



INTERNATIONAL PARTNERSHIP OF BUSINESS SCHOOLS

# SUMMER INSTITUTE 2024

Entrepreneurship & Innovation  
at ICADE - Madrid, Spain



**COMILLAS**  
UNIVERSIDAD PONTIFICIA

ICAI ICADE CIHS





## OVERVIEW

The IPBS Entrepreneurship and Innovation Summer Programme teaches innovative thinking and presents and encourages, an entrepreneurial mindset aimed at undergraduate students from across the network of institutions of the International Partnership of Business Schools (IPBS).

## KEY DATES

**Application period:** From December 20, 2023 to May 30, 2024

**Early bird discount (20%):** Before April 15, 2024

**Summer programme dates:** Starting 17 June 2024. Ending 28 June 2024. Courses from Monday to Friday.

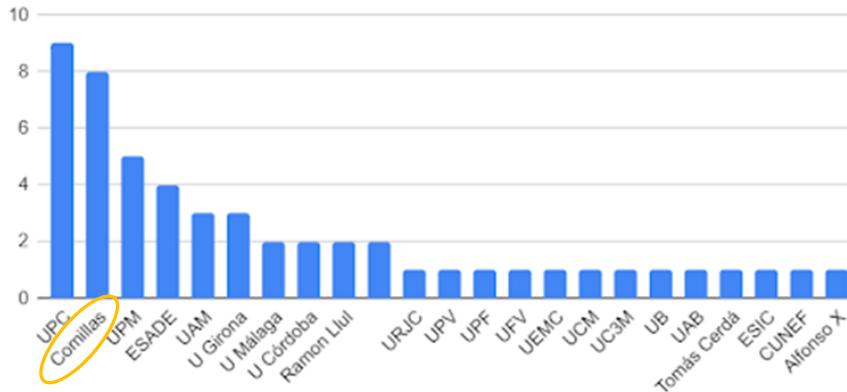
## LOCATION

The location for the IPBS Summer School will be **ICADE** Business School, the Business School of the Comillas Pontifical University central campus situated in Madrid, a bustling, vibrant cosmopolitan city with an expanding entrepreneurial eco-system and an abundance of dynamic private equity and venture capital firms.

Universidad Pontificia Comillas (ICAI-ICADE) was founded in 1890, and is a prestigious institution administered by the Society of Jesus. The University combines a long history of experience in education, characterized by academic excellence and a humanistic tradition in teaching, with a constant desire for modernization, stimulated by constant social change. It is one of the top Universities in Spain.

In addition, ICADE has taken a top position as the second-best Spanish universities with greatest number of Unicorn/Almost Unicorn Founders. Founders of startups as Idealista, Tuenti or Jobandtalent studied at Comillas.

### Spanish Universities With Greatest Number of Unicorn/Almost Unicorn Founders



Reference: *El Referente*, 2022

## ECTS CREDITS

6 ECTS credits to be recognized and transferred subject to the policies of each degree-granting institution. Consult with IPBS Undergraduate Programme Directors.

## WHO CAN ATTEND?

The programme is open to undergraduate students from all IPBS partner schools but not exclusively to students with business backgrounds since no prior business knowledge is required. Enrolment is limited.

## HOW TO APPLY?

Apply online!

First step:

Please submit your application via the following form: [Survey IPBS Summer School](#)

Second step: After completing the form, you will receive an email with instructions to fill your application and make the payment for the Summer School.

For any further information please contact: [smoron@comillas.edu](mailto:smoron@comillas.edu)

## ENGLISH PROFICIENCY

The Summer Institute is taught in English. Applicants whose first language is not English are required to demonstrate English proficiency at a B2 level / 80 in TOEFL. This needs to be validated by the local Programme Director.

## PROGRAMME COSTS

- 1,400 Euros. LIMITED PLACES!
- Early Bird discount 20% for registrations before April 15th .
- 100€ IPBS grant. Exclusive offer for students coming from Universities in IPBS\*

*(Brock Univ., Elon Univ., Fundação Getulio Vargas, NEOMA, ESB, DCU, Università del Sacro Cuore, Univ. de las Américas Puebla, Comillas, Lancaster Univ., Northeastern Univ. & NCSU.)*

## PROGRAMME FEATURES

01

### ACADEMIC & RESOURCES

60 hours of classes, materials, field visits etc.

03

### CULTURAL ENGAGEMENT

Social, cultural and networking activities.

02

### ACADEMIC TRANSCRIPT

Transcript from Comillas Pontifical University, 6 ECTS Course. IPBS certificate upon successful completion of programme

04

### MEALS

Lunch meals and coffee during breaks are included in programme fees

## WHAT'S NOT INCLUDED?


Housing is not included, but ICADE's partners can help you in looking for appropriate housing. Check out the following links:

- "[Lodgerin](#)" presents exclusive offers to exchange students at the university: students from Comillas will have a 50% discount on the requested service using the code UPCOMILLAS.
- "[Aluni.net](#)" also helps the exchange students and students from Comillas will have a discount on the requested service.
- "[MadridEasy](#)": is another accommodation provider that offers a 50% discount on the requested service.
- [ErasmusPlay](#) is an accommodation search engine.
- [Innfamily.com](#). Students from Comillas will have a 50% discount on the requested service





# INDUSTRY-DRIVEN APPLIED LEARNING



*“To any entrepreneur: if you want to do it, do it now. If you don’t, you’re going to regret it.”*

Catherine Cook, MyYearbook

## APPROACH TO TEACHING & LEARNING

Delivered by a mix of practical and academic classes, off-site visits, company incubators and guest speakers, the aim of the program is to provide a deep dive insight into entrepreneurship and innovation in order to complement and augment perspectives of other disciplines.

The programme emphasizes the need for a multifaceted approach to entrepreneurship education, combining learning with direct experience and moving away from simulation and imagined activities towards a more directly engaged curriculum.

The Summer Institute will be preceded by a self-study homework assignment, consisting on a business case, some readings and watching some online videos.

## ACADEMIC ASSESSMENT

This credit-bearing programme involves successful completion of pre-work, continuous assessment during the programme and a post-session written assignment.

# WEEKLY SCHEDULE I (17-21 June 2024)

## OBJECTIVE

### Introduction to the entrepreneurial ecosystem

The objective of block I is for students to understand which are the main agents that make up the entrepreneurial ecosystem and how they interrelate. In addition, the focus will be on highlighting the soft skills that an entrepreneur must have. To finish by introducing the main methodologies for creating companies that are changing the way of creating businesses.

### Ideation and business model

Students will learn and put into practice the main business creation methodologies. Understand what are the main trends in business creation and possible business models. They will also have practical sessions on ideation, creation of value proposals and tools to establish and improve competitive advantage.

### Exploring Strategy

After having learned in the previous block everything necessary to have an idea and start it up, in this block students will learn to design the strategy, culture and organize the resources to carry out the idea. Undoubtedly a key section prior to start-up.

## MONDAY

Entrepreneurial ecosystem and main agents

Skills of an entrepreneur

Entrepreneurship with social impact

Business creation methodologies

## TUESDAY

Design thinking / ideation

Lean Startups / experimentation

## WEDNESDAY

Project management in Agile / Scrum

Major trends

Business Model

## THURSDAY

Mission, vision and values

Environment and competition analysis

## FRIDAY

Strategy

Team and roles

Organizational culture

# WEEKLY SCHEDULE 2 (24-28 June 2024)

## OBJECTIVE

### Implementation and start-up

A key module. Once the participants have an idea and know what resources are needed to implement it, it is time to define how the product or service is going to be marketed, the operations necessary to be able to bring the product to customers. In addition, key aspects such as the financial plan, business plan to project income and costs and learn about the profitability of the business and financial needs will be considered.

### Learning to sell the idea

In this last block, students will learn to sell their idea through a deck and a pitch to be able to face the raising of capital.

**MONDAY** Marketing and sales plan

**TUESDAY** Operations plan, production  
Human Resources Plan

**WEDNESDAY** Financial Plan  
Legal and Tax

**THURSDAY** Financing Options (Public and Private)

**FRIDAY** Pitch and Deck or how to sell your idea

## INDUSTRY ENGAGEMENT

At least 3-4 sessions with guest speakers and site-visit hosts will be drawn from IPBS alumni and institutional partners.



>> BROADEN YOUR HORIZON >>



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