

## Call for Participation

*“A goal without a plan is just a wish”* (Antoine de Saint-Exupéry)

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### YOUR OPPORTUNITY:

The European Centre for Career Development & Entrepreneurship offers you the chance to participate in a one-week intensive study programme to work on your business idea under expert supervision.

Work with European entrepreneurs, academic experts and like-minded peers from Berlin, London, Milan, Madrid and Paris. Your idea, our know-how: Let's get you on the road!

The 1<sup>st</sup> International ECCE Summer School on Entrepreneurship in Europe will be held in Madrid, at the Universidad Autónoma de Madrid, **from the 3rd to the 9th of July.**

The Workshops will focus on the key aspects that entrepreneurs must focus on when creating a new business: **(a) communication and culture, (b) strategy, (c) marketing, (d) finance and (e) accounting and internal control.** All sessions will address the most relevant points that you must consider and how to apply them to your specific business idea. Additionally you will work in groups with international peers on the refinement of your business plans, train your pitching skills in front of entrepreneurs and academics from all over Europe in order to be prepared to win the final business plan competition. Prize: Your very own European business mentor.

### PROJECTS' SUBMISSION

#### Stage 1:

In order to participate, students must submit a specific business idea for a new company (entrepreneurship project). The submission must be done preparing a max. **5-minute video** with a presentation of the entrepreneurship project (how you want to present it, is up to your creativity). Videos can be submitted in any of the key video formats available: AVI, FLV, WMV, MOV or MP4.

Please upload your video in youtube.com (use the private function) and send the link with your CV to: [ecce.proyecto@uam.es](mailto:ecce.proyecto@uam.es)

**Entrepreneurship projects at different development stages are welcome. Students from all academic backgrounds can apply but you need to be from one of the ECCE institutions.**

**SUBMISSION Deadline: 31st March 2016**

## WHAT HAPPENS AFTER SUBMISSION?

### Stage 2:

Each institution chooses the 5 most promising projects for participation (altogether 25 projects). We will inform applicants latest until **April 21<sup>st</sup>** about the outcome of their application.

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### Stage 3:

The 25 projects will be shared amongst the successful applicants, who will have to decide on which projects they would like to work during the Summer School (you are not allowed to vote for yourself). The five most popular projects will be entered into the business plan competition and will be the main focus of attention during the group working sessions, notwithstanding the use of each participant's personal project to stimulate the development of each of the presented entrepreneurship ideas.

**Participation in the Summer School will be free of charge for all chosen projects. Additionally, all participants from outside Madrid will receive funding for travelling costs (up to 275 €) and free accommodation (shared rooms). For UAM participants group accommodation is available (shared rooms). The accommodation will be provided at The Hat Madrid: <http://thehatmadrid.com/?lang=en>**

For information concerning registration and logistics, as well as updates of the program, please consult from March 1<sup>st</sup> on the website: **WWW.ECCE.ROCKS**

## ORGANIZATION

### Host institution:

Universidad Autónoma de Madrid – Adriana Pérez-Encinas

Collaborating institutions:

EBC Hochschule  
Regent's University London  
Paris School of Business  
Università Cattolica del Sacro Cuore

# 1<sup>st</sup> International Summer School on Entrepreneurship in Europe

Madrid, July 2016

Hosting Institution: Universidad Autónoma de Madrid

## Preliminary Schedule:

### **Sunday: 03.07.2016**

Until 3 pm:

Participants are expected to arrive until latest 3 pm at their accommodation (The Hat Madrid; C/ Imperial 9, Madrid).

From 2pm on:

Meet your fellow group members

Venue: roof top bar of the hostel

15:30: Welcome and orientation – Assignment of group task – Business Plan

Competition

Venue: tbc

16:30 – 21:00: Group forming activity & preparation of elevator pitch during dinner (Assignment: Each group is supposed to pitch their project during the welcome dinner in order to give all present lecturers a quick impression of their S-W-O-T and team player qualities)

21:00: Welcome Dinner & Project Pitches

Venue: tbc

### **Monday: 04.07.2016**

Venue: UAM

9:00: Welcome session

9:15 – 10:45: Communicating and culture for entrepreneurship in Europe (I)

Lecturer: Gordian Overschmidt, EBC Hochschule

10:45 – 11:00: Coffee break

11:00 – 12:15: Communicating and culture for entrepreneurship in Europe (II)

Lecturer: Gordian Overschmidt, EBC Hochschule

12:30 – 13:30: Design thinking session

Lecturer: Cristina Esteban, Universidad Autónoma de Madrid

13:30 – 14:30: Lunch

14:30 – 16:00: Working groups (5 parallel sessions with 5 students)

20:00: Guest of the day

21:00: Dinner

Venue: tbc

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## **Tuesday: 05.07.2016**

Venue: UAM

9:30 – 11:00: Strategy for entrepreneurship (I)

Lecturer: Dr. Benedetto Cannatelli

11:00 – 11:30: Coffee break

11:30 – 13:00: Strategy for entrepreneurship (II)

Lecturer: Dr. Benedetto Cannatelli

13:00 – 13:45: Lunch

14:00 – 15:30: Working groups (5 parallel sessions with 5 students)

20:00: Guest of the day

21:00: Dinner:

Venue: tbc

## **Wednesday: 06.07.2016**

Venue: UAM

9:30 – 11:00: Marketing for entrepreneurship (I)

Lecturer: Edward Gonsalves, Regents' University London

11:00 – 11:30: Coffee break

11:30 – 13:00: Marketing for entrepreneurship (II)

Lecturer: Edward Gonsalves, Regents' University London

13:00 – 13:45: Lunch

14:00 – 15:30: Working groups (5 parallel sessions with 5 students)

20:00: Guest of the day

21:00: Dinner:

Venue: tbc

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## **Thursday: 07.07.2016**

Venue: UAM

9:30 – 11:00: Finance for entrepreneurship (I)

Lecturer: Dr. Emmanuel de La Burgarde, Paris School of Business

11:00 – 11:30: Coffee break

11:30 – 13:00: Finance for entrepreneurship (II)

Lecturer: Dr. Emmanuel de La Burgarde, Paris School of Business

13:00 – 13:45: Lunch

14:00 – 15:30: Working groups (5 parallel sessions with 5 students)

Afternoon and evening: Free

## **Friday (UAM)**

Venue: UAM

9:30 – 11:00: Accounting & Financial Reporting for entrepreneurship (I)

Lecturer: Dr. Ana Gisbert Clemente & Begoña Navallas, Universidad Autónoma de Madrid

11:00 – 11:30: Coffee break

11:30 – 13:00: Accounting & Financial Reporting for entrepreneurship (II)

Lecturer: Dr. Ana Gisbert Clemente & Begoña Navallas, Universidad Autónoma de Madrid

13:00 – 13:45: Lunch

14:00 – 15:30: Working groups (5 parallel sessions with 5 students)

16:00 – 19:00: Presentation of Business Plans

Venue: tbc

20:00: Guest of the day

21:00: Good-bye Dinner & Announcement of Winning Team

Venue: tbc