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

#### People

Deadline: 28 Mar 2025

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Type:	Workshop
Location:	Surrey, United Kingdom of Great Britain and Northern Ireland
Date:	13 Jul 2025 to 26 Jul 2025
Duration:	12 Days
Programme Area:	Decentralize Cooperation Programme
Website:	<a href="http://www.surrey.ac.uk">http://www.surrey.ac.uk</a>
Price:	\$0.00
Event Focal Point Email:	cifal@surrey.ac.uk
Partnership:	CIFAL Surrey, , CIFAL Surrey

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#### BACKGROUND

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

## EVENT OBJECTIVES

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.

## LEARNING OBJECTIVES

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.

## CONTENT AND STRUCTURE

AM

PM

Monday 14th

Welcome & Orientation

Project briefing

Tuesday 15th

Introduction to Innovation and entrepreneurship

Introduction to sustainability

Wednesday 16th

Visit Oxford

Thursday 17th

Value proposition

Business modelling part 1

Friday 18th

Business Modelling part 2

Visit Windsor

Saturday 19th

Visit London

Sunday 20th

Free day

Monday 21st

Aligning VPC and BMC

Sustainability

Tuesday 22nd

Customer engagement

Project workshop

Wednesday 23rd

Visit Cambridge

Thursday 24th

Presentation skills

Visit local business

Friday 25th

Project workshop

Project pitch

## **METHODOLOGY**

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.

## **TARGETED AUDIENCE**

Undergraduate students of International Business Management at Sii-DUFE