

Young Entrepreneur Exchange Project Indian Summer School (YEEP ISS) – Programme

Week1: Field specific Lessons and Cultural Encounters

Goal - this week focuses on:

- arriving and experiencing Parul University studies learning environment,
- becoming aware of the host country, (cultural aspects, capacity building)
- first encounter with Indian students
- students are aware of the projects they will be working on and in which area these are (consider giving this out before the summer school so that visiting students are able to do background research prior to arriving in India)

Day	Time	Topic	Room	Participants	Lead Coordinators
Saturday 04.08.18		Arrival in Vadodara. Participants will be welcomed at the Airport		Participants	Dhruvil
Sunday 05.08.18	10h00	Guided sightseeing to Luxmi Vilas Palace in Vadodara (1.5hrs) and Poicha Temple		Faculty and summer school students	
	19h00	Welcome dinner at Gazebo, Multi Cuisine Restaurant		Coordinators, Faculties All students	
Monday 06.08.18	9h00	Shuttle from hotel to Parul University Campus		Participants	
	10h00 – 11h00	Traditional Welcome at Sai Temple and short campus tour			
	11h00 – 13h00	Inaugural Ceremony of the YEEP-ISS <ul style="list-style-type: none"> • programme schedule attached Orientation session objectives <ul style="list-style-type: none"> • Vision of YEEP ISS <ul style="list-style-type: none"> ○ Entrepreneurial capacity building, within a multi-cultural context, through experiential learning and recognition of performance • Expected contributions from all participants <ul style="list-style-type: none"> ○ Collaboration, Communication ○ Creativity, Critical thinking ○ Commitment • Guidelines, deliverables and assessment criteria <ul style="list-style-type: none"> ○ project development documentation ○ final presentation 	Central Auditorium, Admin. Building	Chief Guest Guest of Honour Management Leaders of PU Faculties Indian & Summer school students	Preeti , Shantanu, Deepa, Dhruvil, Mandeep, Jacqueline, Debra, Aron
	13h00 – 14h00	Lunch	Dining Hall	Faculty and summer school students	
	14h00 – 15h30	Ice-breaking session with all participants		Indian & Summer school students	
	16h00 – 17h00	Group building activity - getting personal information		All	

	17h15	Shuttle back to hotel			
Tuesday 07.08.18	09h00	Shuttle to PU		Participants	Lecturers (Lead)
	10h00 – 11h00	Indian culture and traditions – for visiting students Swiss culture and traditions for Indian students	Library Seminar Hall, Second Floor, A Block 215 Seminar Hall, First Floor, A Block	Summer school students Indian students	Preeti Debra
	11h15 – 12h45	Indian Society including the political system for visiting students Swiss Society including the political system for Indian students	Library Seminar Hall, Second Floor, A Block 215 Seminar Hall, First Floor, A Block	Summer school students Indian students	
	13h00 – 14h00	Lunch	Canteen	Summer school students and faculties	
	14h00 – 15h00	The cultural impact on business practices in India and its economic environment The cultural impact on business practices in Switzerland and its economic environment	Library Seminar Hall, Second Floor, A Block	Summer school students Indian students	
	15h00 – 17h00	Experiential Session on Indian Culture- Indian Dances and Costumes	Central Auditorium	Indian & Summer school students	Preeti, Deepa, Dhruvil, Rajnath
	17h15	Shuttle back to hotel			
		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.			
Wednesday 08.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 – 11h00	Indian Architecture for all students	Library Seminar Hall, Second Floor, A Block	All participants	Maulik Hajarnis
	11h15 – 13h00	Participating incubator projects are presented by the Indian students to all participants (what is the current status and key facts of the industry they will be operating in.)	Library Seminar Hall, Second Floor, A Block	All participants	Aron. Shantanu, Mandeep

		10 minute presentation 10 minute Q&A			
	13h00 – 14h00	Lunch	Dining Hall	Summer school students	
	14h00 – 15h30	Participating incubator projects are presented by the Indian students to all participants (what is the current status and key facts of the industry they will be operating in.) 10 minute presentation 10 minute Q&A Teams will continue discussing in their individual groups to develop a common understanding. Everyone to get a Thumbs Up – energy!!	Library Seminar Hall, Second Floor, A Block	All participants	Aron , Prof. Shantanu, Mandeep
	15h40 – 17h00	Either students start analysing and challenging their teams’ business idea based on a provided checklist Or: students attend a session on Assessing and Improving your Business Idea (if they feel they need to revise / refresh this input or need to learn about this topic)	Library Seminar Hall, Second Floor, A Block 215 Seminar Hall, First Floor, A Block	Challenging the Business Idea - participants Business Session - participants	Independent work Aron , Prof. Shantanu, Mandeep
	17h15	Shuttle back to hotel			
	19h00	Dinner: Barbeque Nation		Summer school students and faculties	Preeti , Dhruvil, Aron, Jacqueline, Debra
Thursday 09.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 – 11h30	Entrepreneurship / Business Models	Library Seminar Hall, Second Floor, A Block	All participants	Aron , Shantanu
	11h30 – 13h00	Individual group work (students to use the canvas to jointly understand the business idea and identify 5 different, but meaningful business models)	Library Seminar Hall, Second Floor, A Block	All participants	
	13h00 – 14h00	Lunch	Dining Hall		
	14h00 – 15h00	Individual group work (students to use the canvas to jointly understand the business idea and identify 5 different, but meaningful business models)	Library Seminar Hall, Second Floor, A Block	All participants	
	15h00 – 17h00	Experiential Session on Indian culture- Indian Music, and Mehndi (do some during the Music preparations)	Central Auditorium	Indian & Summer school students	
	17h15	Shuttle back to hotel			

		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.		All participants	
Friday 10.08.18	09h00		Room	Participants	Lecturers (Lead)
	10h00 – 12h00	Individual group work (students to use the canvas to jointly understand the business idea and identify 5 different, but meaningful business models) Prepare presentations			
	12h00 – 13h00	Groups present their 5 business models (5minute presentations)			
	13h00 – 14h00	Lunch			
	14h00 – 14h30	How to conduct effective qualitative interviews		All participants	All coaches present
	14h30 – 17h00	Identification of the relevant stakeholders groups (customers, suppliers, partners, officials) and 10+ individuals out of these stakeholder groups you will be contacting and visiting starting in week 2		All participants	All coaches present
	17h15	Shuttle back to hotel			
		Self organised time. Ideal opportunity for Swiss and Indian students to meet up.			
Saturday 11.08.18	11h45 – 16h00	Morning: Visit to Religious places: Refinery Temple, Jain Temple, Gurudwara, Mosque (students to take along a head covering and cover knees)	Vadodara city	Summer school students	
	16h00 onwards	Evening: Indian games and traditional festivals weather dependent		Indian & Summer school students	Dhruvil, Deepa, Aron, Jacqueline, Debra
Sunday 12.08.2017		Leisure time (options are visiting the market, visiting the local park, shopping at Centre Square / In Orbit, watching a movie, going to the spa)			

Assessment for visiting students: Reflective report (10% of final grade) focusing on:

- Differences and similarities of the participating countries
- Personal reflection – stereotypes and prejudices before arriving and current impression of India
- **Due: Day 1 Week 2** – uploaded to Moodle

Assessment for Indian students: Reflective report focusing on:

- Differences and similarities of the participating countries
- Personal reflection – stereotypes and prejudices before arriving and current impression of Swiss
- **Due: Day 1 Week 2** handed in to Prof.Preeti Nair

Week2: Project Development Week

Goal - this week focuses on:

- Orientation Indian business sectors dependent on the different participating projects from the PU incubation centre
- Team norming and working on developing the projects further
- Students may have first experiences with culture shock and learn how to deal with it
- Students may experience personal challenges and learn how to deal with these

Day	Time	Topic	Room	Participants	Lecturers (Lead)
Monday 13.08.18	08h30 09h30	Shuttle to PU (for those who need to travel to the university) Shuttle from PU to city (for those meeting up with teams in town)			
	10h00 - until task accomplished	Field work day related to the identification of the relevant stakeholders groups (customers, suppliers, partners, officials) and 10+ individuals out of these stakeholder groups. Lunch (packed lunch) to take with from hotel		All participants	Independent work
	17h00 18h00	Shuttle to PU for those who need to go back to campus Shuttle from PU to hotel			
Tuesday 14.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 - 13h00	Individual group work / field work			
	13h00 - 14h00	Lunch	Dining Hall	Summer school students	
	14h00 - 15h00	Individual group work / field work			
	15h00 - 17h00	Experiential Session - Indian Arts (activity: Block Printing)		Indian & Summer school students	
	17h15	Shuttle to hotel			
		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.			
Wednesday 15.08.18	09h00	Shuttle to PU - National Day	Room	Participants	Lecturers (Lead)
	10h00 - 13h00	Participate in Indian Independence Day Celebrations in Parul University Campus			
	13h00 - 14h00	Lunch	Dining Hall	Summer school students	
	14h00 - 17h00	Company visit - young/recently startup tech company to highlight the experiences and challenges this company has faced / is facing.		Indian & Summer school students	

	17h15	Shuttle to hotel			
		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.			
Thursday 16.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 - 11h00	Brief input on what a project pitch (proposal) is.	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	Aron
	11h00 - 13h00	Individual group work	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	teams PU /BFH coaches
	13h00 - 14h00	Lunch	Dining Hall		
	14h00 - 15h00	Finance input session	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	Aron, Prof. Shantanu, EDC
	15h30 - 17h00	Individual group work	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	
	17h15	Shuttle to hotel			
	19h00	Dinner: Multi Cuisine Restaurant-		Summer school students and faculty	
Friday 17.08.18	09h00	Shuttle from hotel		Participants	Lecturers (Lead)
	10h00 - 12h00	Individual work on project / experience Indian culture / relax		Indian & Summer school students	
	14h00 - 17h00	Visit to AMUL		Faculties	
Saturday 18.08.18	10h00 - 17h00	Guided sightseeing (Ahmedabad)- Mahatma Gandhi Ashram, Stepwell		Summer school students	
Sunday 19.08.18		Leisure time (options are visiting the market, visiting the local park, shopping at Centre Square / In Orbit, watching a movie, going to the spa)			

Assessment for visiting students: Reflective report (20% of final grade) focusing on:

- First experiences of working in a multi-cultural team (challenges, surprises, opportunities)
- Insights and learning moments from industry/company visits
- **Due: Day 1 Week 3 at 10h00, uploaded on Moodle**

Assessment for Indian students: Reflective report focusing on:

- First experiences of working in a multi-cultural team (challenges, surprises, opportunities)
- Insights and learning moments from industry/company visits
- **Due: Day 1 Week 3 at 10h00, handed in to Prof. Preeti**

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Week3: Project Competition Week

Goal - this week focuses on:

- Performing as a close-knit team
- Achieving the deliverables set out in week 2
- Presenting findings and recommendations per project in a competitive environment.

Day	Time	Topic	Room	Participants	Lecturers (Lead)
Monday 20.08.18	09h00	Shuttle to PU			
	10h00 -13h00	individual group work	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	teams PU /BFH coaches
	13h00 – 14h00	Lunch	Dining Hall	Summer school students	
	14h00 – 15h00	Input session on developing your company logo and branding	Library Seminar Hall, Second Floor, A Block	All participants	Design team (visual graphics, Arts, marketing)
	15h00 – 17h00	Practical session with design team brainstorming and creation of company logo and branding.	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	teams PU /BFH coaches
	17h15	Shuttle back to hotel			
		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.			
Tuesday 21.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 – 13h00	Individual group work on project	Library Seminar Hall, Second Floor, A Block	All participants	teams PU /BFH coaches
	13h00 – 14h00	Lunch	Dining Hall		
	14h00 – 15h00	Session on effective presentations	Library Seminar Hall, Second Floor, A Block	All participants	
	15h00 – 17h00	Experiential session on Rangoli		All participants	

	17h15	Shuttle to hotel			
		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.			
Wednesday 22.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 – 13h00	Individual group work on project	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	teams PU /BFH coaches
	13h00 – 14h00	Lunch	Dining Hall	Indian & Summer school students	
	14h00 – 17h00	Individual group work on project Investor Pitch	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	teams PU /BFH coaches
	17h15	Shuttle to hotel			
		Self organised time. Ideal opportunity for Summer School and Indian students to meet up.			
Thursday 23.08.18	09h00	Shuttle to PU	Room	Participants	Lecturers (Lead)
	10h00 – 13h00	individual group work	Library Seminar Hall, Second Floor, A Block	Indian& Summer school students	teams
	13h00	Visiting students hand in their project team's final project documentation (business concept / business plan) Indian students hand in their project team's final project documentation (business concept / business plan)	Library Seminar Hall, Second Floor, A Block	Summer school students Indian students	Aron, Jacqueline , Debra to their respective PU coach
	13h00 – 14h00	Lunch	Dining Hall	Indian & Summer school students	
	14h00 – 17h00	Prepare pitch/presentation for the competition on Friday	Library Seminar Hall, Second Floor, A Block	Indian& Summer school students	individual teams report to coaches
	17h00	Visiting students submit electronic version of their project team's PowerPoint presentation Indian students submit electronic version of their project team's	Library Seminar Hall, Second Floor, A Block	Summer school students Indian students	Aron, Jacqueline , Debra to their respective PU

		PowerPoint presentation			coach
	17h15	Shuttle to hotel			
	19h00	Farewell Dinner		All participants and faculty	
Friday 24.08.18	09h00	Shuttle from hotel	Room	Participants	Lecturers (Lead)
	10h00 – 13h00	Final project presentations; and <ul style="list-style-type: none"> • Each student team has 7 minutes to pitch/present their project. • Coaching panel& Jury will conduct a question and answer session after each presentation. 7 mins per team. • Panel of Jury meets and selects the 3 best performing teams based on predefined assessment guidelines • award ceremony 	Library Seminar Hall, Second Floor, A Block	Indian& Summer school students	Coaching panel Panel of Jury (PU President/snr management, Industry Expert, Entrepreneur)
	13h00 – 14h00	lunch	Dining Hall	Summer school students	
	14h30 – 16h30	Farewell Program <ul style="list-style-type: none"> • speeches, presentation of certificates of participation • feedback visiting participants • feedback host participants • official closing of ISS 	Library Seminar Hall, Second Floor, A Block	Indian & Summer school students	
	17h15	Shuttle to hotel			
		Departure			
Saturday 25.08.18		Agra / Delhi package optional			
Sunday 26.08.18		Agra / Delhi package optional			

Assessment:

Business Concept / Business Plan document(s).Due: Day 4, Week 3 at 13h00, 35% of final grade

- Documents to be delivered as individually agreed with teams in week 2
- Document length 8 – 12 pages,
- Hand in final PowerPoint project presentations: Day 4 17h00 Week 3

Reflective report (20% of final grade), Due: calendar week 35, focusing on:

- Referring back to RR1 & 2, students provide an update on their impression of India
- Students reflect on how they have dealt with the challenges, surprises, and opportunities they identified in RR2. At the same time, students are also able to report on new opportunities and challenges that have arisen and were not identified in RR2.

Final project presentations 15% of final grade



- 5min pitching
- 5 - 7 min Q&A
- Due: Day 5 morning Week 3

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