



**COMILLAS**  
UNIVERSIDAD PONTIFICIA

ICAI ICADE CIHS

# Winter Programme 2025 at ICADE - Madrid, Spain





## OVERVIEW

The Entrepreneurship and Innovation Winter Programme teaches innovative thinking and presents and encourages, an entrepreneurial mindset aimed at undergraduate students.

## KEY DATES

**Application period:** From May 20, 2024 to November 30, 2024

**Winter programme dates:** Starting 8 January 2025. Ending 24 January 2025. Courses from Monday to Friday.

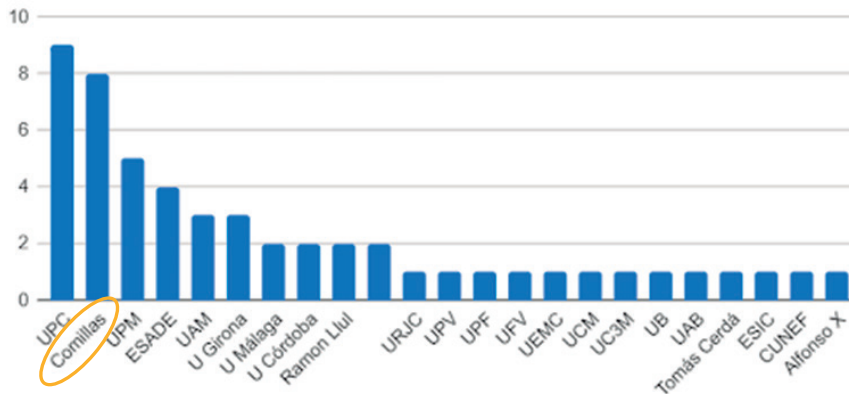
## LOCATION

The location for the Winter Programme will be at **ICADE** School of Business School at 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 university 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

7,5 ECTS credits to be recognized and transferred subject to the policies of each degree-granting institution. Consult with Undergraduate Programme Directors. If you have any doubt, do not hesitate to contact.

## WHO CAN ATTEND?

The programme is open to undergraduate students from all but not exclusively to students with business backgrounds since no prior business knowledge is required. Students should have completed at least one year of an undergraduate degree. Places are limited.

## HOW TO APPLY?



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

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

## ENGLISH PROFICIENCY

The Winter 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.



## 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



# SCHEDULE WEEK I ( 8 -14 January 2025)

## 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.

## DAY 1

Entrepreneurial ecosystem and main agents

Skills of an entrepreneur

Entrepreneurship with social impact

Business creation methodologies

## DAY 2

Design thinking / ideation

Lean Startups / experimentation

## DAY 3

Project management in Agile / Scrum

Major trends

Business Model

## DAY 4

Mission, vision and values

Environment and competition analysis

## DAY 5

Strategy

Team and roles

Organizational culture

## SCHEDULE WEEK 2 (15-21 January 2025)

### 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.

<b>DAY 6</b>	Marketing and sales plan
<b>DAY 7</b>	Operations plan, production Human Resources Plan
<b>DAY 8</b>	Financial Plan Legal and Tax
<b>DAY 9</b>	Financing Options (Public and Private)
<b>DAY 10</b>	Pitch and Deck or how to sell your idea

## SCHEDULE WEEK 3 (22, 23 & 24 January 2025)

<b>DAYS 11 &amp; 12</b>	In presence or remote team work with tutor supervision as a coach Project development
<b>DAY 13</b>	Project presentation

### INDUSTRY ENGAGEMENT

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

>> BROADEN YOUR HORIZON >>



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