

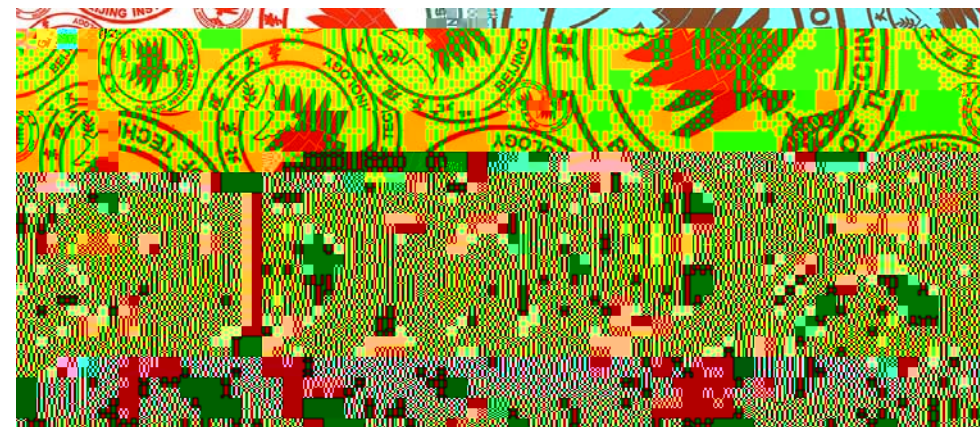


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# SANTANDER Summer School

an entrepreneurial  
approach to future  
challenges of cities

1-12 July 2019  
Beijing, China



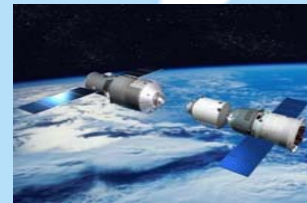
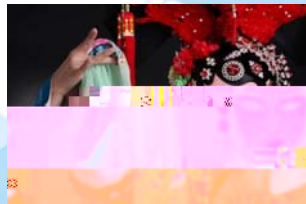


# Why China

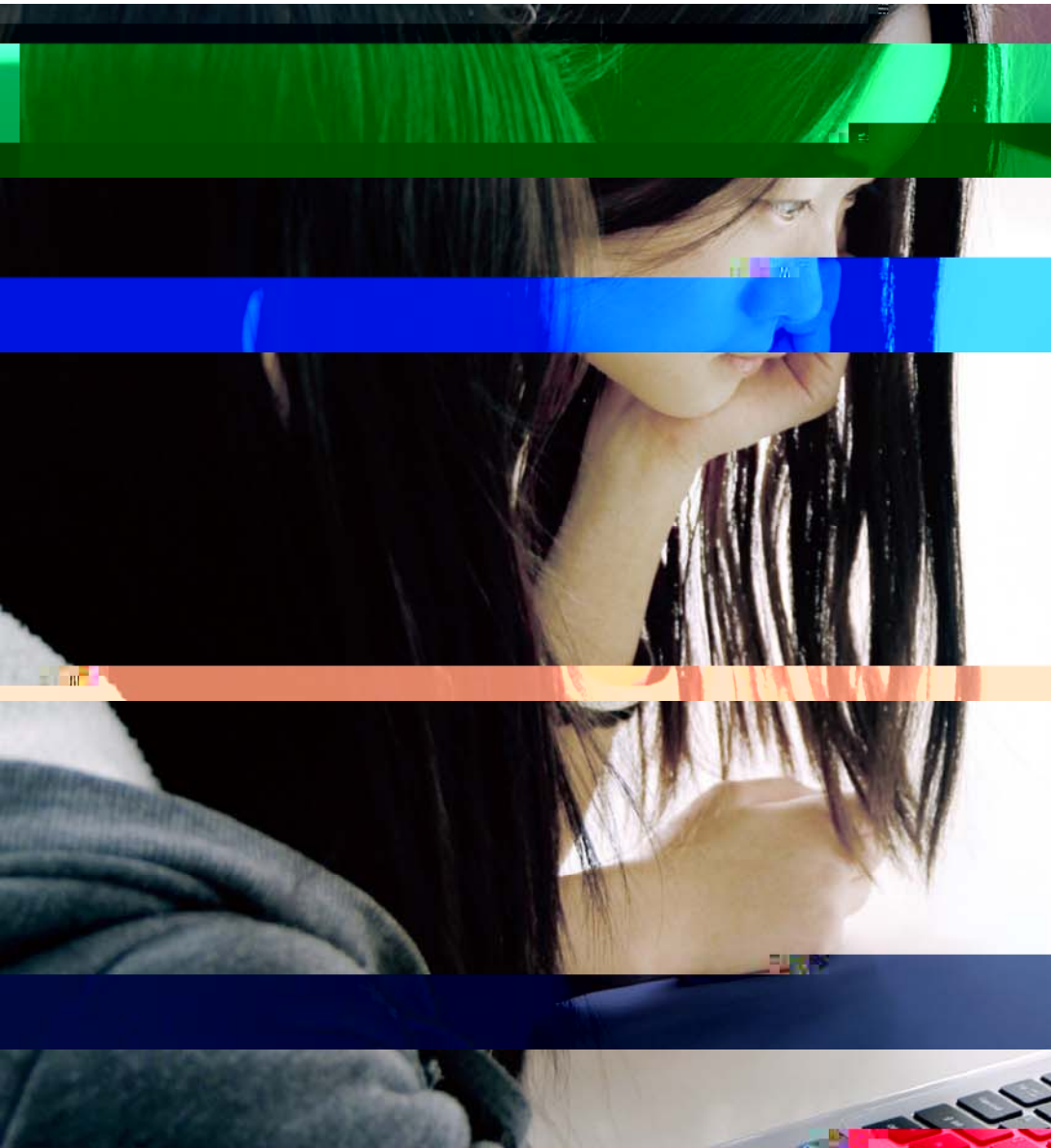
- Area : 9,596,961 km<sup>2</sup>
- Population: 1.3 billion
- Official Language : Chinese
- Provinces : 34
- Ethnic Groups : 56
- Capital City : Beijing
- Universities: 2800+

# Why Beijing?

- Population : 21.52 million
- Area : 16,410.54 km<sup>2</sup>
- 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**

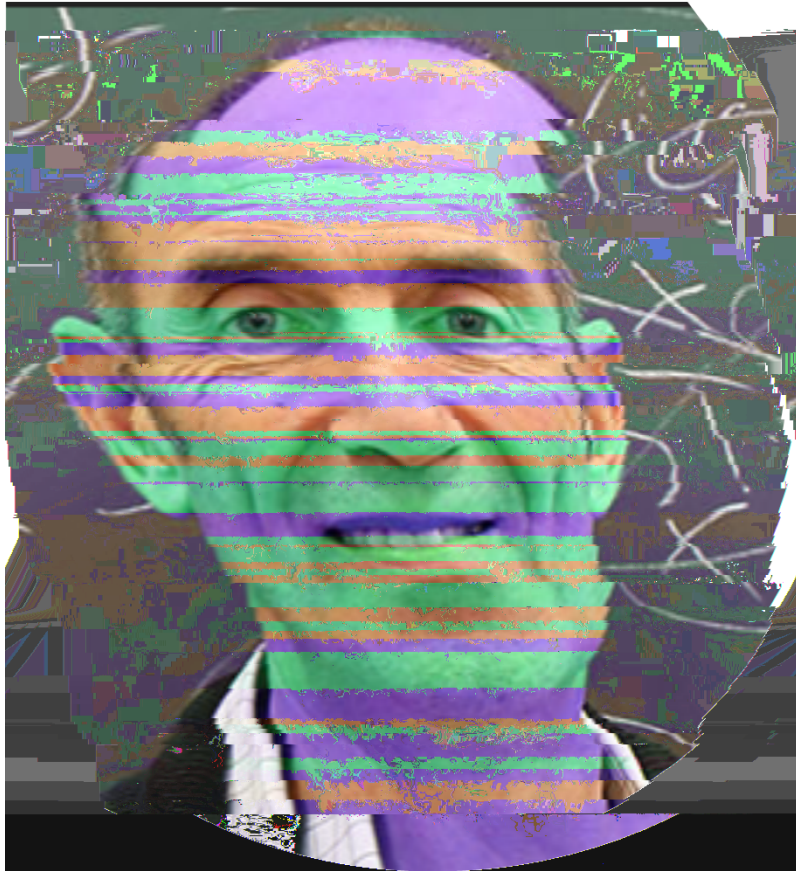


**Lectures, Case Study, Experience  
Sharing, Tutorials, Lab & Company  
Visits, Brainstorming**



**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)
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)
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 & 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 & 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:

Ms. PENG Shu, Office of International Affairs, Beijing Institute of Technology

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