

# Summer School

Business Model Innovation  
and Entrepreneurship



# Summer School

## 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

13th to 17th of July, 2026

#### EARLY BIRD DEADLINE

March 2nd 2026 (10% Discount)

#### REGISTRATION/CANCELLATION

1st June 2026

#### LOCATION

La Salle Campus Barcelona

#### LANGUAGE

English

#### SCHEDULE

Monday to Friday from 9 am to 5 pm

#### PROGRAM FEE

With accommodation: **1,275 €**

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.



## GENERAL SYLLABUS

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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

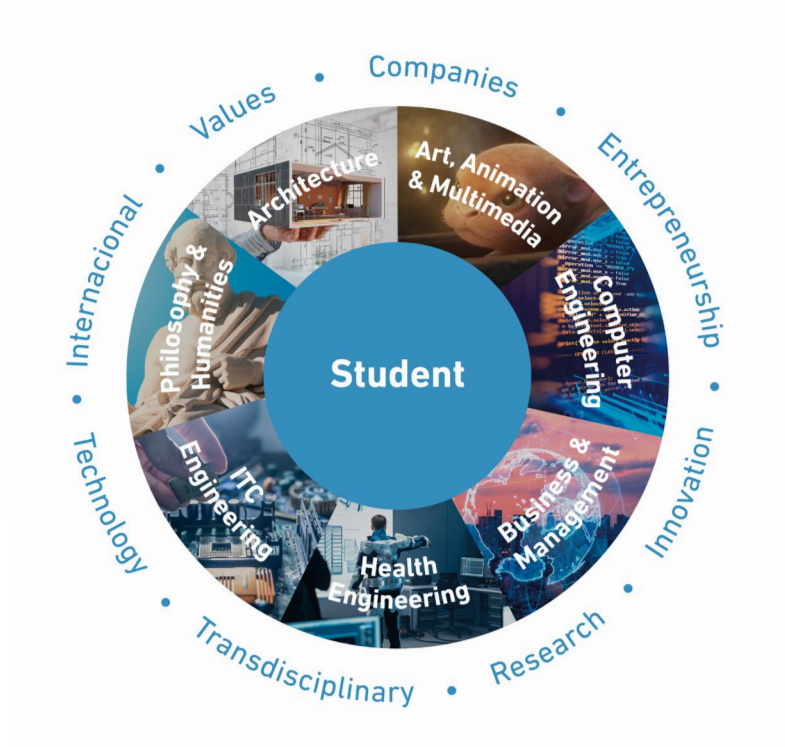
Experience in **Business Model Canvas**

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

## WHAT WILL YOU LEARN?

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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

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

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RAMON LLULL UNIVERSITY

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Campus of  
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Registration



To apply or for more information :  
[international@concordia.ab.ca](mailto:international@concordia.ab.ca)

*BE REAL,  
BE YOU.*