

## Summer School in Medellín, Colombia and Basel, Switzerland (August 2018) Entrepreneurship & sustainable entrepreneurship – get the start-up toolbox



The summer school is a two-week programme open to Swiss and Colombian students from all faculties as well as university employees. During two exciting and challenging weeks, participants take a deep dive into the world of entrepreneurship by developing projects and business ideas from all fields of study, attending courses, visiting different organisations, discovering local culture and expand relevant networks with people from Colombia and Switzerland. The course combines profit, non-profit and sustainable projects at the same time.

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### Participants

All Students and faculty members of the participating universities

- Universidad EAFIT is a highly reputed private Colombian university located in Medellín offering over 100 programs on undergraduate, master, specialization, and doctoral level. The university offers degrees in various fields through its schools of Management, Engineering, Law, Finance and Economics, Science, and Humanities.
- FHNW: Students and employees of all schools are welcome. The aim is to have a truly diverse group representing the various fields of FHNW.
- The summer school will be open for maximum 30 participants (15 EAFIT, 15 FHNW). The minimal amount will be 20 participants (EAFIT 10, FHNW 10).

Participants need to be fluent in English (advanced level: European levels B2 written/C1 oral). No formal document/proof needed. Knowledge of Spanish beneficial but not mandatory.

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### Timeframe

We, 23/05/2018, 9.10pm in Olten  
Mo, 13/08 – Sa, 18/08/2018  
So, 19/08 – Mo, 20/08/2018  
Tu, 21/08 – So, 26/08/2018

Preparatory Evening  
Summer School at EAFIT, Medellín  
Travel to Switzerland (individually)  
Summer School at FHNW, Basel

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<b>Flights</b>	Participants book (and pay) flights individually. They have to be in Medellín latest on Sunday evening 12/08/2018 and fly back on Sunday 19/08/2018 and Monday 20/8/2018. They have to be back in Switzerland latest on Monday evening 20/8/2018.
<b>Goals</b>	<p>The summer school programme is open for bachelor and master students as well as employees from the organizing universities.</p> <p>Its content is designed for students from all fields and each faculty of the participating universities.</p> <p>The summer school programme focuses on four major aspects</p> <ol style="list-style-type: none"> <li>1) Fostering the interaction between the students from both countries across faculty boundaries and thereby strengthening the international as well as the interdisciplinary exchange between students and employees.</li> <li>2) Students learn how to use innovative techniques to find creative ideas and new solutions to today's challenges.</li> <li>3) Students get to know relevant tools for the successful development of their projects / business idea.</li> <li>4) Target-oriented working and cooperating in international and interdisciplinary groups.</li> </ol>
<b>Academic programme</b>	<p>Our summer school focus on entrepreneurial skills and spirit.</p> <p>The courses are academically challenging with a strong practical focus. Lecturers are experts in their fields and experienced practitioners, interaction between students and lecturers will be fostered.</p> <p>Participants will work in mixed groups on their own projects in various fields.</p> <p>Relevant content in the course:</p> <ul style="list-style-type: none"> <li>– creating a business idea</li> <li>– developing and evaluating business models</li> <li>– strategic planning</li> <li>– market analysis and market entry</li> <li>– finance and human resources</li> <li>– stakeholder dialogue</li> <li>– intercultural management</li> <li>– convincing pitching and persuasive communication</li> </ul> <p>The programme also includes visits of companies (e.g. start-ups, social start-ups, SME's) or organisations (e.g. business hubs) in both country.</p>
<b>Cultural and social programme</b>	<p>Attractive cultural and social events will make the participants' stay an unforgettable experience and contribute to intercultural competence.</p> <p>The programme features excursions to cultural and historical sites in each country.</p>
<b>Grading / Credits / Workload</b>	<p>The summer school is accredited with 5 ECTS (please check with your dean of studies if and how this module will be accepted at your specific degree programme!).</p> <p>The assessment consists of:</p> <ul style="list-style-type: none"> <li>- Short preparatory task (1-2 pages, 10 %)</li> <li>- Group work and presentation during the summer school (70 %)</li> <li>- Reflecting essay after the summer school (2-4 pages, 20 %)</li> </ul>

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- Additional small tasks in relation with cultural development

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**Setting (week 1 and 2)** Classroom instruction: 5 x 3 lessons (morning) per week  
workshops, lectures, seminars

Guided Self-Study: 3 x 3 lessons (afternoon) per week  
group work on business/sustainability idea

Company visit 2 x 3 lessons (afternoon) per week

Cultural activities 1 x 6 lessons per week

Possible setting:

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	Lecture	Lecture	Lecture	Lecture	Lecture	Cultural activity	Travel
Afternoon	Workshop	Company visit	Workshop	Company visit	Workshop		

  

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	Travel	Lecture	Lecture	Lecture	Lecture	Lecture	Cultural activity
Afternoon		Workshop	Company visit	Workshop	Company visit	Workshop	

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**Housing / Accommodation**

In Medellín: All FHNW participants stay at the same hotel, organized and offered by EAFIT.

In Switzerland: All EAFIT participants stay at the same hotel, organized and offered by FHNW.

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**Responsible Lecturers at FHNW:**

Prof. Dr. Rolf Meyer, Head of MBA programme, expert in Entrepreneurship (Lead) [rolf.meyer@fhnw.ch](mailto:rolf.meyer@fhnw.ch)

Prof. Dr. Arie Hans Verkuil, Head of Institute of Management, Member of the Institute Leader Conference (ILK) and Chair Swiss Challenge Entrepreneurs' Programme

Stefan Philippi, Lecturer, Operative Head Swiss Student Startup Challenge, Swiss Innovation Challenge, Swiss Next Challenge

Prof. Roland Hänni, Lecturer

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**Language**

English

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**Insurance / Health / Visa**

Insurance is the participants own responsibility.  
Health concerns and vaccinations are the participants own responsibility.  
Visa and the fulfilment of the entry requirements are the participants own responsibility.

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**Fee**

There is no additional tuition fee for the participating students and employees.

Included: accommodation in Medellín, lunch, company visits, cultural and social programme.

Not included: transport (except company visits, cultural and social activities), health insurance, visa cost, other meals (lunch is included) additional individual sightseeing trips and personal expenses.

## Application

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Application has to be sent by email to [carmen.zahno@students.fhnw.ch](mailto:carmen.zahno@students.fhnw.ch) and [rolf.meyer@fhnw.ch](mailto:rolf.meyer@fhnw.ch).  
**Deadline is 1 April 2018.**

First name, family name:

Address:

Email:

Phone Number:

Date of birth:

Nationality:

For students:

Degree programme and Campus at FHNW:

For employees:

Position and school of employment:

For all participants:

Experience abroad:

Add a short letter of motivation (why do you want to join this programme?) and a short CV.

### Important Information

With your application you confirm having read and accepted the following terms and condition:

- You are ready to participate in the on-site seminar and the preparatory session as outlined in the programme. Once the delegation members have been confirmed, full cost incurs in case of withdrawal (health reasons, e.g.).
- Flights can only be booked once participation has been confirmed. FHNW does not take over any responsibility for individual costs incurred (in case of early bookings, e.g.).
- Insurance coverage for the entire study trip is each student's individual responsibility.
- You ensure that necessary travel documents (passports, insurance confirmation, visa, etc.) will be organized in time as required.
- You agree that photos and pictures taken of you while you are on the programme can be published by the FHNW on their respective home pages and in their brochures, flyers, etc, within reason.
- The nomination process is not further documented or commented. Students have no right to appeal the final decision on delegation members by the supervisor.

Selection of participants will be based on the availability of places. A mix of participants with different backgrounds is targeted. All candidates will be informed on 10 April 2018 if they can participate or not.

Some impressions from EAFIT and Medellín

