IDEA
Innovation Diffusion for Entrepreneurship Acceleration

IDEA is an experiential learning program which facilitates innovative thinking and increases entrepreneurship spirit and knowledge among postgraduate students, managers, and experts in related fields. Participants acquire a capstone innovation and entrepreneurship experience by solving live cases originating from small-medium and start-up enterprises located in a selected region.

Program Objectives

- Provide **hands-on entrepreneurship experience** to participants
- Ignite **innovation diffusion** among participants through cross-cultural attachment in small and medium enterprises
- Increase **entrepreneurial inclination** among participants by engaging them to real time cases
- Provide **opportunities for small and medium enterprises** to learn from university students, managers, experts
- Transform students, entrepreneurs, managers, and experts into innovative and entrepreneurial strategists who can bring about **sustainable economic development** through enterprising efforts at a specific region

Learning Outcomes

- Understand entrepreneurship in an integrated manner through a capstone experience
- Apply innovative thinking, entrepreneurial knowledge and skills in a real environment beyond classroom and office
- Work cross-culturally and enhance business networking
- Evaluate the entrepreneurial orientation of an enterprise and its fit within the operating environment
- Appreciate the importance of innovation diffusion to entrepreneurial success.

Who should attend  Postgraduate students, managers and experts in related fields
Program Date

January 2019

Day 1 - Arrival and Registration
Day 2 - IDEA Workshop - Business Networking
Day 3 - Industrial Visits
Day 4 - Social Networking/ Cultural Exchange Day
Day 5 - Case Investigation
Day 6 - Onsite Visits and Data Gathering
Day 7 - Benchmark Studies
Day 8 - Proposal Writing
Day 9 - Proposal Presentation
Day 10 - Departure

Venue

Vietnam, which shifted from a centrally planned economy to a market economy, has transformed the nation from one of the poorest in the world to a lower middle-income country, achieving above average growth during the last three decades. Featuring a high density of small and medium-sized companies Vietnam is progressively integrating into the global economy. Ho Chi Minh, the largest city, the economic center and the leading recipient of foreign direct investment in Vietnam.

Host

About the host.

Ho Chi Minh City University of Technology (HCMUT) was established in 1957. HCMUT still remains as the largest and the oldest engineering university in the South of Vietnam. HCMUT maintains an excellent reputation in higher education, fosters intellectual growth, provides a good learning environment, supports and encourages the development of student’s potentials.

Programme Fees

CHF 1’350.–

The fees* covers the following:
IDEA Seminar and Workshop throughout the program, IDEA Program Kit, Lodging, Airport and land transfers (within Ho Chi Minh City), Industry visits and local market exposure, Certificate and tokens, and food .

*It does not include international air ticket, insurance, and visa fees if required.

A 20% discount is offered to participants from the SALT network.

How to register

1) Complete the application form by October 25, 2018.
2) Confirmation letter together with invoice will be issued.
3) Make payment and email us the proof of payment by November 8, 2018.

Contact Us

For further enquiries, please email sea.business@fhnw.ch

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