



# INTERNATIONAL SAN SEBASTIAN - BILBAO INNOVATION THROUGH ORGANIZATIONAL, REGIONAL AND CULTURAL CLUSTERING

APRIL 12 – 16, 2021



Universidad de Deusto  
University of Deusto

**Deusto**

Lucerne University of  
Applied Sciences and Arts

**HOCHSCHULE  
LUZERN**

Business  
Institute of Management  
and Regional Economics



The University of Deusto, the oldest and one of the most renowned business universities in Spain, is located in one of the most innovative regions of Europe, the Basque Country. Lectures take place on both the Bilbao and the San Sebastian campuses.

The program features interactive seminars on cutting-edge topics, presented by leading experts, academics, and business executives. The focus of the week is on regional and organizational innovation culture, the typically Basque cooperative movements and clusters building. Other innovation topics are the current digitalization and business model innovation as well as managing from an intercultural and leadership perspective.

## PROGRAM OVERVIEW

The academic content of the program is accompanied by culinary delights and optional sports activities that together enable us to experience the Basque culture in a variety of ways. An optional meeting will be organised on Sunday evening before the official start of the week, with a brief introduction to the gastronomic customs of the Basque Country and an informal talk by the head of the week, Dr Jan Kraner, on what to expect in terms of the local customs and historical context. Officially, the international week starts on Monday on the San Sebastian campus. The mornings are usually dedicated to lectures and the afternoons are reserved for company visits. During the week, lectures and company visits will also be held on the campus in Bilbao, with accompanying company visits. There are also many cultural and culinary activities which are an

integral part of the program, as well as optional sport events such as surfing/jogging on the coast.

## LEARNING OUTCOMES

Upon successful completion of the program participants will be able to

- Outline the requirements for a regional and organizational innovation culture,
- Know the reasons for investing in clusters and collaboration for innovation,
- Understand the possibilities of digitalization in combination with business model innovation,
- Demonstrate cultural and leadership awareness as applicable to an innovation culture,
- Internalize the Basque way of life and understand the roots of innovation

## CREDITS

Seminar participants will earn 3 ECTS credits after the successful completion of the week and assignments.

## ABOUT THE BASQUE COUNTRY

The Basque Autonomous Community is a well-known region for its high standard of living and for the upgrading of its economic sector during the last 30 years.

Historically, people in the area have been very entrepreneurial and many important Spanish companies were founded here. Some global companies have their headquarters in the Basque Autonomous Community.

The region has been repeatedly ranked first in terms of per capita income, investment in R&D, as well as for having the lowest rate of unemployment in the Kingdom of Spain for many years. Moreover, it is considered the most innovative “region” within Europe.

Repercussions of can be seen in Bilbao, i.e. with the Guggenheim Museum and overall in the Basque Country. Also of interest, San Sebastian, with its people known for longevity, has the highest number of bars per square mile and the highest concentration of Michelin-rated restaurants in the whole world! Truly, this has to be a place of extraordinary innovation and culture!

The University of Deusto is known for its excellent reputation and its high-quality education. It has its name from the local neighborhood in Bilbao called Deusto. The University of Deusto, the oldest business university in Spain, was founded in 1886 by the Jesuits and shines today with several campuses in the Basque Country and beyond.

## PRACTICAL INFORMATION

### GETTING TO SAN SEBASTIAN

San Sebastian is in Northern Spain in close proximity to the French border (Biarritz).

Teaming up with your colleagues is recommended in terms of travelling together or sharing a room if wished.

In order to travel there in spring, there are three viable options:

Easiest: Fly with Swiss from Zurich to Bilbao and from there with the bus/train (approximately 2 hours) to San Sebastian.

Cheapest: Fly with Easy Jet from Basel to Bordeaux and then with the train to San Sebastian (approximately 5 hours) or with a rental car (approximately 3 hours) to San Sebastian. Note that car parking in the city costs about 20 Euros per day and is very limited in San Sebastian.

Another option: Fly with Easy Jet from Geneva to Bilbao and from there take the bus/train (approximately 2 hours) to San Sebastian.

We recommend that you book neither your flight nor your hotel until you have received confirmation from us that the international week will be conducted! Further, be aware that all types of insurance coverage is the responsibility of the participant.

### WHERE TO STAY

We strongly recommend choosing a hotel or hostel in the Old Town (Parte Vieja) of San Sebastian or in a nearby area such as the very nice Hotel Niza

<https://www.hotelniza.com/>.

However, hotels close to the old town are usually booked out well ahead, we suggest you inform yourself through trip advisor as to their ratings. For budget- oriented participants, hostels are a nice option starting from 30 Euros per night – or AirBnB is an additional option for groups.

Staying close to the old town and, therefore, to the beach makes sense because the evening as well as sports activities usually end there. Aside from being one of the nicest places in the area, the walk along the Urumea river to the university in the morning is lovely.

## PROGRAM OUTLINES

There are some health risks that are more common in Thailand than in many Western countries.

Compulsory:

Classes in the morning and site visits in the afternoon are really obligatory (09:00-17:30).

Almost compulsory:

The welcome on Monday- and farewell dinner on Friday are important parts of the week (19:00-23:00).

Not compulsory:

The almost daily sport activities in the morning or afternoon (18:00-19:00) are optional.

Usually the academic program ends by around 17:30, however the bus ride back to San Sebastian can take up to 60 minutes depending on traffic conditions. Flexibility is needed.

## HOW WE WORK

You should bring a laptop and writing utensils. You will be given reading assignments before the week that you are expected to have read before the week starts. The exam on the last day will contain questions from these assignments.

## OTHER PRACTICAL INFORMATION

As a Swiss citizen, no visa is required. If you hold any other citizenship, please check the regulations for entering Spain. The Basque Country is the most expensive place in Spain to live. However, costs are about half those in Switzerland and this offers you the opportunity to eat in the best restaurants in the world, at prices which are barely a fourth of the Swiss prices.

## BEHAVIOUR / DRESSCODE

The Basque Country belongs to Spain but is not Spanish in many ways. Be aware of the differences and try to avoid mentioning Spain at all. The Basque start work early, as the Swiss do, and they are also punctual compared to the rest of Spain. Some delays do still happen on a regular basis though.

Regarding your attire: The Basque dress very elegantly, so please come dressed in "business casual". Nice trousers, a shirt and nice shoes are suitable. Please do not wear jeans, T-Shirts or sweatshirts. For sports, just bring jogging clothes and jogging shoes; the rest will be provided.

## CONTACTS / EMERGENCY

Medical Emergency: Call 112

City Police: Call 092 943 450 000

Director of the week: Call +34 691 241 949

## ADDITIONAL INFORMATION

Campus San Sebastian



- 1 Edificio Central / Eraikin Nagusia
- 2 Edificio P. Arrupe Eraikina
- 3 Loiola Centrum
- 4 Deusto Campus-Gurya
- 5 Biblioteca / Liburutegia
- 6 Edificio Tecnológico Matteo Ricci  
Matteo Ricci Eraikin Teknologikoa
- 7 Instituto Vasco de Competitividad  
Lehiakortasunerako Euskal Institutua
- 8 Edificio P. Altuna Eraikina
- 9 Edificio D. Aranzadi Eraikina
- 10 Edificio F. Garate Eraikina
- 11 Edificio P. Errandonea Eraikina
- 12 Comunidad jesuita Aita Larramendi  
jesuiten Komunitatea
- A Dirección / Zuzendaritza
- B Secretaría General / Idazkaritza Orokorra
- C Administración / Administrazioa
- D Secretaría Facultad Ciencias Económicas y  
Empresariales / Ekonomia eta Enpresa Zientzien  
Fakultateko Idazkaritza
- E Secretaría Facultad Ciencias Sociales y Humanas /  
Gizarte eta Giza Zientzien Fakultateko Idazkaritza
- F Oficina de Atención al Estudiante /  
Ikaslebugoia
- Information / Informazioa
- P Aparcamiento / P Aparkalekua

# Campus Bilbao



## Facultades / Fakultateak / Faculties

- 1 Business School
- 2 CC. Sociales y Humanas / Gizarte eta Zientziak / Social and Human Sciences
- 3 Derecho / Zuzenbidea / Law
- 4 Ingeniería / Ingeniaritza / Engineering
- 5 Psicología y Educación / Psikologia eta Heziketa / Psychology and Education
- 6 Teología / Teologia / Theology

## Institutos / Institutuak / Institutes

- 1 Euskal Irakaslegoa
- 2 Idiomas / Hizkuntzak / Languages
- 3 Drogadependencias / Drogenpentasunak / Drug Dependences
- 4 Estudios Vascos / Euskal Galak / Basque Studies
- 5 Estudios Europeos / Europako Ikasketak / European Studies
- 6 Derechos Humanos / Giza Eskubideak / Human Rights
- 7 Instituto de Estudios de Ocio / Alaxazio Ikasketen Institutua / Institute of Leisure Studies
- 8 Estudios Cooperativos / Kooperatiba Ikasketak / Cooperative Studies
- 9 DeustoTech

## Salas / Gelak / Rooms

- 1 Auditorio / Entzungela / Auditorium
- 2 DBS Auditorio / Entzungela / Auditorium
- 3 H. Garate
- 4 Ignacio Ellacuría
- 5 Parainfo / Parainfoa / Main Hall
- 6 Salón de Grados
- 7 Turing
- 8 Faculty Club

## Servicios / Zerbitzuak / Services

- 1 Aldeala
- 2 Nuevos Estudiantes / Itasle berriak / New Students
- 3 Relaciones Internacionales / Nazioarteko Harremanak / International Relations
- 4 Atención al Estudiante / Ikasle-bulegoa / Student Services
- 5 Deusto Campus
- 6 Alumni
- 7 Secretaría General de Grados y Postgrados / Gradiak eta Graduazioak Kudeatzen Orotarra / General Secretariat for Undergraduate and Postgraduate Studies

- 8 Agencia de Viajes / Bidai-eragilea / Travel agency
- 9 Copistería / Kopia denda / Photocopy service
- 10 Librería / Liburutegia / Book shop
- 11 Oficinas bancarias / Banku bulegoak / Banks