barcelona.
- Visit to the Joan Miró Foundation or MACBA: Use visual art as inspiration for creative writing exercises.
- Workshop at a Local Writers' Cooperative or Bookstore: Participate in a session with local authors or editors to learn about the literary scene in Barcelona.
- Storytelling in the Gothic Quarter: Write and share short stories inspired by the historic streets and architecture of Barcelona.
- Interactive Session with a Published Author: Gain insights into the writer's creative process and journey to publication.
- Visit to a Spanish Publishing House or Literary Festival: Learn about the European publishing industry and opportunities for emerging writers.

Assessment and Certification:

Students will create a portfolio of their best creative writing pieces, including short stories, poems, or excerpts from larger works. The program will culminate in a public reading event where students will present their work to their peers and invited guests. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Developed their creative writing skills across multiple genres.
- Gained confidence in their ability to craft and share original work.
- Built a portfolio of creative writing pieces for academic or personal use.
- Acquired insights into how culture and environment inspire storytelling.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain



Program Title: Cyber Security / National Security

Program Overview:

This immersive academic program is designed for American university students studying in Barcelona, focusing on the critical fields of Cyber Security and National Security. Over the course of 45 hours, students will delve into the principles and practices that underpin modern cyber and national security frameworks. Through interactive lectures, practical workshops, and culturally enriching field trips, students will gain a comprehensive understanding of the challenges and strategies involved in safeguarding digital and national infrastructure. By the end of the program, participants will have acquired hands-on experience in cybersecurity tools, explored the intersection of technology and public policy, and gained insights into international security from a European perspective.

Learning Objectives:

1. Understand the foundational concepts of cyber security and its role in national security.
2. Explore the legal, ethical, and societal implications of cybersecurity policies.
3. Develop practical skills in identifying and mitigating cybersecurity threats.
4. Analyze case studies of national security challenges and their global impact.
5. Gain exposure to European perspectives and approaches to cybersecurity and defense.

Program Structure:

1. Academic Sessions (30 hours):

- Lecture Topics:
 - Introduction to Cyber Security and National Security
 - Threat Landscape: Cyber Warfare and Emerging Threats
 - Cryptography and Data Protection
 - Ethical Hacking and Incident Response
 - Cybersecurity Policy and International Cooperation
 - Privacy, Surveillance, and Ethical Considerations
 - Case Studies: High-profile Cyber Attacks and Responses
- Workshops:
 - Hands-on Cyber Defense Simulation
 - Network Security and Penetration Testing
 - Building Incident Response Plans

2. Experiential Learning (15 hours):

- Visit to the Barcelona Supercomputing Center (BSC): Explore cutting-edge computing technologies and their applications in cybersecurity research.
- Tour of a Local Cybersecurity Firm: Gain insights into the daily operations of a professional cybersecurity team.
- Guided Visit to the European Union's Liaison Office in Barcelona: Learn about European policies on cyber defense and international security.
- Cybersecurity and Public Policy Discussion: Engage in a roundtable discussion with experts from local universities or think tanks.
- nks.
- Historical Tour of the Spanish Civil War Bunkers: Examine the intersections of historical national security and modern challenges.
- Interactive Simulation at a Local Tech Hub: Participate in a real-world scenario simulation focusing on incident response and policy-making during a cyber crisis.

Assessment and Certification:

Participants will complete a capstone project involving the development of a comprehensive cybersecurity strategy for a hypothetical organization. They will present their findings and recommendations in a final session, which will also serve as an opportunity to reflect on their learning journey. Upon successful completion, students will receive a certificate recognizing their participation in the program.

Expected Outcomes:

By the end of this program, students will have developed:

- A foundational understanding of cybersecurity principles and their applications.
- Practical experience with tools and techniques used in the field.
- A global perspective on national security and cyber defense.
- Enhanced analytical and problem-solving skills applicable to their future careers.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain



Program Title: Forensic Science and Criminology in Practice

Program Overview:

This engaging academic program is designed for American university students studying in Barcelona, focusing on the multidisciplinary fields of Forensic Science and Criminology. Over 45 hours, students will explore the scientific methods and investigative techniques used to solve crimes, alongside an examination of the sociological and psychological aspects of criminal behavior. Through interactive lectures, workshops, and field trips to key locations, participants will gain hands-on experience and insights into forensic and criminological practices within a European context. By the end of the program, students will have enhanced their analytical skills and deepened their understanding of crime-solving and justice systems.

Learning Objectives:

1. Understand the principles of forensic science and its application to criminal investigations.
2. Analyze the sociological and psychological factors influencing criminal behavior.
3. Develop practical skills in forensic techniques and evidence analysis.
4. Explore comparative perspectives on criminology and justice systems.
5. Gain exposure to historical and contemporary approaches to crime investigation in Europe.

Program Structure:

1. Academic Sessions (30 hours):

- Lecture Topics:
 - Introduction to Forensic Science and Criminology
 - Crime Scene Investigation: Techniques and Protocols
 - Forensic Biology: DNA Analysis and Trace Evidence
 - Digital Forensics: Cybercrime Investigation
 - Criminal Profiling and Behavioral Analysis
 - Legal and Ethical Issues in Forensic Science
 - Case Studies: High-profile Investigations in Spain and Europe
- Workshops:
 - Evidence Collection and Preservation Techniques
 - Fingerprint Analysis and Ballistics Basics
 - Mock Crime Scene Investigation and Report Writing

2. Experiential Learning (15 hours):

- Visit to the Institute of Legal Medicine and Forensic Sciences: Learn about forensic pathology and its role in solving criminal cases.
- Guided Tour of the Barcelona Police Museum: Explore historical and contemporary methods of policing and crime investigation.
- Tour of a Local Courthouse or Forensic Lab: Gain insights into the judicial process and the integration of forensic evidence.
- Walking Tour of Crime Scenes in Barcelona's History: Discover the city's dark past and infamous criminal cases.
- Interactive Session with a Criminologist or Forensic Expert: Discuss modern challenges in crime prevention and investigation.
- Forensic Anthropology Workshop: Analyze skeletal remains to identify key forensic details.

Assessment and Certification:

Students will complete a capstone project involving the reconstruction of a fictional criminal case using forensic evidence and criminological analysis. They will present their findings in a final session, demonstrating their ability to integrate theory and practice. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- A foundational understanding of forensic science and criminology.
- Hands-on experience with forensic techniques and investigative methods.
- A deeper understanding of the ethical and societal dimensions of crime and justice.
- A global perspective on criminal investigation and legal systems.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain



Program Title: General Education in a Global Context

Program Overview:

This interdisciplinary academic program is designed for American university students studying in Barcelona, offering a broad exploration of key themes in global education. Over 45 hours, students will engage with topics such as cultural studies, history, environmental sustainability, and social innovation. Through interactive lectures, workshops, and culturally enriching field trips, participants will develop critical thinking skills and a global perspective on contemporary issues. By the end of the program, students will have a well-rounded understanding of how diverse disciplines intersect to shape societies and cultures around the world.

Learning Objectives:

1. Explore the interconnectedness of global cultures and societies.
2. Develop critical thinking skills through the analysis of historical and contemporary issues.
3. Examine the role of environmental sustainability in shaping future societies.
4. Analyze the impact of technological, social, and cultural innovation on communities.
5. Gain insights into the European perspective on global education and societal challenges.

Program Structure:

1. Academic Sessions (30 hours):

- Lecture Topics:
 - Introduction to Global Education: Themes and Perspectives
 - Cultural Diversity and Intercultural Communication
 - European History and Its Influence on Global Relations
 - Environmental Sustainability and Climate Change
 - Social Innovation and Community Development
 - The Role of Technology in Education and Society
 - Case Studies: Successful Educational Models in Europe
- Workshops:
 - Critical Thinking and Problem-Solving in Global Contexts
 - Developing Intercultural Competence through Role-Playing
 - Designing Sustainable Solutions for Local and Global Challenges

2. Experiential Learning (15 hours):

- Visit to the Museu d'Història de Barcelona (MUHBA): Learn about Barcelona's historical roots and its influence on European history.
- Guided Tour of Sustainable Urban Projects: Explore Barcelona's green initiatives, such as solar panel installations and urban gardens.
- Interactive Session at a Local NGO or Social Enterprise: Discover community-driven projects addressing social and environmental challenges.
- Visit to a Cultural Center or Language Exchange Hub: Engage with locals and explore how cultural diversity enriches communities.
- Walking Tour of Modernist Architecture: Analyze the intersection of art, culture, and history through the works of Gaudí and other architects.
- Workshop at a Tech Hub or Innovation Space: Discuss the role of emerging technologies in shaping education and society.

Assessment and Certification:

Students will complete a capstone project involving the analysis of a global issue from a multidisciplinary perspective. This could take the form of a presentation, written report, or creative project. The program will conclude with a showcase of student work, celebrating their learning journey. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Enhanced their understanding of global cultures and societal challenges.
- Developed interdisciplinary skills for analyzing and addressing complex issues.
- Built intercultural competence and an appreciation for diversity.
- Gained insights into sustainable practices and social innovation.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain



Program Title: Healthcare Systems: A Comparative Study of Spain and the USA

Program Overview:

This comprehensive academic program is tailored for American university students studying in Barcelona, focusing on a comparative analysis of healthcare systems in Spain and the United States. Over 45 hours, students will explore the key differences and similarities in healthcare delivery, policy, and outcomes between the two nations. Through a mix of academic lectures, interactive workshops, and field visits, participants will gain an in-depth understanding of how cultural, economic, and political factors shape healthcare systems. By the end of the program, students will have acquired critical insights into best practices and innovative approaches to healthcare in both contexts.

Learning Objectives:

1. Understand the structure and functioning of healthcare systems in Spain and the USA.
2. Analyze the social, economic, and political factors influencing healthcare policy.
3. Explore healthcare access, equity, and outcomes in both nations.
4. Examine innovative approaches and strategies for improving healthcare systems.
5. Develop cultural competence in understanding healthcare practices across borders.

Program Structure:

1. Academic Sessions (30 hours):

- Lecture Topics:
 - Overview of Healthcare Systems in Spain and the USA
 - Financing Healthcare: Public vs. Private Models
 - Access and Equity in Healthcare Delivery
 - The Role of Preventative Care in Public Health
 - Innovations in Healthcare Technology and Delivery
 - Cultural Perceptions of Health and Wellness
 - Case Studies: Comparative Health Outcomes in Spain and the USA
- Workshops:
 - Analyzing Healthcare Policies: A Comparative Approach
 - Designing Solutions for Healthcare Access and Equity
 - Intercultural Communication in Patient Care

2. Experiential Learning (15 hours):

- Visit to a Public Hospital in Barcelona: Observe Spain's universal healthcare model in action and discuss its strengths and challenges.
- Guided Tour of a Private Healthcare Facility: Compare private healthcare services and their role in Spain's system.
- Interactive Session at a Public Health Organization: Learn about community health programs and their impact on population health.
- Visit to a Historical Medical Institution: Explore the history of healthcare in Spain through sites like the Hospital de Sant Pau.
- Guest Lecture by a Healthcare Policy Expert: Gain insights into healthcare reform and innovation in Europe and the USA.
- Panel Discussion with Healthcare Professionals: Engage with doctors, nurses, and administrators to discuss cross-cultural experiences in healthcare delivery.

Assessment and Certification:

Students will complete a capstone project analyzing a specific aspect of healthcare in Spain and the USA, such as access, financing, or patient outcomes. The project may include policy recommendations, comparative case studies, or proposed innovations. The program will conclude with student presentations, showcasing their findings and solutions. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Gained a comparative understanding of healthcare systems in Spain and the USA.
- Developed skills in analyzing and critiquing healthcare policies and practices.
- Enhanced their ability to propose solutions for improving healthcare access and equity.
- Acquired cultural competence in addressing global health challenges.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Barcelona, Spain



MADRID



Program Title: Biomedical Innovations and Applications

Program Overview:

This cutting-edge academic program is tailored for American university students studying in Madrid, focusing on the field of biomedical sciences and their applications in healthcare and research. Over 45 hours, students will explore the latest advancements in biomedical technologies, research methodologies, and ethical considerations. Through academic sessions, hands-on workshops, and field visits, participants will gain insights into the intersection of biology, technology, and medicine. By the end of the program, students will have developed a comprehensive understanding of biomedical innovation and its potential to transform healthcare.

Learning Objectives:

- Understand the fundamentals of biomedical science and its role in modern medicine.
- Explore the latest innovations in biomedical technologies and their applications.
- Analyze ethical issues and societal impacts related to biomedical advancements.
- Develop practical skills in research methodologies and biomedical engineering.
- Gain insights into the European approach to biomedical research and healthcare integration.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Biomedical Science and Technology
- Genomics and Personalized Medicine
- Advances in Medical Imaging and Diagnostics
- Tissue Engineering and Regenerative Medicine
- The Role of Artificial Intelligence in Biomedicine
- Ethical Challenges in Biomedical Research
- Case Studies: Biomedical Breakthroughs in Europe

Workshops:

- Hands-On Lab: Exploring DNA Extraction and Analysis
- Introduction to 3D Printing in Biomedical Applications
- Designing Solutions for Global Health Challenges
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2. Experiential Learning (15 hours):

- Visit to the Carlos III Health Institute (Instituto de Salud Carlos III): Tour one of Spain's leading biomedical research centers and meet researchers working on cutting-edge projects.
- Guided Visit to the Madrid Science Park (Parque Científico de Madrid): Explore biotechnology startups and learn how biomedical innovations are developed and commercialized.
- Interactive Session at a University Biomedical Lab (e.g., Complutense University of Madrid): Participate in discussions and hands-on activities with local scientists.
- Visit to a Major Hospital's Innovation Department (e.g., Hospital Universitario La Paz): Observe how biomedical innovations are integrated into patient care.
- Workshop on Biomedical Ethics: Explore real-world ethical dilemmas and decision-making frameworks in biomedical research.
- Guest Lecture by a Biomedical Expert: Gain insights from a professional in biomedical engineering or biotechnology.

Assessment and Certification:

Students will complete a capstone project involving the design of a biomedical solution to a specific healthcare challenge. This may include creating a prototype, developing a research proposal, or analyzing the potential impact of a biomedical innovation. The program will conclude with student presentations, showcasing their findings and solutions. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Gained a solid understanding of biomedical science and its applications.
- Enhanced their practical skills in biomedical research and innovation.
- Developed ethical awareness related to biomedical advancements.
- Acquired a global perspective on biomedical technologies and healthcare practices.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Madrid



Program Title: Cyber Security / National Security

Program Overview:

This immersive academic program is designed for American university students studying in Madrid, focusing on the critical fields of Cyber Security and National Security. Over the course of 45 hours, students will delve into the principles and practices that underpin modern cyber and national security frameworks. Through interactive lectures, practical workshops, and culturally enriching field trips, students will gain a comprehensive understanding of the challenges and strategies involved in safeguarding digital and national infrastructure. By the end of the program, participants will have acquired hands-on experience in cybersecurity tools, explored the intersection of technology and public policy, and gained insights into international security from a European perspective.

Learning Objectives:

- Understand the foundational concepts of cyber security and its role in national security.
- Explore the legal, ethical, and societal implications of cybersecurity policies.
- Develop practical skills in identifying and mitigating cybersecurity threats.
- Analyze case studies of national security challenges and their global impact.
- Gain exposure to European perspectives and approaches to cybersecurity and defense.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Cyber Security and National Security
- Threat Landscape: Cyber Warfare and Emerging Threats
- Cryptography and Data Protection
- Ethical Hacking and Incident Response
- Cybersecurity Policy and International Cooperation
- Privacy, Surveillance, and Ethical Considerations
- Case Studies: High-profile Cyber Attacks and Responses

Workshops:

- Hands-on Cyber Defense Simulation
- Network Security and Penetration Testing
- Building Incident Response Plans

2. Experiential Learning (15 hours):

1. Visit to the National Cryptologic Center (Centro Criptológico Nacional - CCN): Learn about Spain's national cybersecurity strategies and protocols in protecting digital infrastructure.
2. Guided Visit to INCIBE (National Cybersecurity Institute) – Virtual or On-Site (depending on availability): Gain insights into Spain's leading cybersecurity initiatives and threat response capabilities.
3. Tour of the Cybersecurity Operations Center at a Major Madrid-Based Company: See how cybersecurity is managed in a real-world business environment.
4. Visit to the Ministry of Defense or a Security Think Tank: Explore Spain's national security policies, focusing on cyber defense and international cooperation.
5. Guided Tour of Madrid's Civil War Air Raid Shelters: Examine the historical context of national security and its relevance to modern defense strategies.
6. Cybersecurity Policy and Public Debate at a Local University: Participate in a roundtable discussion with academics and policymakers on cyber defense challenges and opportunities in Europe.

Assessment and Certification:

Participants will complete a capstone project involving the development of a comprehensive cybersecurity strategy for a hypothetical organization. They will present their findings and recommendations in a final session, which will also serve as an opportunity to reflect on their learning journey. Upon successful completion, students will receive a certificate recognizing their participation in the program.

Expected Outcome:

By the end of this program, students will have developed:

- A foundational understanding of cybersecurity principles and their applications.
- Practical experience with tools and techniques used in the field.
- A global perspective on national security and cyber defense.
- Enhanced analytical and problem-solving skills applicable to their future careers.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Madrid



Program Title: Forensic Science and Criminology in Practice

Program Overview:

This engaging academic program is designed for American university students studying in Madrid, focusing on the multidisciplinary fields of Forensic Science and Criminology. Over 45 hours, students will explore the scientific methods and investigative techniques used to solve crimes, alongside an examination of the sociological and psychological aspects of criminal behavior. Through interactive lectures, workshops, and field trips to key locations, participants will gain hands-on experience and insights into forensic and criminological practices within a European context. By the end of the program, students will have enhanced their analytical skills and deepened their understanding of crime-solving and justice systems.

Learning Objectives:

- Understand the principles of forensic science and its application to criminal investigations.
- Analyze the sociological and psychological factors influencing criminal behavior.
- Develop practical skills in forensic techniques and evidence analysis.
- Explore comparative perspectives on criminology and justice systems.
- Gain exposure to historical and contemporary approaches to crime investigation in Europe.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Forensic Science and Criminology
- Crime Scene Investigation: Techniques and Protocols
- Forensic Biology: DNA Analysis and Trace Evidence
- Digital Forensics: Cybercrime Investigation
- Criminal Profiling and Behavioral Analysis
- Legal and Ethical Issues in Forensic Science
- Case Studies: High-profile Investigations in Spain and Europe

Workshops:

- Evidence Collection and Preservation Techniques
- Fingerprint Analysis and Ballistics Basics
- Mock Crime Scene Investigation and Report Writing

2. Experiential Learning (15 hours):

- Visit to the Institute of Legal Medicine and Forensic Sciences in Madrid: Discover how forensic pathology contributes to solving criminal cases, with a behind-the-scenes look at forensic autopsies and investigations.
- Guided Tour of the Madrid Police Museum: Explore the evolution of law enforcement and crime investigation in Spain, with a focus on forensic innovations.
- Tour of a Local Courthouse or Forensic Laboratory: Gain insights into how forensic evidence is presented and used in the judicial process.
- Walking Tour of Madrid's Historical Crime Scenes: Learn about Madrid's infamous crimes and how historical cases were investigated.
- Interactive Session with a Criminologist or Forensic Expert: Participate in a roundtable discussion on modern challenges in criminology and forensic science.
- Forensic Anthropology Workshop: Analyze skeletal remains and learn to identify key forensic markers such as age, sex, and trauma indicators.

Assessment and Certification:

Students will complete a capstone project involving the reconstruction of a fictional criminal case using forensic evidence and criminological analysis. They will present their findings in a final session, demonstrating their ability to integrate theory and practice. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- A foundational understanding of forensic science and criminology.
- Hands-on experience with forensic techniques and investigative methods.
- A deeper understanding of the ethical and societal dimensions of crime and justice.
- A global perspective on criminal investigation and legal systems.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Madrid



Program Title: Underrepresented Minorities in Europe

Program Overview:

This thought-provoking academic program is designed for third-year American university students studying in Madrid, focusing on the experiences, histories, and contributions of underrepresented minorities in Europe. Over 45 hours, students will explore the cultural, social, and political challenges faced by minority communities, as well as their resilience and impact on European society. Through engaging lectures, interactive workshops, and immersive field trips, participants will gain a deeper understanding of diversity, equity, and inclusion within the European context. By the end of the program, students will have developed critical insights and practical knowledge to foster inclusive practices in a globalized world.

Learning Objectives:

- Understand the historical and contemporary issues affecting underrepresented minorities in Europe.
- Analyze the intersection of race, ethnicity, gender, and class in shaping social inclusion.
- Explore the contributions of minority communities to European culture, politics, and economy.
- Develop intercultural competence and an appreciation for diversity.
- Examine strategies for promoting equity and inclusion in multicultural societies.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Historical Overview of Minority Communities in Europe
- Migration and Identity: Understanding Diasporas
- The Role of Advocacy and Activism in Promoting Inclusion
- Race and Ethnicity in European Media and Culture
- Policies and Legal Frameworks on Diversity and Anti-Discrimination
- Intersectionality: Gender, Class, and Sexual Orientation in Minority Experiences
- Case Studies: Successful Inclusion Practices in European Societies

Workshops:

- Storytelling for Social Justice: Amplifying Marginalized Voices
- Designing Inclusive Policies and Programs
- Intercultural Communication and Conflict Resolution

2. Experiential Learning (15 hours):

- Visit to La Casa Encendida: Engage with this cultural and social center that hosts workshops and events focused on social justice, diversity, and sustainability.
- Guided Tour of Lavapiés Neighborhood: Discover one of Madrid's most multicultural areas, exploring its history, immigrant communities, and cultural influence.
- Interactive Session with Activists or Scholars: Participate in a discussion with local experts on efforts to combat discrimination and promote inclusion.
- Visit to the Spanish Parliament: Learn about national policies on diversity, anti-discrimination, and social inclusion in Spain.
- Museum Visit (Museo de América or Museo Nacional Centro de Arte Reina Sofía): Explore exhibitions on migration, identity, or civil rights through the lens of art and history.
- Workshop on Media Representation: Analyze and critique how minorities are portrayed in European media and discuss strategies for promoting fair representation.

Assessment and Certification:

Students will complete a capstone project involving a research presentation or creative work that highlights the experiences of underrepresented minorities in Europe. This may include policy recommendations, storytelling projects, or multimedia presentations. The program will conclude with a showcase of student work. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Gained a comprehensive understanding of the challenges and contributions of underrepresented minorities in Europe.
- Enhanced their critical thinking and intercultural communication skills.
- Developed practical tools to promote diversity, equity, and inclusion.
- Acquired a nuanced perspective on the dynamics of multiculturalism in European societies.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Madrid



SEVILLA



Program Title: Brand Development and Management

Program Overview:

This specialized academic program is designed for American university students studying in Seville, focusing on the dynamic fields of Brand Development and Brand Management. Over 45 hours, students will explore the strategies, tools, and techniques used to build and manage successful brands in a globalized world. Through interactive lectures, workshops, and engaging field trips, participants will gain a deep understanding of branding principles and how cultural, social, and economic factors influence brand perception. By the end of the program, students will have developed practical skills in brand strategy, creative storytelling, and brand identity management.

Learning Objectives:

- Understand the core principles of brand development and management.
- Analyze the components of a successful brand strategy.
- Develop skills in storytelling, visual branding, and market positioning.
- Explore the cultural and social factors shaping consumer-brand relationships.
- Gain insights into global branding strategies and European market trends.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Foundations of Brand Development: Identity, Values, and Personality
- Market Research and Consumer Insights for Branding
- Crafting Compelling Brand Stories: The Art of Storytelling
- Visual Branding: Logo Design, Typography, and Color Theory
- Digital Branding and Social Media Strategies
- Managing Brand Equity and Reputation
- Case Studies: Iconic Global Brands and European Success Stories

Workshops:

- Creating a Brand Identity: From Concept to Execution
- Storyboarding and Content Creation for Brand Campaigns
- Social Media Branding: Tools and Analytics

2. Experiential Learning (15 hours):

- Visit to a Seville-Based Branding or Advertising Agency: Gain insights into how professionals craft and manage brand identities for clients in the Spanish and European markets.
- Tour of a Local Company with a Strong Brand Identity: Learn how branding influences business strategy and operations in sectors such as fashion, food, or hospitality.
- Interactive Session at a Graphic Design or Creative Studio: Explore the role of visual design in brand development and its impact on consumer perception.
- Walking Tour of Iconic Brand Experiences in Seville: Discover how well-known Spanish and international brands use retail and urban spaces to create memorable consumer experiences.
- Guest Lecture by a European Brand Manager or Marketing Executive: Learn about branding strategies tailored for European markets and the cultural considerations involved.
- Brand Audit and Critique Workshop: Analyze real-world brands to identify strengths and areas for improvement, using Seville-based and international examples.

Assessment and Certification:

Participants will complete a capstone project where they develop a comprehensive brand strategy for a fictional or real business. This will include market research, brand identity creation, and campaign planning. Students will present their projects in a final session, showcasing their creativity and strategic thinking. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- A solid understanding of brand development and management principles.
- Practical experience in creating brand identities and strategies.
- Enhanced skills in storytelling, visual design, and market analysis.
- A global perspective on branding, with a focus on European market trends.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Seville



Program Title: Communications in a Globalized World

Program Overview:

This engaging academic program is designed for American university students studying in Seville, focusing on Communications in a global and multicultural context. Over 45 hours, students will explore key principles of communication, including media studies, public relations, digital communication, and intercultural dynamics. Through interactive lectures, hands-on workshops, and field trips, participants will gain practical skills and insights into how communication shapes and is shaped by global societies. By the end of the program, students will have developed a deeper understanding of effective communication strategies and the role of media in a connected world.

Learning Objectives:

- Understand the foundational principles of communication and media studies.
- Analyze the impact of cultural and societal factors on communication.
- Develop skills in digital media, public speaking, and intercultural communication.
- Examine the role of media in shaping public opinion and culture.
- Explore the European approach to communications and media.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Communication Theory
- Media and Society: The Role of Journalism and Public Opinion
- Intercultural Communication in a Globalized World
- Digital Media Strategies: Social Media and Online Branding
- Public Relations and Crisis Communication
- Ethics in Communication and Media
- Case Studies: European Media and Communication Trends

Workshops:

- Effective Public Speaking and Presentation Skills
- Creating Digital Campaigns for Social Media
- Intercultural Communication Role-Playing and Simulations

2. Experiential Learning (15 hours):

- Visit to a Seville-Based Media Organization: Gain insights into the workings of media outlets in Spain and how they connect to European media networks.
- Guided Tour of a Local Advertising or PR Agency: Learn about the creative process behind impactful campaigns.
- Interactive Session at a University Communication Department: Engage with local communication students and professors at institutions like the University of Seville.
- Walking Tour of Seville's Media and Cultural Landmarks: Explore sites such as the old press headquarters, historic advertising murals, and key locations tied to Seville's role in media and communication.
- Guest Lecture by a Communication Expert: Hear from a professional in journalism, PR, or digital media about industry trends and challenges.
- Workshop on Visual Storytelling: Explore techniques for crafting compelling visual narratives with a focus on Seville's unique cultural and historical storytelling traditions.

Assessment and Certification:

Students will complete a capstone project where they design a communication strategy for a real or fictional organization. This will include elements of media planning, audience analysis, and message creation. The program will culminate in a presentation of their strategies, demonstrating their understanding of effective communication practices. Successful participants will receive a certificate recognizing their completion of the program.

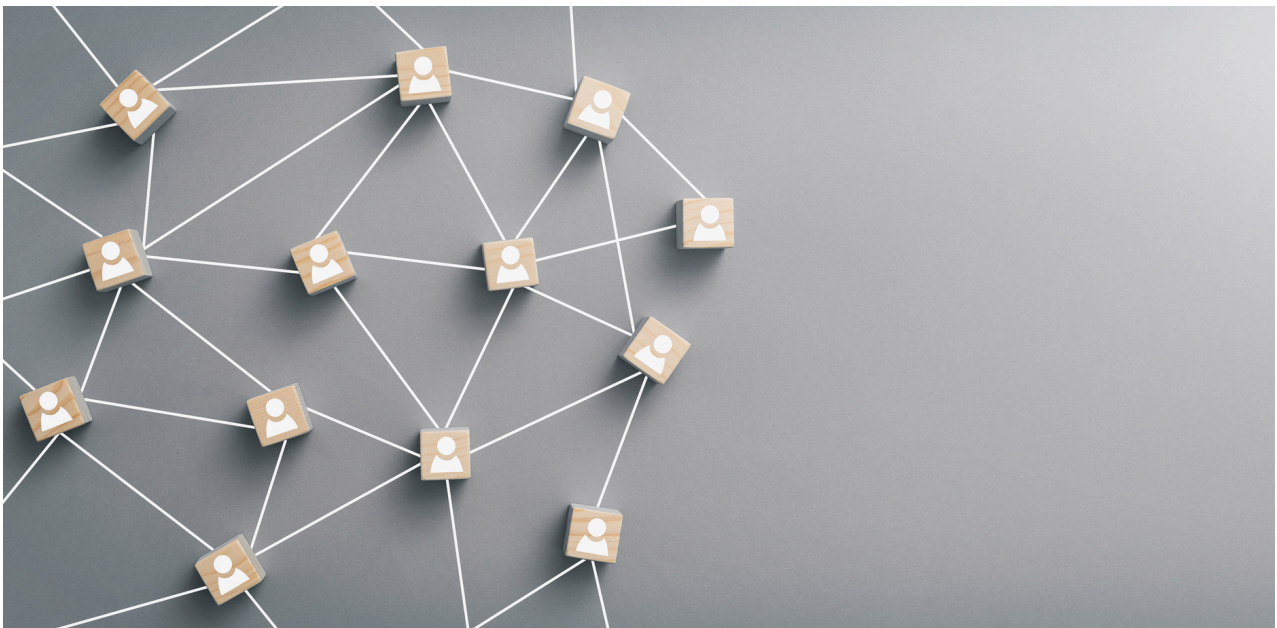
Expected Outcomes:

By the end of this program, students will have:

- Developed a solid understanding of communication principles and media strategies.
- Enhanced their practical skills in public speaking, digital media, and intercultural communication.
- Gained insights into the role of communication in shaping culture and society.
- Acquired a global perspective on media and communication practices.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Seville



PARIS



Program Title: Fashion Marketing in Paris

Program Overview:

This immersive academic program is designed for American undergraduate students studying in Paris, focusing on the dynamic world of Fashion Marketing. Over 45 hours, students will explore key marketing strategies, branding techniques, and consumer behavior in the fashion industry, with a special focus on Paris as a global fashion capital. Through interactive lectures, hands-on workshops, and exclusive site visits, participants will gain a comprehensive understanding of the fashion business landscape. By the end of the program, students will have developed critical insights into branding, digital marketing, and retail strategies within the fashion sector.

Learning Objectives:

- Understand the fundamentals of fashion marketing and branding strategies.
- Analyze consumer behavior and market trends in the luxury and mass fashion sectors.
- Explore the role of digital marketing and social media in fashion promotion.
- Gain insights into retail management, merchandising, and visual storytelling.
- Examine sustainability and ethical considerations in fashion marketing.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Fashion Marketing and Branding
- Consumer Psychology and Fashion Trends
- Digital Strategies in Fashion: Social Media & Influencer Marketing
- Retail Management & Visual Merchandising
- Sustainability and Ethics in Fashion Marketing
- Case Studies: Successful Fashion Campaigns

Workshops:

- Developing a Fashion Marketing Strategy
- Creating a Social Media Campaign for a Fashion Brand
- Visual Merchandising and Store Layout Design

2. Experiential Learning (15 hours):

- Visit to a Luxury Fashion House or Showroom: Gain insights into branding and retail strategy.
- Guided Tour of a Major Fashion District (e.g., Avenue Montaigne, Le Marais): Explore key retail spaces and consumer engagement techniques.
- Exclusive Visit to a Fashion Marketing Agency: Learn from professionals working in branding and digital strategies.
- Workshop at an Influencer Marketing Firm: Discover the role of influencers in shaping brand narratives.
- Museum Visit (e.g., Palais Galliera or Musée Yves Saint Laurent): Understand the historical evolution of fashion branding.
- Panel Discussion with Industry Experts: Engage with marketing professionals, designers, and brand strategists.

Assessment and Certification:

Students will complete a capstone project involving the development of a fashion marketing campaign for a selected brand. They will present their strategies, incorporating elements of digital marketing, consumer engagement, and sustainability. The program will conclude with a showcase of student work. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Acquired a deep understanding of fashion marketing principles.
- Developed hands-on experience in branding and promotional strategies.
- Gained insights into the evolving landscape of digital fashion marketing.
- Built a global perspective on consumer behavior and brand positioning.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Paris, France



Program Title: Luxury Brand Studies in Paris

Program Overview:

This immersive academic program is designed for American undergraduate students studying in Paris, offering an in-depth exploration of the world of luxury brands. Over 45 hours, students will analyze the history, strategies, and innovations that define luxury fashion, cosmetics, jewelry, and lifestyle industries. Through academic sessions, hands-on workshops, and exclusive field visits, participants will gain insights into the branding, craftsmanship, and marketing strategies that drive the global luxury sector. By the end of the program, students will have a comprehensive understanding of the luxury brand ecosystem and its cultural significance.

Learning Objectives:

- Understand the heritage and evolution of luxury brands in France and beyond.
- Explore branding strategies and consumer behavior in the luxury sector.
- Analyze the role of digital transformation and sustainability in luxury branding.
- Develop practical knowledge of brand storytelling, retail experiences, and customer engagement.
- Gain first-hand exposure to Paris's luxury industry through company visits and expert talks.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- The Origins and Heritage of Luxury Brands in France
- Brand Identity and Storytelling in Luxury Marketing
- Consumer Behavior and Psychology in the Luxury Market
- Sustainability and Ethical Challenges in Luxury
- Digital Disruption and E-Commerce in the Luxury Industry
- Experiential Retail and the Future of Luxury Shopping
- Case Studies: Iconic Luxury Brands and Their Global Strategies

Workshops:

- Creating a Luxury Brand: Concept and Positioning
- The Art of Visual Merchandising and Store Design
- Crisis Management and Brand Reputation in the Luxury Sector

2. Experiential Learning (15 hours):

- Exclusive Visit to a Luxury Fashion House (e.g., Chanel, Louis Vuitton, or Dior): Explore craftsmanship, heritage, and innovation in haute couture.
- Guided Tour of the Palais Galliera – Musée de la Mode: Delve into the history of fashion and luxury through iconic exhibitions.
- Visit to a Luxury Perfume or Cosmetics Brand (e.g., Fragonard or Guerlain): Learn about the art of fragrance creation and marketing strategies.
- Workshop at a Fine Jewelry Maison (e.g., Cartier or Van Cleef & Arpels): Discover the craftsmanship and business behind high jewelry.
- Luxury Retail Experience at Avenue Montaigne & Place Vendôme: Analyze retail strategies in Paris's most prestigious shopping districts.
- Roundtable Discussion with Industry Experts or Executives: Gain insights from professionals working in branding, marketing, and innovation in the luxury sector.

Assessment and Certification:

Students will complete a capstone project involving the development of a luxury brand concept, including branding strategies, product positioning, and marketing plans. The program will conclude with student presentations, showcasing their insights and strategic proposals. Upon successful completion, students will receive a certificate recognizing their participation in the program.

Expected Outcomes:

By the end of this program, students will have:

Gained a strong understanding of luxury brand heritage, marketing, and strategy.

Developed skills in branding, storytelling, and consumer engagement.

Enhanced their knowledge of sustainability and digital trends in the luxury sector.

Experienced first-hand exposure to leading luxury brands and professionals in Paris.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Paris, France



Program Title: Clean Beauty and Other Trends: Innovations in Cosmetics, Fragrance & Wellness

Program Overview:

This exclusive academic program, delivered by the renowned Institut Supérieur International du Parfum, de la Cosmétique et de l'Aromatique Alimentaire (ISIPCA) in Versailles, offers American undergraduate students the opportunity to explore the latest innovations shaping the global beauty, fragrance, and wellness industries. With a focus on Clean Beauty, sustainability, and emerging consumer trends, the program combines expert-led academic sessions with hands-on workshops and curated site visits. Students will gain practical insights into product development, sensory analysis, sustainable marketing, and the evolving role of wellness and ethical practices in the luxury and mass-market beauty sectors.

Taught in the historic and innovative hub of Versailles, and enriched by ISIPCA's world-class expertise, this program equips students with a global and professional perspective on beauty trends, positioning them for careers in cosmetics, fragrance, and wellness industries.

Learning Objectives:

- Explore the Clean Beauty movement: its principles, market positioning, and evolving consumer demand.
- Understand European regulations and standards related to clean, natural, and organic cosmetics.
- Analyze the impact of sustainability trends, from eco-friendly packaging to ethical sourcing.
- Develop practical skills in product formulation, sensory marketing, and storytelling.
- Gain insights into the fragrance industry and its intersection with wellness and clean beauty.
- Examine global marketing strategies for clean beauty and wellness brands, particularly in the European and French luxury sectors.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Clean Beauty and Global Industry Trends
- Sustainability and Transparency in Cosmetics and Fragrance
- The Science Behind Clean Formulation: Ingredients, Testing, and Certification
- Fragrance Trends in Clean and Natural Beauty Products
- The Rise of Wellness Beauty and Holistic Self-Care
- Branding and Storytelling in the Ethical Beauty Market
- Case Studies: Pioneers in Clean Beauty & Sustainability in France and Europe

Workshops:

- Formulation Lab: Create a clean beauty product with natural ingredients under ISIPCA expert guidance.
- Fragrance Creation Workshop: Explore how scent enhances clean beauty products and contributes to product storytelling.
- Eco-Friendly Packaging Design: Conceptualize packaging that aligns with clean beauty values.
- Sensory Analysis Workshop: Understand consumer perception through texture, scent, and appearance evaluations.

2. Experiential Learning (15 hours):

- Visit to a Clean Beauty Laboratory: Observe R&D processes for natural cosmetics and learn about EU regulations.
- ISIPCA Research Lab Tour: Explore cutting-edge technologies and innovations in fragrance and cosmetics.
- Fragrance Heritage Tour in Versailles: Discover the region's historic role in perfume development and modern innovation.
- Visit to a Sustainable Packaging Manufacturer: Learn about eco-friendly solutions and challenges in cosmetic packaging.
- Panel Discussion with Industry Experts: Meet with professionals from leading clean beauty, fragrance, and cosmetic brands.
- Luxury and Niche Beauty Retail Tour in Paris: Explore concept stores and flagship boutiques, analyzing how clean beauty is marketed and displayed.
- Wellness Experience Visit: Observe how spas and wellness spaces integrate clean beauty products and philosophies into treatments.

Assessment and Certification:

Students will complete a Capstone Project that involves designing a Clean Beauty product line or brand concept, including:

- Product formulation concept
- Fragrance profile and sensory positioning
- Sustainable packaging design
- Brand story and ethical marketing strategy

Final presentations will be made to ISIPCA faculty and guest professionals from the beauty and fragrance industry.

Upon successful completion, students will receive a Certificate of Completion from ISIPCA, acknowledging their participation in this specialized program.

Expected Outcomes:

By the end of this program, students will:

- Develop practical product development skills applicable to cosmetics, fragrance, and personal care.
- Acquire a strong understanding of Clean Beauty principles and the sustainability challenges facing the industry.
- Enhance their intercultural understanding of beauty trends, especially within the European and French markets.
- Strengthen their storytelling and marketing abilities, tailored to ethical and sustainable brands.
- Be exposed to career pathways in the fragrance, cosmetics, and wellness industries.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Paris, France

Program Title: Holistic Wellness and Spa Culture

Program Overview:

This immersive academic program is designed for American undergraduate students interested in the beauty, spa, and well-being industries from a holistic perspective. Over the course of 45 hours, students will explore the French approach to beauty and well-being, including skincare, body treatments, aromatherapy, and mindfulness practices. Through academic lectures, hands-on workshops, and curated site visits, participants will gain a deep understanding of French beauty traditions and contemporary wellness trends. A highlight of the program includes a full-day experience at a luxury spa, where students will experience treatments firsthand and learn about spa management and client care.

Learning Objectives:

- Understand the history and cultural significance of beauty and wellness in France.
- Develop knowledge of holistic wellness practices, including skincare, aromatherapy, and mindfulness.
- Gain insight into the science behind spa treatments and beauty rituals.
- Explore the role of nutrition, relaxation, and self-care in personal well-being.
- Learn about sustainable and clean beauty trends in France.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- History of Beauty and Spa Culture in France
- The Science of Skin: Ingredients and Formulations in French Skincare
- Holistic Therapies: Aromatherapy, Massage, and Mindfulness
- The Role of Nutrition in Beauty and Wellness
- French Beauty Rituals and Luxury Spa Treatments
- Sustainable and Clean Beauty Trends in France
- Case Studies: Leading French Brands in the Wellness Industry

Workshops:

- Formulating Natural Skincare Products
- Introduction to Aromatherapy and French Essential Oils
- Massage and Relaxation Techniques
- Creating a Personal Wellness Plan

2. Experiential Learning (15 hours):

- Full-Day Spa Experience – Spend a day at a luxury spa in Paris (e.g., Spa at Le Meurice or Dior Spa), experiencing treatments and learning about spa operations.
- Visit to a Natural Cosmetics Laboratory – Observe the production of organic skincare products and learn about formulation techniques.
- Tour of a Historic Bathhouse or Hammam – Understand the historical roots of French spa culture.
- Guided Visit to a Parisian Herbalist (Herboristerie) – Learn about traditional remedies and natural healing practices.
- Interactive Session with a Wellness Expert – Discuss trends and challenges in the beauty and wellness industry in France.

Assessment and Certification:

Students will complete a capstone project where they design a wellness plan or develop a concept for a spa treatment or product inspired by French traditions. They will present their projects in a final session, demonstrating their understanding of holistic wellness. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- ✓ Developed a deep understanding of French beauty and wellness traditions.
- ✓ Enhanced their practical skills in natural skincare and holistic therapies.
- ✓ Gained insight into sustainable practices in the wellness industry.
- ✓ Acquired tools to apply wellness strategies to personal and professional life.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Paris, France

LONDON



Program Title: Pre-Med: Exploring Medicine in a Global Context

Program Overview:

This intensive academic program is designed for American university students studying in London, focusing on medicine and healthcare from a global perspective. Over 45 hours, students will explore medical practices, advancements, and challenges through a combination of academic sessions, hands-on workshops, and field visits. Participants will examine topics such as global health disparities, biomedical innovation, and ethical issues in medicine, while gaining valuable insights into the UK's National Health Service (NHS) and European healthcare systems. By the end of the program, students will have developed a well-rounded understanding of medical science and its societal impact.

Learning Objectives:

- Gain an understanding of global healthcare systems, with a focus on the UK and Europe.
- Explore biomedical advancements and their applications in patient care.
- Analyze public health challenges and strategies for addressing them.
- Develop practical skills in clinical observation and healthcare ethics.
- Examine the role of cultural competence in providing equitable healthcare.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Global Health: Key Concepts and Trends
- Comparative Healthcare Systems: The US vs. UK & Europe
- Biomedical Innovation: From Research to Practice
- Public Health Challenges: Addressing Health Disparities
- Ethics in Medicine: Case Studies and Debates
- The Role of Technology in Modern Healthcare
- Case Studies: Successful Global Health Initiatives

Workshops:

- Clinical Observation and Note-Taking Techniques
- Simulations in Patient Communication and Diagnosis
- Designing Public Health Campaigns for Global Impact

2. Experiential Learning (15 hours):

- Visit to a London Hospital or Medical Research Facility: Observe healthcare practices and learn about biomedical research in the UK.
- Guided Tour of a Historical Medical Institution (e.g., The Old Operating Theatre Museum & Herb Garret): Explore the evolution of medicine in the UK.
- Interactive Session with Healthcare Professionals: Engage with doctors, nurses, and researchers to discuss medical careers and innovations.
- Visit to a Public Health Organization or NGO: Learn about community health programs and global health initiatives.
- Workshop at a Medical Simulation Center: Practice clinical skills using state-of-the-art medical simulation technologies.
- Guest Lecture by a Bioethics Expert: Explore ethical dilemmas in medicine and healthcare decision-making.

Assessment and Certification:

Students will complete a capstone project involving a research presentation or proposal for addressing a specific public health issue. This may include strategies for improving healthcare access, designing innovative medical technologies, or proposing ethical frameworks for clinical practice. The program will conclude with a showcase of student work. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of this program, students will have:

- Developed a foundational understanding of global health and medicine.
- Enhanced their practical skills in clinical observation and public health analysis.
- Gained insights into ethical decision-making in medical contexts.
- Acquired a global perspective on healthcare systems and innovations.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: London, UK



Program Title: Cyber Security / National Security in a Global Context

Program Overview:

This immersive academic program is designed for American university students studying in London, focusing on the critical fields of Cyber Security and National Security. Over the course of 45 hours, students will explore foundational cybersecurity principles, national security challenges, and the global impact of emerging cyber threats. Through interactive lectures, hands-on workshops, and culturally enriching field visits, students will gain a well-rounded understanding of cybersecurity frameworks and policies from a UK and European perspective.

Learning Objectives:

- Understand the foundational concepts of cyber security and national security.
- Explore the legal, ethical, and societal implications of cybersecurity policies.
- Develop practical skills in identifying and mitigating cybersecurity threats.
- Analyze case studies of national security challenges and their global impact.
- Gain exposure to UK and European perspectives on cybersecurity and defense.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Introduction to Cyber Security and National Security
- Threat Landscape: Cyber Warfare and Emerging Threats
- Cryptography and Data Protection
- Ethical Hacking and Incident Response
- Cybersecurity Policy and International Cooperation (UK, US, EU perspectives)
- Privacy, Surveillance, and Ethical Considerations in the Digital Age
- Case Studies: High-profile Cyber Attacks and Responses

Workshops:

- Hands-on Cyber Defense Simulation
- Network Security and Penetration Testing
- Building Incident Response Plans

2. Experiential Learning (15 hours):

- Visit to the National Cyber Security Centre (NCSC): Learn about the UK government's approach to cyber defense and national security.
- Tour of a Leading Cybersecurity Firm in London: Gain insights into real-world cybersecurity operations.
- Visit to the Parliament and Discussion on Cybersecurity Legislation: Engage in discussions about UK policies on cyber defense, surveillance, and digital privacy.
- Guided Visit to the Alan Turing Institute: Explore AI, data science, and their applications in national security.
- Historical Tour of Churchill War Rooms: Examine the evolution of national security strategies from WWII to the digital age.
- Cybersecurity and Public Policy Roundtable: Participate in a panel discussion with cybersecurity experts, policymakers, and industry leaders.
- Cyber Crisis Simulation at a Local Tech Hub: Engage in a real-world scenario simulation focusing on incident response and policy-making during a cyber attack.

Assessment and Certification:

Participants will complete a capstone project, developing a comprehensive cybersecurity strategy for a hypothetical organization. They will present their findings in a final session and receive a certificate upon successful completion.

Expected Outcomes:

By the end of the program, students will have:

- A foundational understanding of cybersecurity principles and their applications.
- Practical experience with industry tools and techniques.
- A global perspective on national security and cyber defense.
- Enhanced analytical and problem-solving skills applicable to their future careers.

Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: London, UK



BERLIN



Program Title: Migrant & Refugee Studies in Berlin

Program Overview:

This immersive academic program is designed for American undergraduate students to explore the complex dynamics of migration and refugee movements in Europe, with a focus on Germany. Over 45 hours, students will engage with the historical, political, and social dimensions of migration, critically examining integration policies, border control, human rights, and the lived experiences of migrants and refugees. Through a combination of classroom sessions, site visits, and interactive discussions, participants will gain a deeper understanding of contemporary migration issues and policy responses. By the end of the program, students will have developed critical analytical skills and a nuanced perspective on migration and refugee studies within the European context.

Learning Objectives:

- Understand the historical and contemporary migration patterns in Germany and Europe.
- Analyze the legal, social, and economic challenges faced by migrants and refugees.
- Examine integration policies and their effectiveness in fostering social cohesion.
- Explore the role of international organizations and NGOs in migration governance.
- Gain first-hand insights from individuals and organizations directly involved in refugee support and advocacy.

Program Structure:

1. Academic Sessions (30 hours):

Lecture Topics:

- Historical Perspectives on Migration in Germany and Europe
- The Refugee Crisis and Its Aftermath: Policy and Public Response
- Border Control, Security, and Human Rights in Migration
- Legal Frameworks: Asylum Law and International Protection
- Integration Policies: Education, Employment, and Social Services
- The Role of Media and Public Perception in Migration Debates
- Case Studies: Refugee Communities and Their Impact on German Society

Workshops:

- Intercultural Communication and Migration Narratives
- Policy Debate: Crafting Effective Migration Strategies
- Ethics and Advocacy in Refugee Work

2. Experiential Learning (15 hours):

- Visit to the German Bundestag (Parliament): Discussion on German and EU migration policies with policymakers.
- Guided Tour of Berlin's Kreuzberg and Neukölln Districts: Understanding multiculturalism and immigrant communities.
- NGO Visit (e.g., Refugee Support Organizations): Engage with professionals working on refugee assistance and integration.
- Memorial to the Murdered Jews of Europe & Tränenpalast (Palace of Tears): Examining historical displacement and forced migration.
- Interactive Panel with Refugees and Migration Experts: First-hand accounts and discussions on integration challenges.
- Visit to a Migration Research Institute or Think Tank: Insights into academic perspectives on migration trends.
- Workshop on Storytelling and Migration Narratives: Understanding migrant voices through creative expression.

Assessment and Certification:

Students will complete a capstone project focusing on a migration-related issue of their choice. This may involve a policy proposal, a case study analysis, or a multimedia project documenting refugee experiences. The program will conclude with student presentations and reflections on their learning. Successful participants will receive a certificate recognizing their completion of the program.

Expected Outcomes:

By the end of the program, students will have:

- A comprehensive understanding of migration and refugee issues in Europe.
- Enhanced analytical and intercultural communication skills.
- Practical knowledge of integration policies and refugee support initiatives.
- A critical awareness of the ethical and policy challenges in migration governance.
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Program Duration: 45 hours (30 hours of academic sessions + 15 hours of experiential learning)

Location: Berlin, Germany



