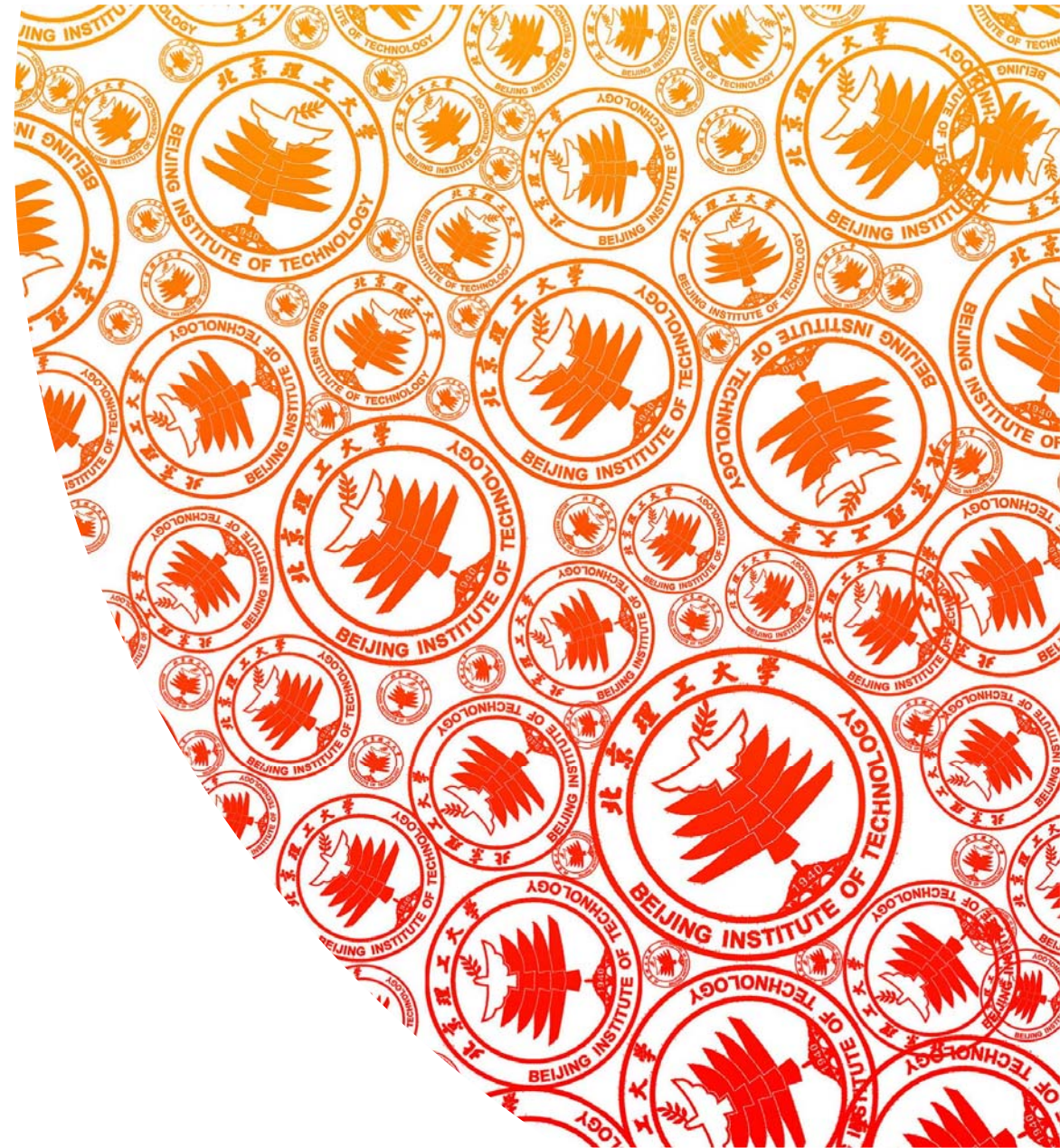




SANTANDER
Summer School
an entrepreneurial
approach to future
challenges of cities

1-12 July 2019
Beijing, China



The Unique Summer in China for Inspiration with Internet!



- Chinese GDP Growth 6.9% in 2017



- Over 710 million internet users in China since 2016



- China is the largest internet market in the world



- Chinese mobile internet users are more prone to conduct online shopping or online banking activities via mobile device



- In 2016, the revenue of the mobile internet market in China amounted to about 126 billion USD.



Why China

- Area : 9,596,961 km²
- Population: 1.3 billion
- Official Language : Chinese
- Provinces : 34
- Ethnic Groups : 56
- Capital City : Beijing
- Universities: 2800+

Why Beijing?

- Population : 21.52 million
- Area : 16,410.54 km²
- A city of more than 3000 years old
- Over 90 public universities
- Local annual R&D expenditure of 21.5 billion USD
- Host of 2008 Olympic Games and 2022 Winter Games





1-12 July 2019



Beijing, China



**an entrepreneurial approach to
future challenges of cities**



**Lectures, Case Study, Experience
Sharing, Tutorials, Lab & Company
Visits, Brainstorming**



**Speakers include Experienced
Professors, Successful
Entrepreneurs, etc.**



Program Chief Academic Director

Prof. Claudio FEIJOO

Full Professor

Rector's Delegate for Asia

Technical University of Madrid

PRELIMINARY PROGRAM

Date	Time	Event
2019-7-1 MON	9:00	Opening & Course Introduction
	9:30	Lecture: The Increasing relevance of Innovation in the cities of the future (Prof. Claudio Feijoo)
	11:00	Campus Tour (Ms. Peng Shu)
	12:00	Welcome lunch (with international snacks)
	14:00	Lecture: International Business Strategy Management (Prof. Qi Chun)
	16:00	Guided walk into the city: looking for innovation and opportunities (Prof. Claudio Feijoo)
2019-7-2 TUE	9:30	Lecture: Idea market - the lean approach to innovation - teamwork (Prof. Claudio Feijoo)
	11:00	ExtraLecture: Living and working in China (Miguel San Gregorio)
	12:00	Lunch break
	13:00	ExtraLecture: The role of prototyping in the lean approach to innovation (Prof. Claudio Feijoo & Mr. Joan B. Rodriguez)
	14:00	ExtraLecture: Toky labs session (Mr. Eduardo Alarcón)
2019-7-3 WED	9:30	Company visit DIDI
	12:00	Lunch break
	14:30	ExtraLecture: The brief introduction of Chinese history (Ms. Wu Di)
	15:30	The Four Great Inventions in China: Ancient vs. Modern (Ms. Peng Shu)
	19:30	Chinese Kongfu Show
2019-7-4 THU	9:30	Lecture: Affinity Diagram & Customer Journey (Joan B. Rodriguez)
	11:00	Extralecture: (suggestion for Ms. Peng Shu)
	12:00	Lunch break
	13:00	Lecture: Concepts Ecosystem & Business Idea Environment (Prof. Claudio Feijoo & Joan B. Rodriguez)
	14:30	Project Teamworking
	16:00	Extralecture: (Mr. Sergio Pérez)
2019-7-5 FRI	9:00	Mentoring session: around Customer Journey & The role of Insights in Innovation
	11:00	Cultural visit The Forbidden City
2019-7-6 SAT	9:00	Weekend Fieldtrip: Look into the Forbidden City (to & from: Metro)
	11:00	Etnography: go out of the building!
	12:00	Lunch break
	13:00	Lecture: Economy and innovation in China (Prof. Claudio Feijoo)
	15:00	Company visit (suggestion for Mr. Óscar Ramos or Ms. Peng Shu)
2019-7-7 SUN	9:30	Checkpoint: First presentation of the ideas
	11:00	Teamwork
	12:00	Lunch break
	14:00	Extralecture: Visual Big Data (Prof. Gao Guangyu)

2019-7-8 MON	9:30	ExtraLecture 8: Engineering Design, Framing & Design Thinking (Mr. Joan B. Rodriguez)
	11:00	Sport activity
	12:00	Lunch break
	14:00	Mentoring 2 around Value Proposition. Project teamworking
	17:00	Guided visit to a BIT Lab (Beijing Advanced Innovation Center for Intelligent Robots and Systems)
	18:00	Dinner time
2019-7-9 TUE	9:30	Lecture: Customer Development, validated learning, MVP, Experiment board (Prof. Claudio Feijoo)
	10:45	ExtraLecture 8: Will artificial intelligence exterminate humanity? A tip from the Confucian Theory and Casual Theory (Prof. Zhang Zijian)
	12:00	Lunch break
	13:00	Lecture: Business models & Lean canvas (Prof. Claudio Feijoo)
	15:00	Project Teamworking
	18:00	UPM Beijing dinner meeting
2019-7-10 WED		The Great Wall Jinshanling
2019-7-11 THU	9:30	Company visit (suggestion for Mr. Óscar Ramos)
	12:00	Lunch break
	13:00	Lecture: Pre-mortem analysis (Prof. Claudio Feijoo)
	15:00	Mentoring 3 & Project Teamworking: Preparing the pitch (Prof. Claudio Feijoo)
2019-7-12 FRI	9:30	Pitch rehearsal
	12:00	Lunch break
	13:00	Final Pitch Presentations at BIT Jury debate Prize & closing ceremony
	18:00	Farewell dinner
2019-7-13 SAT		Departures

* The program will be subject to further adjustment.

APPLY NOW

Application Deadline: 20 May 2019

Further Info:

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