Study in Context
Social Entrepreneurship for Economic Development - SEED

SEED is a cross-cultural program 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 program 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.

Program 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 is about a 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 inter-culturally 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 program 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.
Program Schedule  | August 1 - 10, 2019 (Tentative)

Day 1 - Welcome and SEED workshop  
Day 2 - Project kick-off meeting and transfer to the village  
Day 3 - Culture insights  
Day 4 - Free day  
Day 5 - Idea generation and site visit  
Day 6 - Data gathering and opportunity assessment  
Day 7 - Benchmark study and analysis  
Day 8 - Business proposal writing  
Day 9 - Final presentation and closing ceremony  
Day 10 - Individual departure

Country  
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.

Credit  
3 ECTS for FHNW students.  
A Certificate of Attendance for other participants.

Destination  
Sa Dec, Dong Thap Muoi Province, Vietnam.  
Sa Dec, formerly Sa Dac, is a provincial city of Dong Thap Muoi Province, the Mekong delta, southern Vietnam. It is a river port, agricultural trading centre, and transshipment point for small craft on the left bank of the shallow Hau Giang river. The distance from Ho Chi Minh City is 140 km.

Program Fees  
700 CHF (After subsidy reduction)  
The fee* covers the following:  
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.  
*It does not include air ticket, visa fee, and insurance during the program.

Application  
For ASEAN students, please contact your home university for application.

Contact Us  
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