**APPENDIX I**

***General Terms and Conditions.***

***"Santander IE Digital DNA Scholarships" Programme***

***2019/2020 Edition***

1. **Objectives**

The ***“Santander IE Digital DNA Scholarships Programme”*** (“the Programme”) will help students in their last two years or students graduating within five years of the introduction of the Programme or students studying a master course at a university or study centre in Argentina, Brazil, Chile, Colombia, Germany, Mexico, Peru, Poland, Portugal, Puerto Rico, Spain, Uruguay, the US and the UK to gain access to one of the training courses on this Programme in the 2019/2020 academic year.

The objective of the ***Programme*** is to enhance the digital skills of the students, thereby boosting their employability.

1. **Recipients**

Eligible for the Programme are students in their last two years or students graduating within five years of the introduction of the Programme or students studying a master course at a university or study centre in Argentina, Brazil, Chile, China, Colombia, Germany, Mexico, Peru, Poland, Portugal, Puerto Rico, Spain, Uruguay, the US and the UK, who will also have to meet the selection criteria set out below.

Obtaining a free place on one of the Programme’s training courses will be compatible with other public or private classroom attendance scholarships that may be available to the student.

The places offered on the Programme form part of **Syllabus 1- Santander IE Digital DNA**. This in turn is composed of the following courses with the availability stipulated, content and selection criteria:

* 100 places for the High-Impact Online Programme Hiop 1. New Technologies for Innovation, taught by IE Exponential Learning, a 5-week course. Of these places, 50 will be for the course taught in English, and 50 for the course taught in Spanish.

During this course, students will acquire knowledge and experience of the digital technologies required of any young professional (unlike the special knowledge corresponding to Information Technology), so that when they enter the job market they can work in any area of the organisation with a wide range of levels and roles. Students will analyse and experience how different technologies afford competitive advantages, all with an entrepreneurial approach.

The selection criteria for allocating places are as follows:

1. Academic record for the immediately preceding year if the student is studying the last two years of the degree, or the academic record of the degree, if the student has graduated or is studying for a master's degree, of any of the courses or master's degrees available at universities or learning centres in the countries stipulated in section II, “Recipients”, above.
2. A high level of English, which may be accredited with a certificate.
3. A covering letter written by the student to secure a place on the Programme.
4. The 500 highest rated profiles based on criteria (i), (ii) and (iii) above will move on to the last phase of the selection phase, providing a video with the characteristics disclosed to them via the [www.becas-santander.com](http://www.becas-santander.com) platform.

* 80 places for the High-Impact Online Programme Hiop 2. Data Science and Visualisation for Business, taught by IE Exponential Learning, a 5-week course.

This course provides an introduction to data science as a practical experience of data extraction and visualisation. The course presents students with the basis statistical concepts underlying data analysis, and the concepts to create significant quantitative and qualitative presentations to facilitate management decision-making.

Students will use various types of software on the course and apply a range of essential techniques to visualise data and make use of statistics to draw up effective data summaries and presentations. They will also create projects to identify, comprehend, analyse, prepare and present the visualisation of a number of topics, and discover how to make use of points within the story and the data panels using Tableau software.

Of these places, 40 will be for the course taught in English, allocated to the 40 students with the highest marks on the online Hiop1 New Technologies for Innovation course taught in English, in terms of the programme assessment criterion. The other 40 places will be for the course taught in Spanish, which will be allocated to the students with the best performance on the online Hiop1 New Technologies for Innovation course taught in Spanish, in terms of execution, practical exercises and tutor assessments.

The 15 students with the best performance on the online Hiop 2 Data Science and Visualisation for Business course taught in any of the languages, in terms of execution, practical exercises and tutor assessments, may gain access to the Banco Santander, S.A. staff selection process with a view to an internship or an employment contract.

* 1,000 places the IE Business School Intelligence Tools for Digital Age online MOOC course, on the Coursera digital platform, an 8-hour course for students not selected for the aforementioned courses.

This course presents participants with an analysis of intelligence, by means of (i) an explanation of skills for the digital era, (ii) the study of mental models and practical frameworks developed by the intelligence community in the US, and (iii) presentation to participants of a cognitive advantage for an understanding of the digital world. These tools will help participants address volatility, uncertainty, ambiguity and deception in the digital era. To sum up, participants acquire commercial advantage through clearer and more structured thinking.

The selection criteria for places on the Intelligence Tools for Digital Age online MOOC course are:

1. Academic record for the immediately preceding year if the student is studying the last two years of the degree, or the academic record of the degree, if the student has graduated or is studying for a master's degree, of any of the courses or master's degrees available at universities or learning centres in the countries stipulated in section II, “Recipients”, above.
2. A medium/high level of English, which may be accredited with a certificate.

The students selected must provide the IE Foundation with a tax residence certificate, and they will undertake liability for taxes corresponding to the courses described in these General Terms and Conditions.

To allocate places to students, a selection committee composed of two IE Foundation representatives, two Banco Santander S.A. Universities representatives and one IE School of Human Sciences and Technology representative will verify compliance with the selection criteria for the course concerned, and may also assess any other selection criteria they may deem appropriate if student demand for places exceeds supply.

For the Programme to benefit the largest possible number of students, if at any time the working and monitoring group, composed of the same number of IE Foundation and Banco Santander, S.A. representatives,considers that the places will not be covered, it may decide to apply other criteria to obtain the place, and may even extend the deadline for students to apply.

1. **Management**

One prerequisite for obtaining a place is to register on the website created for this purpose, [www.becas-santander.com](http://www.becas-santander.com/), with allocation of the place notified via the management system provided.

Students must enrol between 29 July 2019 and 30 September 2019.

1. **Allocation of places among candidates**

Places will be allocated to students by the IE Foundation up to 31 October 2019, the cut-off date, with no possibility of any extensions, unless this is decided by the working and monitoring group. Allocation will be notified to students, who will have 5 calendar days to accept via the website [www.becas-santander.com](http://www.becas-santander.com/). When the deadline has expired, if any places allocated have not been accepted by students, the working and monitoring group will allocate them in the same conditions to other students who meet the necessary requisites.

Moreover, if demand for places by students exceeds supply, the selection committee may consider any other selection criteria it may deem appropriate.

1. **Data protection**

The privacy policy is available for consultation at <https://becas-santander.com/legal/privacy>