

Sustainable Entrepreneurship for Economic Development SEED 2024



Overview

SEED is an international cross-cultural program that utilizes sustainable entrepreneurship to drive economic progress. It provides carefully designed opportunities for students from various countries and diverse backgrounds to collaborate, interact, and engage directly with local entrepreneurs running real businesses, thus creating real-time business plans. The program is designed to offer off-campus cross-cultural experiences that empower participants to effectively apply research-based strategies, theories, and principles. Furthermore, it aims to promote transformative education by encouraging intercultural exposures and experiences.

Programme Schedule

The programme is organised from July 24 to August 3, 2024

Day 1 – July 24: Arrival
Day 2 – July 25: Sustainable entrepreneurship workshop
Day 3 – July 26: Regional business exploration
Day 4 – July 27: Regional business exploration
Day 5 – July 28: Culture insights
Day 6 – July 29: Business value proposition
Day 7 – July 30: Business model development
Day 8 – July 31: Benchmark study and analysis
Day 9 – August 01: Business model finalisation
Day 10 – August 02: Final presentation and closing ceremony
Day 11 – August 03: Individual departure

Who Should Attend

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

Participants

Students, lecturers, entrepreneurs, and experts are from Switzerland and Asia.
Maximum 20 students from Switzerland and 20 students from Asia

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 2024 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.
Recognition	Certificate of Attendance will be issued to all participants.
Destination	<p>Vinh Long, Vietnam</p> <p>Nestled in the heart of the Mekong Delta in Vietnam, Vinh Long province is a captivating region renowned for its rich cultural heritage and fertile land. Spanning an area of 1,475 square kilometres and home to a vibrant population of approximately 1,023,400 residents. One of Vinh Long's defining characteristics is its extensive waterway system, which covers 342 kilometres and includes 13 main rivers alongside numerous interconnected channels. This network plays a crucial role in linking Vinh Long with neighbouring provinces, facilitating trade, transport, and cultural exchange.</p> <p>Vinh Long is a treasure trove of cultural heritage, boasting 450 relics that include 10 national relics of culture and history, along with 32 provincial relics of cultural significance. Notable landmarks such as Cong Than temple, ancient pagodas, and the heaving pottery kilns showcase the province's rich historical and cultural legacy.</p>
Fees	<p>500 USD (After subsidy reduction) (*) for participants from ASEAN 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. Phuoc Nguyen, University of Economics, via phuocnt@ueh.edu.vn not later than June 05, 2024 .
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: ninhdoth@ueh.edu.vn</p>
