

Social Entrepreneurship for Economic Development SEED 2022



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 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 exposures.

Programme Schedule

The programme is organised from July 19 to July 29, 2022.

- Day 1 – July 19: Arrival
- Day 2 – July 20: Social Entrepreneurship workshop
- Day 3 – July 21: Business opportunity assessment
- Day 4 – July 22: Business model development
- Day 5 – July 23: Culture insights
- Day 6 – July 24: Free day
- Day 7 – July 25: Focus group discussion
- 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.

Registration

Please submit your application via <https://www.fhnw.ch/en/degree-programmes/business/seed-programme> until **February 27, 2022**.

Objectives	<ul style="list-style-type: none"> • 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 2022 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	<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.
Destination	In Vietnam – Depends on travel restriction, module can be organised online.
Credits	<p>5 ECTS for FHNW students</p> <p>Certificate of Attendance for all participant For FHNW School of Business students, the module counts as Intensive Programme Abroad and Focus Module. Students from other school of FHNW, please discuss the transfer of credits to your study programme with your head of programme.</p>
Participants	20 students from FHNW and 20 students from Southeast Asia
Assessment	Group assignments and individual reflection paper
Fees	<p>700 CHF (*) for students from FHNW</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>
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