

International Summer School on Entrepreneurship and Innovation Management

at La Salle Campus Barcelona URL, Barcelona (Spain)
July 15-19, 2019

Academic Credit:

- ✓ Participants will receive 3 ECTS (1,5 US credits) for the academic content

Program Fee:

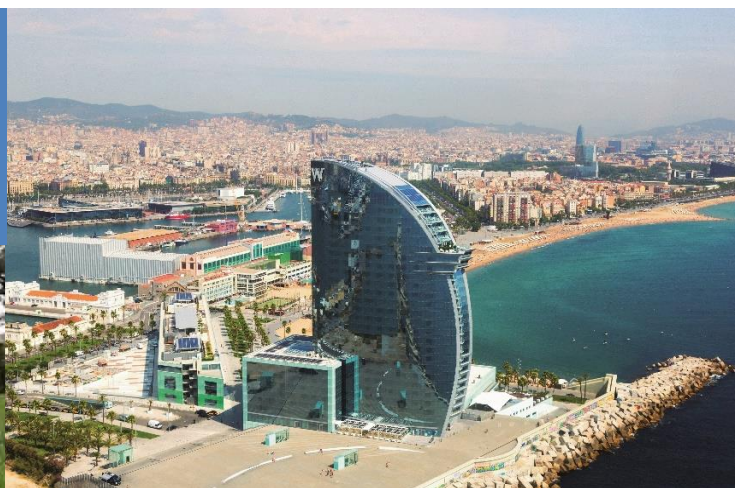
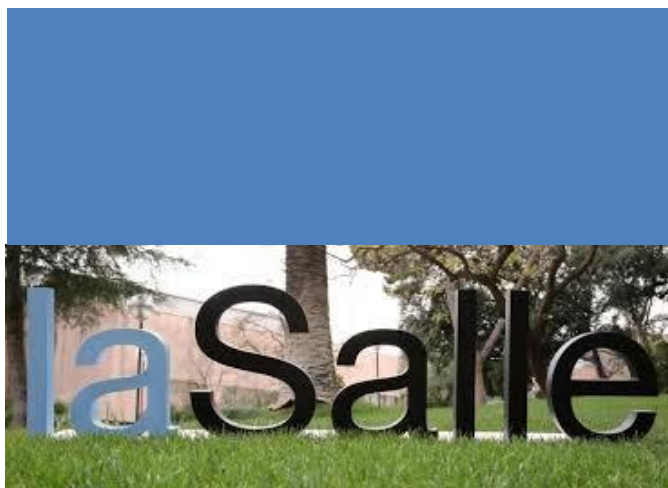
- ✓ 600 Euro, covering tuition for workshops, excursions, housing (from July 13 –19, 2019)

Check-in and check-out times at RESA Student Dorms on Campus:

- ✓ Check-in RESA: Saturday, July 13, 2019, 2:00 PM – 4:00 PM
- ✓ Check-out at RESA: Saturday, July 20, 2019, 10:00 AM – 12:00PM

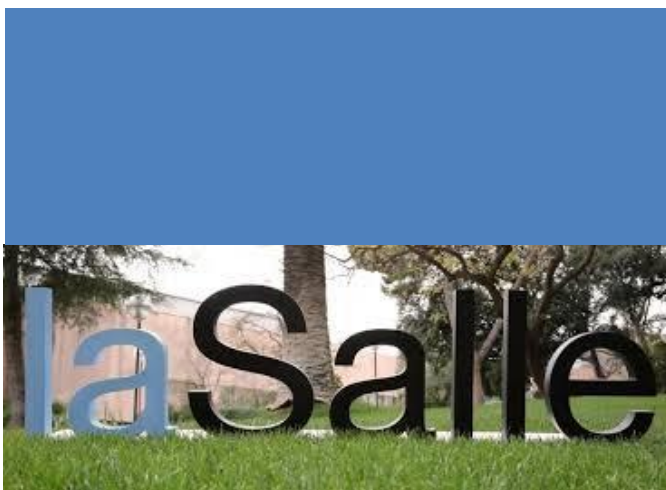
Entrepreneurship and Innovation- Workshop Contents:

- ✓ The purpose of this workshop is to familiarize students with the mindset and skillset required to identify opportunities for innovation and entrepreneurship and validate them with potential customers. Proven methods such as Design Thinking and Lean Startup will be taught in a series of hands-on, interactive sessions. Contents include:
 - Understanding the entrepreneurial process
 - Identifying, developing, assessing, and pitching new ideas
 - Identifying ideas for new ventures
 - Developing your ability to present ideas in a concise, compelling way
 - Assessing the potential of new business ideas to become business opportunities
 - Developing an awareness of the possibilities and limitations of different business models
 - Customer discovery and validation: testing the hypotheses in your initial business model to arrive at your first pivot



Preliminary Schedule

Time	Monday, July 15, 2019	Tuesday, July 16, 2019	Wednesday, July 17, 2019	Thursday, July 18, 2019	Friday, July 19, 2019
09:00 – 09:30	Welcome at La Salle - URL	Workshop Innovation and Entrepreneurship <i>Prof. Paul Fox</i>	Company Visit Barcelona Innovation Hub <i>TBC</i>	Workshop Innovation and Entrepreneurship <i>Prof. Paul Fox</i>	Visit to Bodegas Torres (winery) in Pacs del Penedes
09:30 – 13:00	Workshop Innovation and Entrepreneurship <i>Prof. Paul Fox</i>				
13:30 – 14:30	Lunch	Lunch	Lunch	Lunch	Lunch
14:30– 18:30	Barcelona City Tour	Workshop Innovation and Entrepreneurship <i>Prof. Paul Fox</i>	Workshop Innovation and Entrepreneurship <i>Prof. Paul Fox</i>	Workshop Innovation and Entrepreneurship <i>Prof. Paul Fox</i>	Graduation Ceremony at Torres
Social Program	Tapas night	Individual Study	Movie Night	Individual Study	Free Evening



Visit to **Barcelona** The innovation district

Corporate field visit on Wednesday, July 17, 2019

Barcelona has many characteristics that are making it increasingly attractive for entrepreneurs and quickly positioning the city as one of the leading innovation hubs in the world.

Barcelona is affordable, making it a better location for young companies to start their innovative projects. Apart from lower living costs, the lifestyle of Barcelona is one of the reasons as well why entrepreneurs want to move here. The city is attracting talented people from around the world and last year it was ranked as the most visited city in Europe after London and Paris.

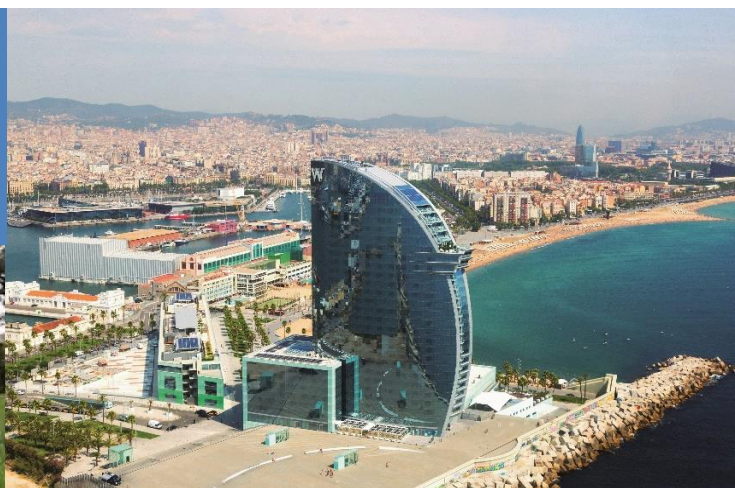
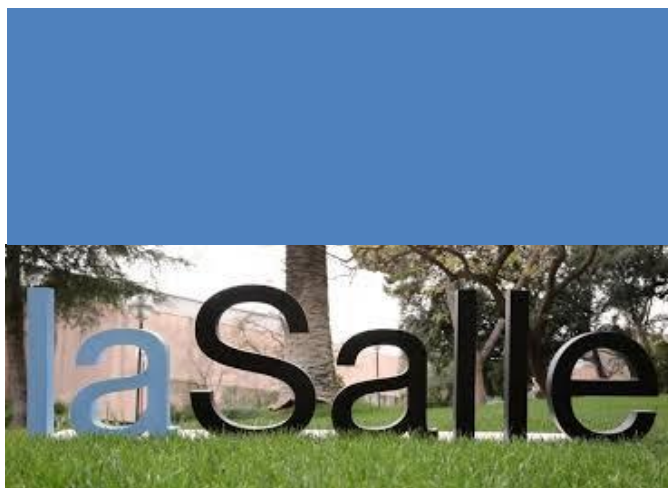


Barcelona has undergone a transformation in recent years. It has always been known for great thinkers, creative artists and architects, but now it can add “smart city”, “mobile capital”, “leading startup city”. In fact, Barcelona has now achieved that it is among Europe’s hottest innovation hubs.

Have you ever heard that crises creates opportunities? Well, this is the case of Barcelona.

When a financial crisis created 50 percent of youth unemployment, people in Barcelona were forced to become more innovative, creative and independent, become entrepreneurs. Thanks to this wave of fresh young talent, startups and small businesses took off, creating a surge of co-working spaces and a collaborative spirit that helped the city form a sense of community, vital for the success of innovation hubs.

The growing number of accelerators, business angels, venture capital investments, etc show money, for many, is no longer an issue. Investments in Spanish companies have grown steadily over the past few years, pointing to a relative improvement of the investment ecosystem and a huge amount of money available to invest in startups. So now it’s a matter of good idea, team and business model.



Trip to Bodegas Torres: Visit to the winery & vineyards Farewell lunch and graduation ceremony at Mas Rabell

Social Program on Friday, July 19, 2019

The roots of the Torres family in the beautiful Penedès Area can be traced back to the 17th century. As a family company, from the first entrepreneurs they have been passing on their values of excellence from one generation to the next, having a firm belief in social, environmental and economic sustainability, by combining the tradition they have inherited with the constant innovation to lead the future. From the soil to the table, Torres creates exceptional wines and distillates, with the aim of encouraging memorable experiences in every corner of the world.

Time	Company Visit Bodegas Torres / Social Program	Location / Meeting Point
09:00	Meeting at main LaSalle Campus Bus to Pacs del Penedès	Basketball Court on Campus
10:00 – 11:00	Presentation International Marketing	Torres Visitors Center
11:00 – 12:30	Tour of the winery & vineyards	Torres winery&vineyards
12:30 – 13:30	Wine tasting & Shopping opportunity on-site	Torres Visitors Center
13:30 – 14:00	Bus to Mas Rabell	Sant Martí Sarroca
14:00 – 16:00	Lunch&graduation at Mas Rabell	Mas Rabell Countryhouse
16:00 – 17:00	Return to La Salle Campus Bus to Barcelona	Mas Rabell Countryhouse Parking area



© Bodegas Torres