

Sustainable Entrepreneurship for Economic Development SEED 2023



Overview

SEED is a cross-cultural programme utilizing social entrepreneurship as means towards economic progress. It provides structured opportunities for students all over the world to converge interact and conduct on-site research as basis for development of real-time business plans. The programme seeks to provide off-campus cross-cultural experiences that will enable participants to advance in the application of research-based strategies, theories and principles. Further, it also seeks to promote transformative education through intercultural exposures.

Programme Schedule

The programme is organised from July 19 to July 29, 2023.

Day 1 – July 19: Arrival
Day 2 – July 20: Sustainable entrepreneurship workshop
Day 3 – July 21: Regional business exploration
Day 4 – July 22: Regional business exploration
Day 5 – July 23: Culture insights
Day 6 – July 24: Business value proposition
Day 7 – July 25: Business model development
Day 8 – July 26: Benchmark study and analysis
Day 9 – July 27: Business model finalisation
Day 10 – July 28: Final presentation and closing ceremony
Day 11 – July 29: Individual departure

Who should attend

Undergraduate students from all disciplines interested in learning more about social entrepreneurship in the context of a developing country in Southeast Asia.

Credits

Certificate of Attendance will be issued to all participants.

Participants

Maximum 20 students from FHNW and 20 students from ASEAN

Objectives	<p>To ensure a flow of knowledge about entrepreneurship, technological methods and skills into the rural areas and – on the other hand – to put the specific concerns and problems of such regions on the academic agenda. The mission of SEED 2023 is about sustainable development, built on social entrepreneurship and corporate social responsibility.</p> <p>To train students in social entrepreneurship and management, enabling them to experience and learn to operate interculturally and in new socio-cultural contexts as entrepreneurs, strategists and leaders to bring about sustainable economic development through their enterprising efforts at the community.</p>
Learning Outcomes	<p>After completing this programme, the students will be able to:</p> <ul style="list-style-type: none"> • understand what entrepreneurs do and examine how free-enterprise economies work and how entrepreneurs fit into them; • recognize and evaluate business opportunities based on the analysis of local conditions with their own individual skills; • identify how profit works as a signal to the entrepreneur; • determine how to work cross-culturally and enhance the entrepreneurial mindset; • reflect on personal experience in cross-cultural leadership development and learning in a real-life context; • apply innovative thinking, technological knowledge and skills in a real environment beyond the classroom.
Destination	<p>Lam Dong, Vietnam</p> <p>Lam Dong is the destination of the SEED 2023, located in the Central Highlands region, a mountainous province, and 70% of its area is covered in forest. To the north, it borders on Dak Lak and Dak Nong provinces, to the south-east, on Khanh Hoa, Ninh Thuan and Binh Thuan provinces, and to the west, on Binh Phuoc and Dong Nai provinces.</p> <p>Business cases from Lạc Dương district are our focus in this year edition. Lạc Dương district has 6 commune-level administrative units, including Lạc Dương town (district capital) and 5 communes: Da Chais, Da Nhim, Da Sar, Dung Kno, and Lat .</p>
Credits	Certificate of Attendance will be issued to all participants.
Participants	Maximum 20 students from FHNW and 20 students from ASEAN
Fees	<p>500 USD (After subsidy reduction) (*) for participants from Asian Learning Network only.</p> <p>(incl. Registration fee, SEED Seminar and Workshop throughout the program, Program Kit, Board and Lodging (most meals, shared room/home stay), Airport and Land Transfers (domestic transportation), Certificate, and Tokens.)</p> <p>(*) It does not include air ticket, visa fee, and insurance during the program.</p>
Registration	Please submit the application to Dr. Ninh Do, University of Economics, via ninhdth@ueh.edu.vn not later than June 18, 2022 .
Cancellation Policy	In case the SEED programme cannot be organised in Vietnam physically, the participation fee will be refunded in full.
Contact	<p>Dr. Teresa L. Freiburghaus, Programme Head, FHNW School of Business E-mail: teresa.freiburghaus@fhnw.ch</p> <p>Dr. Ninh Do, Programme Head, University of Economics Ho Chi Minh City Email: ninhdth@ueh.edu.vn</p>
