



ENTREPRENEURSHIP AND INNOVATION

WINTER PROGRAMME 2027

Dates: 11 – 27 January, 2027

Application deadline: 30 Nov. 2026

Location: Comillas ICADE, Madrid, Spain

Language: English

PROGRAMME HIGHLIGHTS



60h & Startup
Visits



7.5 ECTS +
Transcript



All Undergrads
Welcome



Lunches &
Cultural Activities



APPLY
ONLINE
NOW

PROGRAMME COSTS

- **Tuition:** 1,450 € (20% OFF before 31 Oct. 2026)
- **Partner Universities:** Tuition-free for eligible partner universities in Australia, New Zealand & Asia.
- **Not Included:** Housing and travel expenses

PROGRAMME OVERVIEW

A UNIQUE ACADEMIC EXPERIENCE

Located in the vibrant heart of Madrid, the ICADE School of Business at Universidad Pontificia Comilla offers an immersive Entrepreneurship and Innovation Winter Programme. Specially designed for undergraduate students, this intensive course fosters innovative thinking, practical skills, and an entrepreneurial mindset.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1: BLOCK I – Ideation & Entrepreneurial Ecosystem				
Entrepreneurial ecosystem and main agents Skills of an entrepreneur Entrepreneurship with social impact Major Trends	Design thinking / ideation Lean Startups / experimentation Business creation methodologies	Project management in Agile / Scrum Business Model	Mission, vision and values Environment and competition analysis	Strategy Team and roles Organizational culture
WEEK 2: BLOCK II – Strategy, Operations & Pitching				
Marketing and sales plan	Operations plan, production Human Resources Plan	Financial Plan Legal and Tax	Financing Options (Public and Private)	Pitch and Deck or how to sell your idea
WEEK 3: BLOCK III – Project Development & Final Presentations				
Project development	Project development	FINAL PITCH		

**The above schedule is subject to change*

HOUSING OPTIONS

Accommodation Partners

Discounts available with [Floweal](#) / [Aluni.net](#) / [MadridEasy](#) / [ErasmusPlay](#) / [Innfamily](#).



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