

laSalle

RAMON LLULL UNIVERSITY

we love challenge



International Summer School on Entrepreneurship and Innovation

July 6 - 10, 2020 – La Salle Campus Barcelona - URL, Spain

Entrepreneurship and Innovation - Workshop Contents

- The program follows the guiding thread of entrepreneurship and innovation in the wine industry of Catalonia, combining theoretical and practical sessions, as well as teamwork and final presentations.
- The students will be working in teams in a final project using the tools of entrepreneurship and innovation applied to the wine industry.

**3 ECTS /
1,5 US
credits**

Apply Now!

Application deadline: 1 May 2020

Programme Fee

Partner universities 750 €
NON partner universites 850 €

Fee includes:

- tuition for workshops
- excursions
- housing (Residencia La Salle Bonanova)

Arrival in Barcelona

Check-in at Residencia La Salle Bonanova:
Sunday, 5 July 2020, 03:00 PM – 06:00 PM
Check-out at Residencia La Salle Bonanova:
Sunday, 5 July 2020, 08:00 AM – 12:00 AM



→ www.salleurl.edu/en/summer-school-university

Programme Outline

Date / Time	Sunday, July 5, 2020	Monday, July 6, 2020	Tuesday, July 7, 2020	Wednesday, July 8, 2020	Thursday, July 9, 2020	Friday, July 10, 2020	Saturday, July 11, 2020	
07:30 - 08:00	Case Study Preparation	Breakfast (on campus)	Breakfast (on campus)	Breakfast (on campus)	Breakfast (on campus)	Breakfast (on campus)	Check-out at Residencia La Salle Bonanova	
08:00 - 08:30		Case Study Preparation	Introduction Activity	Lecture: Design Thinking (51)	Lecture: Design Thinking (51)	Lecture: Product Internationalization		Company Visit: Bodegas Torres (Vilafranca del Penedes, Barcelona)
08:30 - 09:00								
09:00 - 09:30			Group Assignment Kickoff	Group Challenge: Wine for the Millennials	Company Visit: Barcelona 22@ innovation District	Lecture: The Innovation Strategies		
09:30 - 10:00								
10:00 - 10:30			Lecture: Wine Culture Context	Lunch	Lunch	Lunch		
10:30 - 11:00								
11:00 - 11:30			Lecture: Digital Marketing Concepts	Lecture: Innovation Concepts	Lecture: The Innovation Process	Lunch @ Can Pigarot (Vilafranca del Penedes)		
11:30 - 12:00								
12:00 - 12:30			Lunch	Lecture: Barcelona Wine Discovery Tour	Lecture: Start-Up Projects Management	Group Assignment: Workshop (w/ Mentors)		
12:30 - 13:00								
13:00 - 13:30			Lecture: Digital Marketing Concepts	Lecture: Innovation Concepts	Lecture: The Innovation Process	Group Assignment: Workshop (w/ Mentors)		
13:30 - 14:00								
14:00 - 14:30			Lecture: Digital Marketing Concepts	Lecture: Innovation Concepts	Lecture: The Innovation Process	Group Assignment: Workshop (w/ Mentors)		
14:30 - 15:00								
15:00 - 15:30	Check-in at Residencia La Salle Bonanova	Group Challenge: Barcelona Wine Discovery Tour	Meet an Entrepreneur: Keys to success (<i>Guest speakers</i>)	Lecture: Start-Up Projects Management	Group Assignment: Workshop (w/ Mentors)	Group Assignment: Final Presentations		
15:30 - 16:00								
16:00 - 16:30	Check-in at Residencia La Salle Bonanova	Group Challenge: Barcelona Wine Discovery Tour	Meet an Entrepreneur: Keys to success (<i>Guest speakers</i>)	Lecture: Start-Up Projects Management	Group Assignment: Workshop (w/ Mentors)	Programme Closure: Certificate Ceremony		
16:30 - 17:00								
17:00 - 17:30	Check-in at Residencia La Salle Bonanova	Group Challenge: Barcelona Wine Discovery Tour	Meet an Entrepreneur: Keys to success (<i>Guest speakers</i>)	Lecture: Start-Up Projects Management	Group Assignment: Workshop (w/ Mentors)	Programme Closure: Certificate Ceremony		
17:30 - 18:00								
18:00 - 18:30	Case Study Preparation	Welcome Tapas & Wine Tasting	Dinner (on your own)	Dinner (on your own)	Dinner (on your own)	Free Time		
18:30 - 19:00								
19:00 - 19:30		Group Assignment: Workshop (w/ Mentors)	Group Assignment: Workshop (w/ Mentors)	Individual Challenge: WEI Quiz				
19:30 - 20:00								
20:00 - 20:30		Free Time	Group Assignment: Workshop	Group Assignment: Workshop				
20:30 - 21:00								
21:00 - 21:30		Free Time	Group Assignment: Workshop	Group Assignment: Workshop				
21:30 - 22:00								
22:00 - 22:30		Free Time	Group Assignment: Workshop	Group Assignment: Workshop				
22:30 - 23:00								

