

Social Entrepreneurship for Economic Development - SEED 2021

Coopetition - Virtual Bootcamp



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 inter-cultural exposures.

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 2021 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

After completing this programme 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.

Programme Schedule 15 to 23 July 2021 (Virtual)

Day 1 - SEED Opening
Day 2 - Workshop and Business Ideas Generation
Day 3 - Virtual Region Visit
Day 4 - Business Opportunities Recognition
Day 5 - Business Model Creation
Day 6 - Business Model Hypotheses
Day 7 - Business Model Validation
Day 8 - Business Model Finalization
Day 9 - Final Presentation and Virtual Closing Ceremony

Aim Students will work with international teams to generate and validate innovative business idea which supports the local economy in the specific region.

Platform Platform Zoom will be used throughout the programme.

Award The winning team will receive **500 CHF** seed funding for implementing the business in the region.

Credits **5 ECTS for FHNW students**
Certificate of Attendance for all participants

Programme Structure Classroom instruction (40 hours)
Guided self-study (60 hours)
Autonomous self-study (50 hours)

Participants 20 students from FHNW
20 students from FHNW partner institutions in Southeast Asia

Participating Institution Institut Teknologi Bandung, Indonesia
Universiti Malaysia Kelantan, Malaysia
Universiti Teknologi Malaysia, Malaysia
University of Economics Ho Chi Minh City, Vietnam
Foreign Trade University, Vietnam
San Beda University, Philippines
De La Salle University, Philippines



Registration FHNW students register via <https://www.fhnw.ch/en/degree-programmes/business/seed-programme> until **February 28, 2021**.

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