



Universidad
Andrés Bello®

Dirección
de Relaciones
Internacionales

EAE BUSINESS SCHOOL

Bootcamps 2023

How to Build an MVP
& Launch a Start-Up

Curso Presencial / Barcelona

10 al 14 de julio

2023 v1

DESCRIPCIÓN

EAE BUSINESS SCHOOL (Barcelona)

Fundada en 1958, esta escuela de negocios está adscrita a la Universitat Politècnica de Catalunya, Barcelona. El 2017 fueron reconocidos por segunda vez como la segunda escuela de negocios más reputada de España según el Ranking MERCO 2017. Reconocida entre las 35 mejores escuelas de negocios del mundo (Ranking América Economía 2017) y segunda mejor en España, esta institución se centra en programas de MBA y Magister de gran prestigio.



Accede a la web de [EAE](#).

PROGRAMA

EAE Business School ofrece un curso de inmersión que otorga a los estudiantes herramientas para construir empresas y negocios desde sus inicios. Y que, a su vez, les permiten reconocer oportunidades de negocio y a desarrollarlas en las siguientes etapas.

En el curso podrás conocer a fundadores de startups y aprender de sus experiencias y habilidades innovadoras en la creación de empresas con equipos interdisciplinarios.

El programa How to Build an MVP & Launch a Start-Up es dictado en inglés.

¿QUIÉNES PUEDEN POSTULAR?

Pueden cursar el programa los Alumnos regulares de la UNAB en modalidad de pregrado diurno, vespertino y Advance de la Facultad de Economía y Negocios y de la Facultad de Ingeniería, que a la fecha de postulación estén cursando, a lo menos, el tercer semestre de su carrera o equivalente al segundo año y que tengan un nivel de inglés igual o superior a B2. Con todo, no se aceptarán postulaciones de alumnos que tengan menos de un semestre cursado en la universidad, es decir, alumnos provenientes de otras universidades que no hayan cumplido aún un semestre en la UNAB.

¿CÓMO PUEDES POSTULAR?

Debes completar tu aplicación online en la web de [Relaciones Internacionales](#) seleccionando el programa correspondiente y adjuntando la carta de autorización del director (a) de carrera que pueden descargar desde la web, o bien, solicitar al coordinador de Relaciones Internacionales.

¿CUÁNDO POSTULAR?

El formulario de postulación se encontrará abierto entre el **15 de marzo y el 14 de mayo de 2023**.

PROCESO DE SELECCIÓN DE ESTUDIANTES

La selección de los/as estudiantes que serán aceptados al programa se realizará en base al rendimiento académico de los/as postulantes (PPA).

COSTOS

El costo que debe pagar el alumno UNAB por el programa es de **1,900 euros**. La forma de pago del programa podrá ser pactada en dependencias UNAB en efectivo, cheque, pagaré o tarjeta hasta en seis cuotas precio contado (si su tarjeta lo permite)

- Este monto incluye solo el programa académico

IMPORTANTE: Es responsabilidad del participante, además, la compra de pasajes aéreos, alojamiento, seguro de salud (obligatorio), comidas, traslado diario a clases, transporte desde y hacia el aeropuerto y gastos personales.

OBSERVACIONES

Los alumnos seleccionados para participar en el programa solo deberán efectuar la compra de pasajes aéreos una vez recibida la confirmación de la realización del curso por parte de la Dirección General de Relaciones Internacionales. En caso de cancelación del programa, la Universidad Andrés Bello no se hará cargo de reembolsos o cambios de pasajes aéreos o cualquier tipo de gasto personal.

La Universidad Andrés Bello no realizará reembolsos, cambios de pasajes aéreos o cualquier tipo de gasto personal en que se haya incurrido, si el programa se cancela por motivos de caso fortuito o fuerza mayor.

Antes de realizar el viaje, los/as participantes deberán informarse sobre los requisitos y disposiciones legales de inmigración, tanto de Chile como España, que permiten el ingreso y salida de ambos países y planificar el viaje. También serán responsables de gestionar todos los documentos obligatorios para dicho proceso.

Deberá además tener presente que la situación sanitaria de cada país e informarse del cierre o apertura de fronteras.

***La postulación al programa implica el conocimiento y aceptación de las presentes bases.**

Contacto

Coordinadora de Relaciones Internacionales: Ricardo Lobos S. Ricardo.lobos@unab.cl

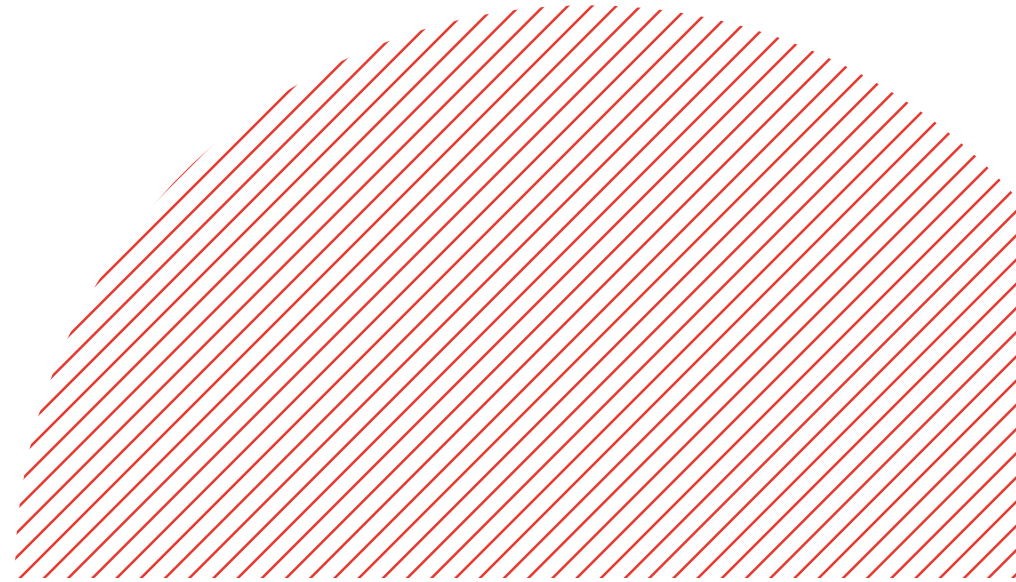
Director Relaciones Internacionales FEN: Andres Tolosa H. Atolosa@unab.cl

*Estas bases han sido confeccionadas siguiendo fielmente la información entregada por EAE Business School al 30-03-2023, las mismas pueden sufrir modificaciones, pero cualquier cambio será informado por la Dirección General de Relaciones Internacionales de UNAB vía email a los/as postulantes.

BOOTCAMPS

Summer

2023



What is a bootcamp?

Bootcamps are immersive programs that work closely with companies and field specialists to identify the needs of the industry, adjusting the learning experience of their participants to the latest trends and practices.

It is an intensive course designed to train students in the skills needed to start working immediately on a specific area, and therefore focuses on getting practical training in a short time to give the necessary skills to those who want to strengthen their requested knowledge while networking with individuals and companies in their respective fields.



Why EAE Business School?

EAE is to Barcelona what Barcelona is to EAE: welcoming and open; dynamic and flexible; creative and technological; modern and innovative. Our school, just like our city, offers endless opportunities to develop both personally and professionally thanks to the great concentration of talent and ideas that end up becoming tangible human and economic wealth.

+65,000

executives have passed
through EAE's classrooms

72 countries
5 continents

represented in EAE's
classrooms

95%

students with
professional experience



The need for professional training is constant, as the world around us is uncertain. In this new reality, we have developed protocols and methodologies in order to make sure that our students can continue to receive a high-quality education and keep developing professionally at our campus. We are a community committed to education, wellbeing, and everyone's safety. Since being founded in 1958, over 65,000 executives have passed through EAE's classrooms. The school has participants from over 72 countries on five continents, with 95% of the students having professional experience.



To whom?

The bootcamps are for individuals that have some academic background from their studies or professional experience and would like to further their knowledge to apply them to their work experience.



It is also for those who would like to have an immersive experience with the best entrepreneurs and professionals in the field. Students will participate in different organizations and companies to understand their day-to-day operations and how they face the many challenges that come from managing a business.



A Business School for Explorers

More than a business school.

Welcome to the international business school that champions innovation as its mother tongue. Welcome to the meeting point between people, companies and the business environment. Welcome to a global ecosystem where professionals and entrepreneurs connect with a purpose. Welcome to where we drive sustainable employability in society. Welcome to the here and now.

What Inspires Us

We are EAE Business School and we have a purpose that drives us to do everything we do: promoting positive, constant and sustainable change through training, knowledge and research.

What Defines Us

We have an explorer spirit that takes us beyond what is expected from a business school. We are as international as we are close to you. We anticipate and adapt to the context in which we live through practical programmes that are centred on the participants. We foster critical observation and innovative thinking in people, so that they will lead the sustainable transformation of organisations.

What Moves Us (Forward)

Being an innovative business school, a reference in the international arena; a business school that trains people-professionals for the real and tangible transformation of companies and society.

Program directors



Francesc Cruces

Sport Management
Master's Director



Armando Salvador

Marketing & eCommerce
Master's Director & Start-ups EAE Lab Director



Faustino Lozano

Data Intelligence & Analytics Director



Our Bootcamp Methodology

Our methodology aims to improve participants' skills through training and mentoring. The training is structured with a series of mechanisms that perfectly balance the student's development while experiencing the innovative environment of Barcelona in the company of the best EAE trainers. These mechanisms have been designed to provide the best training possible, focusing on the following pillars: Mentoring, Knowledge Application, Networking and Environment.



Mentoring

As part of the intensive training, key speakers will join the course to talk about the different approaches they have used to succeed in their respective careers.



Knowledge Application

Training conducted by industry experts to prepare students for the highest capacities.



Global Networking

We believe that providing a space where successful leaders, peers and educators can meet can enhance students' ability to connect and find future partners and mentors, maximising the intensive course experience.



Environment

Catalonia has established itself as a leading centre for start-ups in Southern Europe, producing exciting start-ups in a wide range of industries and nurturing them from early stages to unicorns. We believe that training in the midst of this innovative hub will be beneficial for students as they will get to know real, Barcelona-based companies and develop their skills in the best possible environment.

BOOTCAMP

How to Build an MVP & Launch a Start-Up



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In this bootcamp, you will acquire the entrepreneurial skills and techniques that will improve the chances of success for your business or projects. Through a network of contacts, visits from experts and the identification of steps that lead to success, participants will learn from the experiences of successful entrepreneurs on how to start and grow their businesses.



Purpose

Encourage creativity and turn ideas into projects.



Objective

To enable participants to take a project from concept to MVP.

BOOTCAMP

How to Build an MVP & Launch a Start-Up

Schedule

9h to 19.30h

Monday to Friday



Stakeholders & Value

Through an overview of the stakeholder value, students can understand better how to create the best possible levels of return for their stakeholders.



Customer Journey & Lightning

Customer journeys map how your customers use your products and services. Measure and understand the problems, needs and experiences that customers or buyer persona goes through before making a purchase.



Business Model Canvas

The Business Model Canvas provides visual representation of a business model, highlighting all key strategic factors. It allows students a tool to analyse, structure, and evolve a business while always keeping the bigger vision in mind.



Financials for Entrepreneurs

Financial literacy enables entrepreneurs to take responsibility for their financials and maintain a sharp focus on costs, which are critical in maximizing a business's chance of survival.



Master Class Pitching

Learn how to effectively express your ideas by developing a pitching strategy.



Hands On Training

Learn how to develop and launch your minimum viable product.

BOOTCAMP

How to Build an MVP & Launch a Start-Up

Company visits

Barcelona is a growing hub of international and national talent aimed to develop and create the next batch of successful startups while striving to innovate and find the best methodologies to apply in their companies.

Entrepreneurial testimonies and company visits will allow us to gather insights into the minds that have built successful businesses while remaining at the top of their game in this competitive landscape:

CAMPUS 42 - NO CODE

Campus visit to learn first-hand about the experiences of joining and building a company.



INNOVATION AND RESILIENCE

We will meet entrepreneurs and leaders that had to adapt to the market while managing the real-time complexities of the market pulse, customer tendencies, competitive pressures, and brand position. monetising their careers.



eaebarcelona.com

EAE Business School Barcelona

Queremos dar las gracias a todos los miembros de la Comunidad EAE: alumnos, antiguos alumnos, claustro y staff, que han hecho posible este catálogo. Un colectivo de personas que representan la filosofía y los valores que nos guían en nuestro apasionante viaje. **We make it happen.**

De:
 Planeta Formación y Universidades

Campus Barcelona

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