



SEED 2025

Social Entrepreneurship for Economic Development

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 9 to July 19, 2025

- Day 1 – July 09: Arrival
- Day 2 – July 10: Social Entrepreneurship workshop
- Day 3 – July 11: Business insights
- Day 4 – July 12: Value proposition
- Day 5 – July 13: Culture insights
- Day 6 – July 14: Business model development
- Day 7 – July 15: Focus group discussion
- Day 8 – July 16: Benchmark study and analysis
- Day 9 – July 17: Business model finalisation
- Day 10 – July 18: Final presentation
- Day 11 – July 19: 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 www.fhnw.ch/en/degree-programmes/business/seed-programme until March 20, 2025.
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 2025 is about sustainable development, built on sustainable 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;• recognise 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	<p>In Southern part of Vietnam – Depends on travel restriction, module can be organised online.</p> <p>Southern Vietnam is a dynamic region known for its rich culture, economic vitality, and warm hospitality. From the bustling metropolis of Ho Chi Minh City to the serene waterways of the Mekong Delta, the south is a land of opportunity and transformation. It is home to thriving industries, diverse communities, and a deep-rooted entrepreneurial spirit. With rapid urbanization and ongoing socio-economic changes, the region presents both challenges and possibilities for meaningful social impact. By fostering sustainable development, empowering local communities, and leveraging innovation, social</p>

projects in Southern Vietnam have the potential to drive positive change and create lasting benefits for future generations.

Join us in making a lasting impact—experience the vibrant culture, breathtaking landscapes.

Credits

5 ECTS for FHNW students / 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.

Participants

20 students from FHNW and up to 20 students from Southeast Asia

Assessment

Group assignments and individual reflection paper

Fees

700 CHF (*) for students from FHNW
(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.)

() It does not include air ticket, visa fee, and insurance during the program.*

Contact**Module Responsible**

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The SEED Programme Administrator

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