

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 the 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 exposure.

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 UEH partner

Objectives

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.

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.

Learning Outcomes

After completing this programme, the students will be able to:

- 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

Lam Dong, Vietnam

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 Dak Lak and Dak Nong provinces, to the southeast, on Khanh Hoa, Ninh Thuan and Binh Thuan provinces, and to the west, Binh Phuoc and Dong Nai provinces.

Business cases from Lạc Dương district and Lam Ha district will be our focus in this year's edition.

Credits

Certificate of Attendance will be issued to all participants.

Participants

Maximum 20 students from FHNW and 20 students from ASEAN

Fees

700 USD (After subsidy reduction) (*) for participants from UEH partner University

7.000.000 VND (After subsidy reduction) (*) for participants from UEH High-quality class

(incl. Registration fee, SEED Seminar and Workshop throughout the program, Program Kit, Board and Lodging (most meals, shared room/homestay), Airport and Land Transfers (domestic transportation), Certificate, and Tokens.)

(*) It does not include air tickets, visa fees, and insurance during the program.

Registration

UEH students submit the application to Dr. Ninh Do, University of Economics Ho Chi Minh City, via ninhdth@ueh.edu.vn not later than **June 18, 2022**.

Email subject: Apply SEED 2023

The application includes: CV, motivation letter, transcript and English certificate

Cancellation Policy

In case the SEED programme cannot be organised in Vietnam physically, the participation fee will be refunded in full.

Contact

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