

# ENTREPRENEURSHIP AND INNOVATION

## WINTER PROGRAMME 2025



### WINTER PROGRAMME DATES

8-24 January, 2025

### APPLICATION DEADLINE

30 November, 2024



## —WELCOME TO COMILLAS!

Located in the bustling heart of Madrid, the ICADE School of Business campus at Comillas University offers the opportunity to immerse yourself in the Entrepreneurship and Innovation Winter Programme. This programme encourages innovative thinking and promotes an entrepreneurial mindset, specifically designed for undergraduate students.

## HIGHLIGHTS OF THE PROGRAMME

- 60 hours of classes taught in English, materials and startups visits.
- The program is offered to undergraduate students who have completed at least one academic year. It is not necessary to have a business background, but it is recommended.
- Transcript from Universidad Pontificia Comillas, 7,5 ECTS course certificate upon successful completion of the programme.
- Social, cultural and networking activities.
- Lunch meals and coffee during breaks are included in programme fees.

## PROGRAMME DETAILS

Programme dates	8-24 January, 2025
Application deadline	30 November, 2024
Application	Complete the following link <a href="#">SURVEY WINTER PROGRAMME</a>
Credits	7,5 ECTS *Consult with Undergraduate Programme Directors
Language	B2 level/ 80 TOEFL if the native language is not English



## PROGRAMME COSTS

Tuition	1.400€
Early Bird	20% discount off the regular price.
Not Included	Housing and travel expenses

**Tuition free for Australian, New Zealand, and Asian universities!**

# 2025, WP SCHEDULE (8-24 JANUARY)

BLOCK I: 8-14 January. This module covers the entrepreneurial ecosystem and methods for ideation, business models, and startup strategy development.

BLOCK II: 15-21 January. This module covers launching a product and pitching to raise capital.

BLOCK III: 22-24 January. Teamwork, either in-person or remote, with tutor supervision focuses on project development and presentation.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		<ul style="list-style-type: none"> <li>Entrepreneurial ecosystem and main agents</li> <li>Skills of an entrepreneur</li> <li>Entrepreneurship with social impact</li> <li>Major trends</li> </ul> <p style="text-align: right;"><b>8</b></p>	<ul style="list-style-type: none"> <li>Design thinking / ideation</li> <li>Lean Startups / experimentation</li> <li>Business creation methodologies</li> </ul> <p style="text-align: right;"><b>9</b></p>	<ul style="list-style-type: none"> <li>Project management in Agile / Scrum</li> <li>Business Model</li> </ul> <p style="text-align: right;"><b>10</b></p>
<ul style="list-style-type: none"> <li>Mission, vision and values</li> <li>Environment and competition analysis</li> </ul> <p style="text-align: right;"><b>13</b></p>	<ul style="list-style-type: none"> <li>Strategy</li> <li>Team and roles</li> <li>Organizational culture</li> </ul> <p style="text-align: right;"><b>14</b></p>	<ul style="list-style-type: none"> <li>Marketing and sales plan</li> </ul> <p style="text-align: right;"><b>15</b></p>	<ul style="list-style-type: none"> <li>Operations plan, production</li> <li>Human Resources Plan</li> </ul> <p style="text-align: right;"><b>16</b></p>	<ul style="list-style-type: none"> <li>Financial Plan</li> <li>Legal and Tax</li> </ul> <p style="text-align: right;"><b>17</b></p>
<ul style="list-style-type: none"> <li>Financing Options (Public and Private)</li> </ul> <p style="text-align: right;"><b>20</b></p>	<ul style="list-style-type: none"> <li>Pitch and Deck or how to sell your idea</li> </ul> <p style="text-align: right;"><b>21</b></p>	<p style="text-align: center;">Project development</p> <p style="text-align: right;"><b>22</b></p>	<p style="text-align: center;">Project development</p> <p style="text-align: right;"><b>23</b></p>	<p style="text-align: center;">Project presentation</p> <p style="text-align: right;"><b>24</b></p>

*\*The above schedule is subject to change*

## HOUSING



Housing is not included. However, Comillas offers students the services of the following companies that assist in finding accommodation. Check out the following links:

<a href="#">Lodgerin</a>	<a href="#">Aluni.net</a>	<a href="#">MadridEasy</a>	<a href="#">ErasmusPlay</a>	<a href="#">Innfamily.com</a>
50% discount on the requested service code: UPCOMILLAS	Comillas students will have a discount	Comillas students will have a 50% discount		Comillas students will have a 50% discount

## CONTACT INFORMATION



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Web: <https://www.comillas.edu/en/cursos-internacionales/>

Instagram: @icadeeconomics

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\* If you need help with immigration administrative procedures, you can contact: [Resify.es](https://resify.es)