

Summer School

Business Model Innovation
and Entrepreneurship



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Business Model Innovation and Entrepreneurship

This English-taught program is designed for advanced undergraduate and graduate students. It aims at giving students a **first-hand insight on the future of doing business responsibly**. In one week, it covers trends and best practices in the field of entrepreneurship & innovation.

Understanding the **entrepreneurial process, identifying, developing, assessing**, and looking into **different business models and marketing strategies** and acquire the mindset and toolset to become a real entrepreneur.

GOALS

Prepare yourself to **start building your own project** and to be capable to grow it with the least resources possible.

Acquire the mindset and toolset to become a real entrepreneur.

Learn to **identify and apply the basic marketing strategies** for new product/service development: competitive advantage, value proposition and validation process.

Meet with other entrepreneurs and team up. Together you will go further.

DATES

July 15th to July 19th 2024

LOCATION

La Salle Campus Barcelona

LANGUAGE

English

SCHEDULE

Monday to Friday from 9 am to 5 pm

PROGRAM FEE

With accommodation: **1,100 €**

Without accommodation: **900 €**

Partners: **20 % off**

The program fee covers tuition, accommodation (if that option is chosen), lunch during class days, and the social and cultural program during the week. Summer School participants must bear their own expenses for travel and meals outside class hours and hold an adequate travel and health insurance covering the period of their stay in Spain. A cancellation and refund policy can be found on our website. Due to COVID-19, the program may be switched to a blended version while fees would be adjusted accordingly.



GENERAL SYLLABUS

A one-week program focused on the very early stages of the creation of a new venture, moving from ideas to validated business models.

Kick-off

Defining **the Problem Worth Solving**

Market and Assumptions

Customer **Discovery**

Reaching Consumers

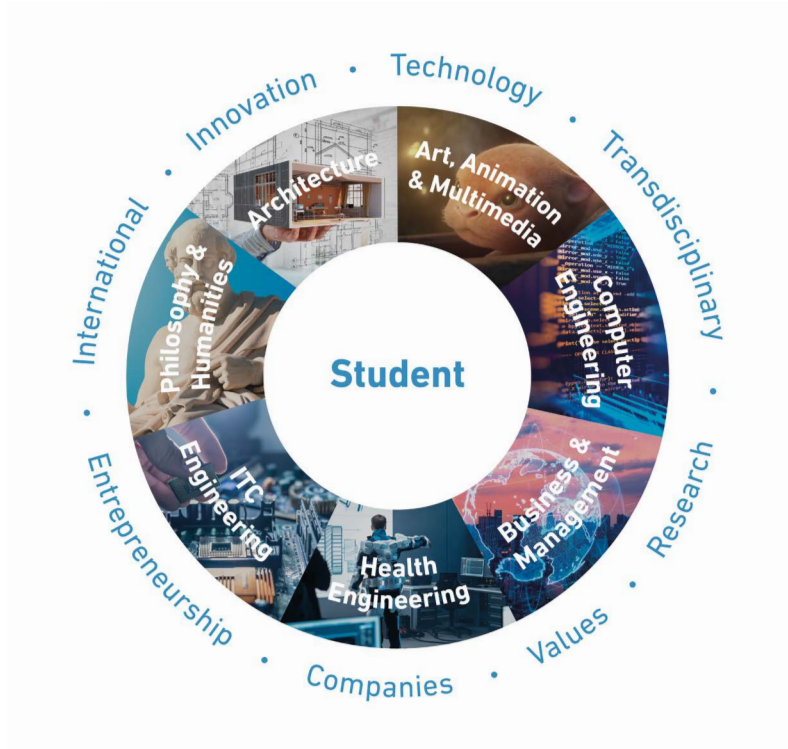
Building the Business

Experience in **Business Model Canvas**

Pitch **Training** and closing at **Bodegas Torres**

WHAT WILL YOU LEARN?

As a result, the participants will be able to **validate business ideas, create tech-based projects and produce a repeatable and scalable business model for your company**, allowing entrepreneurs to build a company with substantially less money and in a shorter amount of time than using traditional methods.



+ 30

Technological laboratories

+ 500

Incubated and accelerated business projects

96 %

Occupancy rate of students

5,884

Students

32.6 %

International students

96

Nationalities

65

Universities worldwide

80

Countries where La Salle is present

1,2 M

Students in all continents



YOUR BEST STAY IN BCN

A city increasingly attractive for entrepreneurs and quickly positioning as one of the leading innovation hubs in the world located among the Mediterranean Sea and the Pyrenees.





La Salle Campus Barcelona

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| <ul style="list-style-type: none"> 01. Sant Josep Building (A) 02. Sant Jaume Building (D) 03. Sant Miquel Building (B) 04. Casa Furnier 05. Santa Maria de l'Estrella Building (M) 06. IASlab | <ul style="list-style-type: none"> 07. Students Redisence RESA (C) 08. La Salle Sports & Fitness (G) 09. Sports Centre La Salle 10. La Salle Bonanova Students Residence 11. La Salle Bonanova School 12. Bonanova Square |
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international
summer school

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Registration



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*BE REAL,
BE YOU.*