

Summer School EAFIT Colombia – FHNW Switzerland (July 2021) Entrepreneurship in a cross-cultural context

online



The summer school is open to Swiss and Colombian students from all faculties as well as university employees. During this exciting and challenging programme, participants take a deep dive into the world of entrepreneurship by developing projects and business ideas from all fields of study, attending courses, getting insights of different organisations, discovering Columbian culture and expand relevant networks with people from Colombia and Switzerland. The course combines profit, non-profit and sustainable projects at the same time.

Due to the Corona situation this module takes place online this year. The programme consists of a guided individual preparatory time and one week of joint online programme with lectures, visits, discussions and working in cross-cultural and cross-discipline groups on business models.

<p>Participants</p>	<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, specialization, 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 divers group representing the various fields of FHNW.
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	<p>The summer school will be open for maximum 30 participants (15 EAFIT, 15 FHNW). Participants need to be fluent in English (advanced level: European levels B2 written/C1 oral). No formal document/proof needed.</p>
Timeframe	<p>From 10 June 2021 on Individual preparation (45h) Mo 12 – Fr 16 July 2021 Joint online programme (45h) Daily from 3.15pm – 10pm (due to time difference to Colombia)</p>
Goals	<p>The summer school programme is open to all bachelor and master students as well as employees from the organizing universities FHNW and EAFIT. Its content is designed for students from all fields and each faculty of the participating universities.</p> <p>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 develop, improve and implement business ideas. 3) Students get to know relevant tools for the successful development of projects / business idea. 4) Target-oriented working and cooperating in international and interdisciplinary groups.
Academic programme	<p>Our summer school focus 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.</p> <p>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 presentations of and interactions with companies (e.g. start-ups, social start-ups, SME's) and organisations (e.g. business hubs, innovation centres) of both countries.</p>

Cultural and social programme	Despite the summer school will take place in the virtual world, there will be different cross-cultural activities and experiences.
Grading / Credits / Workload	<p>The summer school is accredited with 3 ECTS (please check with your dean of studies if and how this module will be accepted at your specific degree programme!).</p> <p>The assessment consists of an individual assignments done during the preparatory phase as well as a group work and presentation during the summer school.</p> <p>The grading scale is from 1 to 6.</p>
Setting Part I: Individual guided preparatory (45h) Part II: Joint online week (45h)	<p>Online preparatory seminars before the summer school.</p> <p>a) Introduction to the following topics</p> <ul style="list-style-type: none"> • Entrepreneurship <ul style="list-style-type: none"> • Business modelling • Success factors of start-ups • Sustainable start-ups • Market entry strategies • Funding options • Financial planning • IPR • Cross-cultural communication • Economic comparison of Colombia and Switzerland <p>b) Group formation and choose of business case</p> <p>c) Exchange with Colombian students about cultural differences and stereotypes</p> <p>The joint online seminar will consists of:</p> <ul style="list-style-type: none"> – Short input sessions – Presentations of and discussions with guests (e.g. start-ups, innovation centres) – Workshops in groups on their business cases – Cultural activities
Responsible Lecturers at FHNW	Prof. Dr. Rolf Meyer, Professor for Entrepreneurship rolf.meyer@fhnw.ch
Language	English
Fee	There is no additional tuition fee for the participating students and employees from FHNW.
Application	Please apply online till 30 April 2021 https://www.fhnw.ch/en/degree-programmes/business/summer-school-eafit

Some impressions from the university EAFIT and Medellín in Colombia.
It's worth, to visit your friends from there after the summer school, once the corona situation allows it.

