



Online - International Summer School on Business Model Innovation & Entrepreneurship July 5 - 10, 2021 – La Salle Campus Barcelona – Ramon Llull University, Spain

Programme Content

- The purpose of our programme is for students to understand the entrepreneurial process, prepare them to start building and grow their own project, look into different business models and marketing strategies, and acquire the mindset and toolset to become a real entrepreneur.
- It is based on the Lean Launchpad method, an effective combination of theoretical sessions and practical activities.

**3
ECTS-
Credits**

Apply Now!

Application deadline	1 June 2021
Early bird deadline (10% discount)	30 April 2021

Programme Fee

Partner universities

single week	600 €
three weeks	1,500 €

NON partner universites

single week	700 €
three weeks	1,800 €

Fee includes

- academic workshops
- visit to Barcelona 22@
- programme certificate



Programme Outline

Date/ Time*	Monday, July 5, 2021	Tuesday, July 6, 2021	Wednesday, July 7, 2021	Thursday, July 8, 2021	Friday, July 9, 2021	Saturday, July 10, 2021
3:00 pm - 5:00 pm	Programme Presentation	Business Model Innovation & Ent- repreneurship	Business Model Innovation & Ent- repreneurship	Business Model Innovation & Ent- repreneurship	Project Pitch I	Virtual Visit to 22@Innovation District
	Business Model Innovation & Ent- repreneurship					
5:00 pm - 5:15 pm	Break					
5:15 pm - 7:00 pm	Business Model Innovation & Pitch Training	Business Model Innovation & Pitch Training	Business Model Innovation & Pitch Training	Business Model Innovation & Pitch Training	Project Pitch II	
					Closing	

* UTC+2 (Central European Summer Time). Please use a time zone converter to adapt to your local time zone.

Online Virtual Visit to Barcelona's Innovation District – 22@Barcelona

Social Programme – Saturday, July 10, 2021.

You will visit the Innovation District @22Barcelona, the most remarkable project on urban transformation of Barcelona and the most ambitious within Europe of these characteristics. A project that aims to transform an industrial area into an innovative district offering modern spaced for the strategic concentration of intensive knowledge-based activities.

Programme offered in collaboration with La Salle Technova, La Salle's Business Incubator and Innovation Park.

