

Summer School in Medellín, Colombia and Basel, Switzerland (July 2023)

Entrepreneurship in a cross-cultural context



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.

Participants	<p>All Students and faculty members of the participating universities</p> <ul style="list-style-type: none"> • Universidad EAFIT is a highly reputed private Colombian university located in Medellín offering over 100 programmes on undergraduate, master, specialisations, 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). <p>Participants need to be fluent in English (advanced level: European levels B2 written/C1 oral). No formal document/proof needed. Knowledge of Spanish not mandatory.</p>
Timeframe	<p>6 June 2023</p> <p style="text-align: right;">Preparatory Evening in Switzerland</p>

	<p>Su, 02/07 – Fr 07/07/2023 Summer School at FHNW, Basel Sa /Su, 08+09/07/2023 Travel to Medellin Colombia (indiv.) Mo, 10/07 – Sa, 15/07/2023 Summer School at EAFIT, Medellín</p> <p>Attention: The first week in Switzerland may overlap with some exams in some study programmes. Please check first carefully if it fits for you. If you have one exam during the first week, you can still attend.</p>
Flights	<p>Participants book (and pay) flights individually. The flight from Switzerland to Medellin Colombia has to be on Saturday 8 or Sunday 9 July 2023 (programme in Colombia starts on Monday, 10 July at 13.00 local time). The flight back to Switzerland can earliest be on Saturday 15 July 2023 in the evening.</p>
Goals	<p>The summer school programme is open for bachelor and master students as well as employees from the organising universities. Its content is designed for students from all fields and each faculty of the participating universities. The summer school programme focuses on four major aspects</p> <ol style="list-style-type: none"> 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. 2) Students learn how to use innovative techniques to find creative ideas and new solutions to today's challenges. 3) Students get to know relevant tools for the successful development of their projects / business idea. 4) Target-oriented working and cooperating in international and interdisciplinary groups.
Academic Programme	<p>Our summer school concentrates on entrepreneurial skills and spirit. 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. Participants will work in mixed groups on their own projects in various fields. Relevant content in the course:</p> <ul style="list-style-type: none"> • creating a business idea • developing and evaluating business models • strategic planning • market analysis and market entry • finance and human resources • stakeholder dialogue • intercultural management • convincing pitching and persuasive communication <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 countries.</p>

Cultural and social programme	Attractive cultural and social events will make the participants' stay an unforgettable experience and contribute to intercultural competence. The programme features excursions to cultural and historical sites in each country.
Grading / Credits / Workload	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!). The assessment consists of a group work and presentation during the summer school
Setting	Preparatory evening before the summer school. Students will get insights about the main topics. On site: <ul style="list-style-type: none"> • Classroom instructions with workshops, lectures, seminars • Group work on business idea • Company visit / visits of institutions • Cultural activities
Housing / Accommodation	In Medellín: All FHNW participants stay at the same hotel, organised and offered by EAFIT. In Switzerland: All EAFIT participants stay at the same hotel, organised and offered by FHNW.
Responsible Lecturers at FHNW	Prof. Dr. Rolf Meyer, Head of MBA programme, Professor for Entrepreneurship, rolf.meyer@fhnw.ch Dario Meyer, Research Associate, dario.meyer@fhnw.ch
Language	English
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.
Fee	There is a symbolic fee of CHF 250.— per participant. This fee is due within 10 days after the communication of the selection of the students. This fee will not be paid back when a student withdraws (except serious health issues). Included: accommodation in Medellín; lunches in Basel and Medellín, company visits, cultural and social programme both in Basel and Medellín. Not included: transport (except company visits, cultural and social activities), health insurance, visa cost (visa free for Swiss/EU citizens), other meals (lunch is included) additional individual sightseeing trips and personal expenses.
Application	Please apply online till 30 April 2023: https://www.fhnw.ch/en/degree-programmes/business/summer-school-eafit
Important Information	With your application you confirm having read and accepted the following terms and condition: <ul style="list-style-type: none"> • 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 organised 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, the quality of the application and the timing of the application. You will hear from us latest at the beginning of May 2023.