

Bachelor degree programmes in Business Administration and Business Information Technology

Module: Young Entrepreneur Exchange Project

**Abbreviation:
YEEP**

Lecturing Team:

Professor/s: Debra Ali- Lawson (Lecturer for Intercultural and International Management), Jacqueline Bürki (Lecturer for Cross Cultural Training and Teamwork) & Aron Braun (Lecturer for Strategy and Business Planning) at the BFH Business School

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Short Module Description

This module aims at providing students with hands on experience in the development of new businesses or entrepreneurial ventures in an emerging economy. The second main focus is providing them with the opportunity to work together with team members from distinctly different cultures.

The YEEP International Summer School allows students to **practically apply the knowledge they have acquired in preceding business courses** or their general knowledge of business administration. Students lacking this background, but who are keenly interested in gaining insight into the development of business concepts / business planning, **have to select relevant sessions within the first week of the International Summer School** which prepare them for the project competition in the third week.

A special focus lies on:

- Purpose, content, and key success factors of a business concept / business plan
- Process of business concept development / business plan writing from the perspective of an entrepreneur
- Alignment of a business concept / business plan to the typical expectations of investors
- Application of the relevant methods of strategic management and business modeling
- Understanding how the social, cultural, academic, business environment and market conditions can differ in other parts of the world
- Establishing relationships across cultural borders in face-to-face interactions
- Developing strategies in order to function successfully in challenging and unusual environments
- Reflecting on one's intercultural competency and learning how to adjust appropriately to new situations and tasks

Competencies upon completion

Subject: Students

- apply different analytical methods and planning instruments
- gain an increased knowledge of the host country, its culture and its business environment
- develop a concrete business concept / business plan for an entrepreneurial project including the necessary preceding investigations and analyses
- analyse the opportunities and risks of a concrete venture

Method: Students

- develop an understanding for the essential elements and success factors of a business proposition
- recognize different systematic approaches and analysis methods in the field of business planning, learn to procure, evaluate, and present the information required for a business concept / business plan
- are able to present their business proposition in a convincing and target group oriented way
- learn how to assess the opportunities and risks of a concrete business model
- apply a variety of frameworks used to analyse cultures and cross- cultural interactions
- learn how to systematically document and reflect on challenges arising in multi-cultural team work

Social: Students

- practise team work by working in a multi-cultural team
- apply systematic approaches to cross-cultural communication and intercultural encounters
- identify and assess the success factors, necessary resources, team configuration, organizational structures, and appropriate timing in the management of the venture

Self: Students

- recognize their own entrepreneurial potential
- recognize their ability for intercultural teamwork
- develop their own initiative and ability to autonomously work on a project; the success of this module hinges on the active and dedicated participation of the students and their ability to deal with challenges, frustrations and uncertainty arising within a cross-cultural environment

Content

Each multi-cultural student team will develop and write up or further develop a business concept / business plan for a specific business proposition conceived by students from the host country, with a special focus on:

- selection, application, and adaptation of appropriate methods / concepts from strategic management and other basic fields of management theory
- creation of a business concept / business plan
- development of a financial plan
- documenting and presenting the business proposition in a concise and convincing way

Teaching and Learning method

- seminars, workshops and company visits
- introductory lectures on the basics of business planning for those requiring this input
- team coaching
- presentation and discussion of practical solutions
- mutual reviews between teams
- individual team feedback to the seminar projects

Language

English

Proof of competence

During the International Summer School:

- Three short reflective reports 50% (individual grades)
- Business concept documentation 35% (format and scope will be individually defined for each)

<p>project team, group grade)</p> <ul style="list-style-type: none"> Final pitch of business concept / business plan 15% (group grade) 	
<p>Literature (full bibliographical details, including ISBN number)</p>	
<p>Indispensable literature:</p> <ul style="list-style-type: none"> Hand-outs provided during the International Summer School 	
<p>Recommended literature:</p> <ul style="list-style-type: none"> India: The Essential Guide to Customs & Culture (Culture Smart!) Paperback (2016) Becky Stephen, ISBN-13: 978-1857338409, ISBN-10: 1857338405 „Running Lean“, Ash Maurya, O’Reilly March 9 2012; ISBN-10: 1449305172 Talking to Humans, Giff Constable September 2014; ISBN-10: 099080092X 	
<p>Additional, continuative literature:</p> <ul style="list-style-type: none"> The Art of the Start 2.0, Guy Kawasaki, Portfolio Penguin 2015; ISBN-10: 0241187265 Business Model Generation, Alexander Osterwalder and Yves Pigneur August 2010; ISBN-10: 0470876417 	
<p>Module-Level additive: Advanced</p> <p>Basic level course: an introductory module that provides basic information on a subject</p> <p>Advanced level course: a module designed to further and enhance subject-related skills</p> <p>Specialised level course: a module designed to provide deeper insight into and further experience in a specialised subject field</p>	<p>Type of Module additive: Elective</p> <p>a) Compulsory Modules b) Elective Modules c) Optional Modules</p>
<p>ECTS-Credits 4</p>	<p>Workload 120</p>
<p>Attendance requirement</p> <p>Contact Lessons:</p> <ul style="list-style-type: none"> As per programme schedule 5- 24 August 2018 	<p>Mandatory Attendance:</p> <ul style="list-style-type: none"> As per programme schedule 5- 24 August 2018
<p>Aids for written examination</p> <ul style="list-style-type: none"> - 	<p>Continuative, in depth modules</p> <ul style="list-style-type: none"> -
<p>Comment</p> <ul style="list-style-type: none"> The YEEP Summer School costs €500, this fee includes: <ul style="list-style-type: none"> Tuition and coaching Expert speakers on various themes on Indian culture Industry visits Cultural excursions in Gujarat State 	

- Coffee and lunches on Campus and 4 dinners at Multi-Cuisine Indian Restaurants
- Shuttle service – from recommended hotels to campus
- Accommodation (not included in summer school fee):
 - students and visiting lecturers will organise hotel accommodation independently based on recommendation from Parul University. The price range is €300 - €500 depending on your needs and paid individually.
- Transport:
 - Flights are organised individually and not included in summer school fee
 - Shuttle service – from recommended hotels to campus is included
- Visas, Insurances & Vaccinations (not included in summer school fee):
 - Organised individually
- Number of participants:
 - Minimum 10 students
 - Maximum 30 students
- This International Summer School is open to all BFH students who have completed their assessment level during the regular examination period autumn 2017 as well as BFH Business School partner university students.
- Students will be selected based on their motivation to fully engage in entrepreneurial ventures in an emerging economy, their basic knowledge about business, as well as their motivation to develop their intercultural competence by being prepared to face the challenges arising when working in a cross-cultural environment.
- Application deadlines:
 - Application runs from **11 December 2017 to 12 January 2018**. BFH Business School students also have the possibility to apply in March after the grades notification.
 - For non-BFH Business School students the application deadline is **9 March 2018**.
 - All applicants will be informed by **23 March 2018** as to whether they can participate in the International Summer School.
- Application requirements
 - BFH students apply for the YEEP International Summer School via the enrolment form on Moodle.
 - Non-BFH students apply via the enrolment form on the website
 - Students are to **provide a CV** as well as a **motivation letter**.
 - The motivation letter should cover the following:
 - Please tell us why you want to enrol for the International Summer School and be part of the Young Entrepreneur Project in India?
 - What are special experiences or qualifications that you have which will make you a valuable student in this module and during the Business Project Competition in Gujarat, India?