



## CIFAL Surrey - Business Innovation and Sustainable Development in the Digital Age

Personas

Plazo: 28 Mar 2025

Tipo:

Other

Ubicación:

Northern Ireland

Surrey, United Kingdom of Great Britain and

Fecha:

13 Jul 2025 to 26 Jul 2025

Duración:

12 Days

Área del programa:

Decentralize Cooperation Programme

Sitio web:

<https://www.bing.com/search?pglt=43&q=CIFAL%20SURREY%20EMAIL&cvid=5367cf060b>

Precio:

3.890,00 US\$

Correo Electrónico del Centro de

Coordinación del Evento:

sdpu@cifalnetwork.onmicrosoft.com

Colaboración:

CIFAL Surrey, , CIFAL Surrey

### ANTECEDENTES

The summer school is part of SBS and wider University of Surrey internationalisation activities. The programme integrates business innovation,

sustainability, and digitalisation.

## OBJETIVOS DEL EVENTO

The summer school has an active project learning orientation. The aim is to develop skills and understanding of business innovation and sustainability by developing a business proposal that utilises technology to create value and meet (at least one) UN sustainable development goals.

## CONTENIDO Y ESTRUCTURA

1. Students will explore and apply relevant concepts, tools, and frameworks at the inter-section of business innovation, digital technology and sustainability.
2. Students work collaboratively to develop an innovative business proposal that demonstrates value creation, sustainability alignment (with at least one UN SDG), and market potential.
3. Students will be able to effectively communicate and pitch their business proposal to an audience using visual aids and appropriate concepts and tools.

## METODOLOGÍA

Students are introduced to the project at the beginning of the programme. The remainder of the programme equips students to complete the project through a mixture of learning by listening and by doing. Students are introduced to key concepts, frameworks and ideas in the classroom which then become workshops. The workshops involve working in teams, researching and discussing ideas, and ultimately pulling everything together in order to deliver a presentation detailing their proposal.

## PÚBLICO OBJETIVO

Undergraduate students of International Business Management at Sii-DUFE