IBA CICT's

SUMMER SCHOOL 4.0

Ages 16 - 18

Get ready for the best summer yet!

BIGGER   **BETTER**

& Full of Tech

Categories

- **STEM Mastery Bootcamp:**
- **Digital Marketing Bootcamp**

Summer School 4.0

For aspiring innovators and entrepreneurs aged 16-18, this summer camp offers advanced training designed to prepare you for college and real-world success. Choose between two focused bootcamps: the STEM Mastery Bootcamp equips you with skills in programming, engineering, and cybersecurity to prep for a CS degree, while the Digital Marketing Bootcamp helps you develop, launch, and grow your own business through practical marketing, freelancing, and product development experience.

🎓 **Rs. 95,000/- (+5% SST)**   📅🕐 **Starting 15ᵗʰ June 2025**

🕐 **Monday - Friday | 10:00 AM - 2:00 PM**

Program Categories

STEM Mastery Bootcamp: Prep for CS Degree

For future tech leaders passionate about coding, innovation, and engineering, this category focuses on:

- **Computer Science Foundations** – Master Python programming, data science, and AI basics.
- **Engineering & IoT** – Build smart tech projects using sensors, automation, and robotics.
- **Web & Game Development** – Create interactive web apps and 2D/3D games.
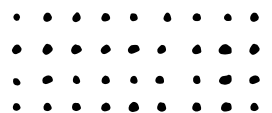- **Cybersecurity & Cloud Computing** – Learn ethical hacking and deploy real-world apps.

Hands-on projects, coding challenges, and a final innovation showcase to prep you for a CS degree and beyond!

Digital Marketing Bootcamp

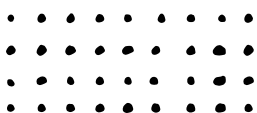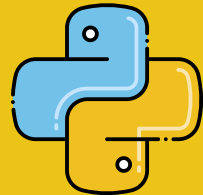For young minds who are ready to launch their first business, this category focuses on:

- **Product Development & Branding** – Turn your ideas into real products or services.
- **Digital Marketing & Content Creation** – Build websites, create social media strategies, and go viral!
- **Sales, SEO & Advertising** – Sell online, master SEO, and collaborate with influencers.
- **Business Growth & Freelancing** – Earn income through dropshipping, freelancing, and scaling your business.

Hands-on projects, real sales challenges, and a final showcase to celebrate your first earnings
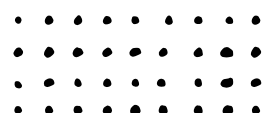
STEM Mastery Bootcamp: Prep for CS Degree

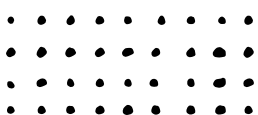| Week	Day	Activities
1	1	**Computer Science Essentials & Problem-Solving** • Introduction to CS & Career Pathways (Software Dev, AI, Data Science, Cybersecurity) • Hands-on: Problem-solving with logical puzzles & algorithms • Project Kickoff: Teams select a tech-driven problem to solve by the end of camp
	2	**Python Programming for Future Developers** • Python Basics & Data Structures (Lists, Dictionaries, Loops, Functions) • Hands-on: Write Python programs for real-world problem-solving • Challenge: Build a calculator & mini automation scripts
	3	**Data Science & Analytics - From Raw Data to Insights** • Introduction to Data Science, Pandas, and NumPy • Hands-on: Analyze datasets & visualize data using Matplotlib & Seaborn • Challenge: Extract insights from a real-world dataset
	4	**Software Engineering - Build & Deploy Web Apps** • Full-Stack Development (HTML, CSS, JavaScript, Flask/Django) • Hands-on: Create a basic interactive web app • Challenge: Add a database (SQL) for user data storage
	5	**Engineering & IoT - Smart Tech Innovations** • Introduction to IoT, Sensors & Microcontrollers (Raspberry Pi/Arduino) • Hands-on: Build a smart home automation system • Challenge: Implement AI-powered automation (voice-controlled lights, sensors)
2	6	**Machine Learning & AI Fundamentals** • Introduction to AI, ML & Deep Learning Concepts • Hands-on: Train a machine learning model using Scikit-Learn • Challenge: Create a basic AI image classifier
	7	**Cybersecurity & Ethical Hacking for Beginners** • Cyber Threats & Ethical Hacking Principles • Hands-on: Simulate hacking attacks in a controlled environment • Challenge: Defend against a realistic cybersecurity attack

STEM Mastery Bootcamp: Prep for CS Degree

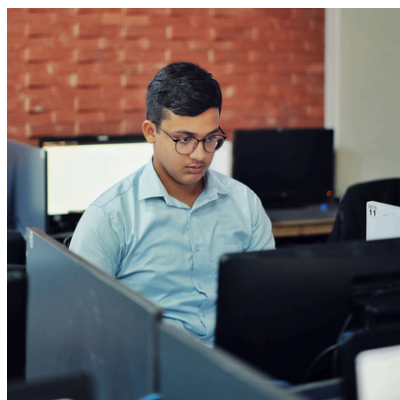| Week	Day	Activities
2	8	**Advanced Web Development - Full-Stack Apps** • Front-end frameworks (React.js) & back-end development (Node.js/Flask) • Hands-on: Build an interactive To-Do List or Notes App • Challenge: Add authentication & database integration
	9	**Game Development with Unity & C#** • Basics of Game Development using Unity & C# • Hands-on: Create a 2D or 3D interactive game • Challenge: Implement physics & AI-driven NPC behavior
	10	
3	11	**AI-Powered Automation & Robotics** • Integrate AI into robotics projects • Hands-on: Build an AI-driven autonomous robot • Challenge: Navigate a real-world obstacle course
	12	**Cloud Computing & DevOps** • Introduction to AWS, Google Cloud & Deployment Strategies • Hands-on: Deploy a web app on a cloud server • Challenge: Set up CI/CD pipelines & automate app updates
	13	**Advanced Cybersecurity - Red Team vs Blue Team** • Simulated cybersecurity attacks & defense strategies • Hands-on: Capture the Flag (CTF) hacking challenge • Challenge: Defend a mock organization's server from threats
	14	**Hackathon - Build, Code & Innovate** • Teams work on their final projects (AI, IoT, Cybersecurity, Game Dev) • Mentorship from industry experts • Prototype refinement & final testing
	15	**Innovation Showcase & Graduation** • Final project presentations to a panel of industry professionals • Live demo of AI models, web apps, robotics projects, and cybersecurity solutions • Graduation Ceremony & Certificates

Digital Marketing Bootcamp

Week	Day	Activities
1	1	**Introduction to Digital Marketing** • What is Digital Marketing & E-Commerce? • Case Study: How teens are making money online • Hands-on: Identify market gaps & brainstorm product ideas • Challenge: Validate & select a business idea for the camp
	2	**Product Development & Branding** • Types of Products: Physical (merch, crafts), Digital (e-books, courses), Service-Based (freelancing, coaching) • Hands-on: Develop a unique value proposition (UVP) & brand identity • Activity: Design a logo, brand colors, & product packaging
	3	**Website & E-Commerce Store Setup** • Platforms: Shopify, WooCommerce, Etsy, Fiverr, Gumroad • Hands-on: Create a basic e-commerce website/landing page • Challenge: Add product listings & optimize for conversions
	4	**Content Marketing & Storytelling** • Creating engaging social media content (Instagram, YouTube) • Hands-on: Write product descriptions & craft compelling brand stories • Challenge: Shoot & edit a promotional video
	5	**Social Media Marketing & Growth Strategies** • Choosing the right platforms (Instagram, Facebook, LinkedIn) • Hands-on: Create a content calendar & social media strategy • Challenge: Design & post first product promo
2	6 7	**Search Engine Optimization (SEO) & Blog Monetization** • SEO Basics: Keyword research, ranking on Google • Hands-on: Write an SEO-optimized blog post • Challenge: Optimize a product page for search engines

Digital Marketing Bootcamp

Week	Day	Activities
2	8	**Affiliate Marketing & Influencer Collaborations** • How to earn money through affiliate programs • Hands-on: Find & join affiliate networks
	9	• Challenge: Pitch a local influencer for product promotion
	10	**Live Selling & Customer Engagement** • How to go viral with Live Selling (Instagram Live, TikTok Shop) • Hands-on: Run a live sales event & engage with customers • Challenge: Make the first product sale
3	11	**Dropshipping & Passive Income Strategies** • How to start dropshipping with zero inventory • Hands-on: Find winning products & set up a dropshipping store
	12	• Challenge: List at least 5 trending dropshipping items
	13	**Freelancing & Digital Services for Extra Income** • How to sell skills online (Fiverr, Upwork, LinkedIn) • Hands-on: Create a freelancer profile & list services • Challenge: Get a real freelance gig before the end of the camp
	14	**Profit, Growth, & Business Scaling Strategies** • Understanding profits, reinvesting, and scaling businesses • Hands-on: Create a business plan for long-term growth • Challenge: Pitch business ideas to a panel of investors
	15	**Graduation & Business Showcase** • Final revenue reports & showcase earnings • Awards for top performers (highest sales, best marketing strategy, best branding) • Graduation ceremony & certificates

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