

AT SWINBURNE VIET NAM

Feb 2023



Alliance with  Education



LEARNING BEYOND BORDERS



WELCOME TO SWINBURNE VIETNAM

»» Swinburne Vietnam is an international Alliance Program between Swinburne University of Technology (Melbourne, Australia) and FPT University (Vietnam).

Swinburne University of Technology is a prestigious university with a history of more than 100 years since its founding and among the Top 1% world's best universities (QS Ranking 2023).

In Vietnam, Swinburne University of Technology has been known for 20 years as a distinguished sponsor for the Road to Olympia's champions to study in Australia.

FPT University is also one of the few prestigious universities in Vietnam that has achieved international certifications, such as 3-star QS Stars (since 2012) and ACBSP for Business (2019).

FPT University currently has its headquarters in Hanoi and campuses in Ho Chi Minh City, Da Nang, Can Tho, and Quy Nhon.



FPT UNIVERSITY

OUR STATEMENT

Our vision: A world-class university creating social and economic impact through science, technology, and innovation.

“We advance innovation, entrepreneurship, and social impact through our career-ready graduates, providing industry experience and connecting people and technology.”

Our mission: Enhance global completeness to help students succeed.

Our values: THE UNIVERSITY OF SUCCESS

- Global knowledge and skills
- Global citizen
- Industry experience
- Technology advance
- Interesting student life
- Personal supports

Change Makers



Alliance with **FPT** Education

Innovation and Entrepreneurship Program

Duration: 1 weeks

The objective of this program is to impart essential skills and effective strategies for leading innovation in organizations – and for starting new ones.

Mission:

During this program, you will:

- Acquire a strong understanding of entrepreneurship by driving new ideas and initiatives within the organization
- Apply problem-solving, design thinking, and decision-making methodologies in providing solutions and creating new innovations
- Hone your innovation leadership skills so that you can inspire and motivate others
- Apply proven, repeatable frameworks that will help you implement your innovative ideas

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Innovation and Entrepreneurship Program

Inclusions:

- 15 hours of face-to-face teaching in the classroom
- 15 hours of outside classroom learning (company visits, mentor talks, group projects)
- Transportations followed the program schedule
- Welcome and farewell package
- Accommodation for 6 nights including breakfast and lunch
- Certificate of completion issued by Swinburne Vietnam

Exclusions:

- International airfares
- Visa application fees (if applicable)
- Daily living expenses
- 1-day optional tour:

Linh Ung Pagoda + Ngu Hanh Son + Hoi An Tour or
Ba Na Hills + Hoi An Tour

Admission:

- Prerequisite: Having basic understanding of Marketing and Management. English proficiency equivalent to IELTS 5.5+
- Cost: See pg. 7
- Application deadline: 1 month prior to the start date



Program Schedule							
	DAY 1 (17/3)	DAY 2 (18/3)	DAY 3 (19/3)	DAY 4 (20/3)	DAY 5 (21/3)	DAY 6 (22/3)	DAY 7 (23/3)
AM (8:00 - 11:15)	Airport pickup Accommodation check-in	Class 2: Idea generation & development Local adaptation while globalization	Global Citizenship Skills Class: Multiculturalism in doing business	Class 4: Marketing innovative products and services	Pitching the entrepreneurial idea Mentorship in pitching skills from industry expert	Optional Tour Farewell Party	Free & Easy Accommodation Checkout
PM (1:30 - 4:45)	Welcome lunch & Orientation Class 1: What are innovation and entrepreneurship ?	Class 3: Business frameworks, models and tools	Visiting local businesses and exploring cultural values in Danang with S-Winners*	Startup Landscape 1: Songhan Incubator** Opportunities and challenges for doing business in Vietnam	Startup Landscape 2: ENOUVO***		Leaving for airport

*Swinburne Vietnam students entering the final round of Swin-Biz-Rockstar 2022 (see pg.10-11)

**Songhan Incubator (SHi) is one of the first private incubators in Vietnam with the goal of focusing on promoting the building of an Innovation Startup Ecosystem and incubating smart travel startups.

*** ENOUVO is a group of innovators who desire to improve the quality of life through Technology and Continuous Innovation. They provide the complete solution in Tech Product Design and Development to help your brand deliver competitive advantages in the market.

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APPLICABLE FEES

I. TUITION FEE*:

10 to 19 students	US\$300
20 to 25 students	US\$250
26 to 30 students	US\$220

*Subject to the number of students registering for the program.

II. OTHER EXCLUDING FEES (pax):

Visa application service fee	US\$50
Round trip airfare (SINA – DAD)	US\$170 (VietJet Air)
Dinner	US\$3 – US\$8
Grab Bike/Car	US\$0.5 – US\$1.3/ kilometer
Linh Ung Pagoda + Ngu Hanh Son + Hoi An Tour	US\$20
Ba Na Hills + Hoi An Tour	US\$ 70



Da Nang: Vietnam's ideal destination for startups and innovation

Da Nang has emerged as an attractive investment destination for domestic and international investors, following only the capital Hanoi and commercial hub Ho Chi Minh City.

Over recent years, the city government has issued a series of policies to support the building of an innovative startup ecosystem. In 2018 and 2019, the city saw the birth of more than 10,000 businesses in total. The Da Nang government has provided over 10 billion VND in funding to support local startup businesses over the two years.

Da Nang now houses six startup incubators, two hubs for creativity, ten co-working spaces, ten startup clubs, a handful of startup centers at tertiary establishments, and two venture capital funds.

The city offers a fantastic blend of culture, sport, art, shopping, and dining. Not only blessed by countless beautiful sceneries but Danang is also said to be 'worth living' due to its refreshing and peaceful environment.

Why Da Nang ranks high on the list of foreign investors:

4 growth drivers encouraging its healthy business environment:

- Livability: 1st in Vietnam
- Labor: 51% of the population, is young, dynamic, talented
- Infrastructure: 3rd in Vietnam
- Regional connectivity: a gateway to Vietnam's Central Region and a regional transportation hub



Ba Na Hills



Hue City



Hoi An Ancient Town



Ngu Hanh Son Marble Mountains



Linh Ung Pagoda

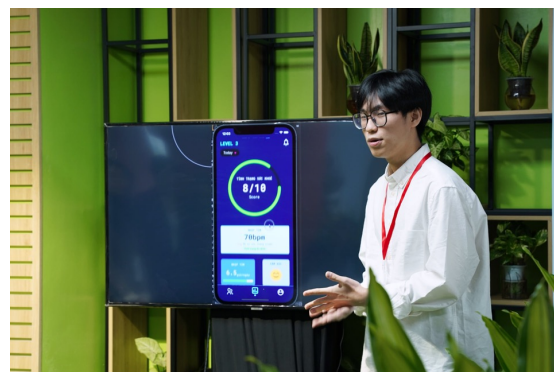
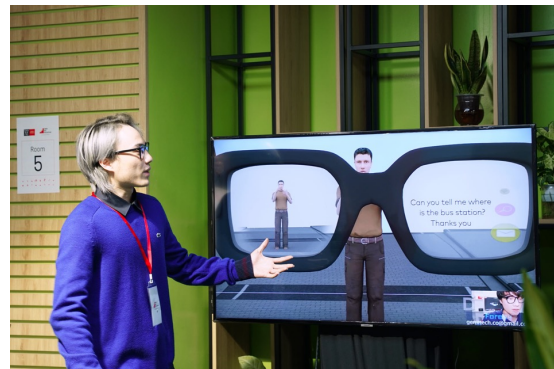


Da Nang City

Swin-Biz-Rockstar

This contest aims at fostering an entrepreneurial mindset and nurturing the capability of initiating and managing new businesses for Swinburne students and external participants with an interest in entrepreneurship.

The contest is designed to create a platform for participants to showcase their entrepreneurial ideas and from that to interact with and receive mentoring, and training from competent, experienced businessmen.





Swin-Biz-Rockstar 2022

You are all Rockstars!



Registration statistics

400 participants - 75 teams

With 20 industries

Education	Fast Fashion
Mobile commerce	Food & Beverage
Mental Health	Fintech
Green Business	Business from home
Circular Economy	Tourism
Edtech	The Gig Economy
Bio-chemistry	Gaming
Agriculture	and more

From 7 countries



USA



Canada



Australia



Malaysia



Thailand



China



Vietnam







From 40 universities and 15 high schools

Swinburne University of Technology
Monash university
La Trobe University
Simon Fraser University
Hong Kong University
University of Greenwich
Panyapiwat Institute of Management
Duke University
Fulbright University Vietnam
British University Vietnam
Diplomatic Academy of Vietnam
VinUniversity
Luong Van Chanh High School for The Gifted
High School for Gifted Students, Hanoi National
University of Education
and more

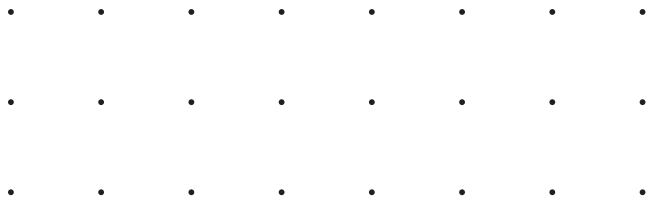


FURTHER INFORMATION

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Thank you!

Global Engagement Center – Swinburne Vietnam

