

Tailor made Summer School Package for HSE partners

Date: 24 July – August 5, 2023

Cost: RMB 6000/two weeks at XJTLU

Cost includes accommodation & three meals daily at Taicang campus, transportation between two campuses and cultural activities. **Additional cost** might be one-week food and accommodation at Suzhou SIP campus, depends on student living standard, budget could be **ranging from RMB 1000-1500/week**

Cut-off date: June 15, 2023

Part I - Chinese language and culture

Location: XJTLU Suzhou SIP campus

Date: July 24-29, 2023

Schedule: 2-hour standard class per weekday, 5 days a week, 10 hours in total.

Description:

HSE students will be learning together with our international students from all around the world

Chinese language Level: Beginner and intermediate level

Additional cultural activities, workshops and language corners will be arranged during the course.

Part II – Technopreneurship

Location: XJTLU Taicang Campus

Date: July 30 – August 5, 2023

Schedule: 2 hours' workshop activities kick off in the morning per day, 5 days a week, plus 3 hours' team working in the afternoon

Description:

The summer school is tailored to student needs, and will draw on activities such as game design, storytelling, pitching, prototyping, design thinking, disruptive technologies, lean start-ups, empathy-mapping, photography and even hostage negotiation!

There will also be an opportunity to take part in our global “Dream-Chasers” entrepreneurial competition during your stay.

While each summer school is customised, indicative activities such as the following can be included to foster key entrepreneurial skills, partners may choose 3-5 from below described skills.

Design Thinking Sprint: This session is an exciting opportunity to experience a design thinking sprint, a process that will help you think creatively and generate innovative solutions to problems. Through a series of exercises, you will learn to empathize with users, define problems, ideate solutions, and prototype your ideas. You will be guided by experienced facilitators and collaborate with a diverse group of individuals to create solutions that have real impact.

Game design: The session consists of three parts that will show participants how to create a new game concept. In the first part, participants will learn and play several types of games, such as board games, Civilization 6 and Travian, to get an understanding of successful game mechanics. In the second part we will discuss key game design aspects, such as mechanics, themes, rules, strategies, objectives, player - experience, balance and replayability. In the final part, participants will work in teams to brainstorm and develop a new game concept.

Futuristic New Product Development: This session focuses on exploring and developing new product ideas that align with future trends and technologies. The goal is to encourage students to think creatively and outside the box, imagining innovative products that could revolutionize the market. The session will include brainstorming, idea selection, and prototype development. Students will learn about analyzing trends, identifying market gaps, and assessing feasibility to create a new product or service that has the potential to disrupt the industry.

Intro to Disruptive Technologies (and visit to our AI/Robotics lab): In this session, you will be introduced to some of the most disruptive technologies that are changing the world as we know it. You will learn about AI, robotics, and other emerging technologies and their potential applications. You will have the opportunity to visit our AI/Robotics lab and see these technologies in action.

Customer Discovery Session (and visit to our Restaurant and Shops area): Value creation is at the heart of entrepreneurship. In this session, you will learn how to identify customer needs and create value for them through your products or services. During this session you will learn about the importance of customer discovery and conduct interviews with potential customers to gather feedback. You will also have the opportunity to visit our Restaurant and Shops area, where you will see firsthand how businesses create value for their customers.

Empathy mapping and user research: Understanding the needs and preferences of your customers is essential to the success of any business. In this session, you will learn how to conduct empathy mapping and user research to gain insights into the needs and desires of your target customers. You will be guided by experienced facilitators and work in teams to conduct user research.

Round Robin Ideation and Brainstorming: This session uses a creative problem-solving technique that encourages group participation and generates a large number of ideas in a short amount of time. After the Round Robin session, the ideas generated will be collected and refined further in a similarly fast-paced brainstorming session.

Reframing and Storytelling: This session is designed to help students learn how to effectively communicate their ideas and vision to others. Through interactive activities and group discussions, students will learn how to reframe their ideas to appeal to different stakeholders and how to craft a

compelling story to generate interest and support for their ideas. They will also learn how to use storytelling to build their personal brand.

Lean Startup Methodology: The session will provide participants with an understanding of the Lean Startup methodology and how to apply it to their own business ideas. They will learn how to identify and validate their assumptions, refine their business model, and create a roadmap for success.

Prototyping Workshop: In this hands-on session you will learn how to create prototypes for your products or services. You will have access to a variety of materials and tools to create your prototypes and receive guidance from experienced facilitators. This session will help you turn your ideas into tangible products that you can test and refine.

Cross-cultural communication: In today's globalized world, it is essential to have strong cross-cultural communication skills. In this session, you will learn how to communicate effectively with people from different cultures. You will learn about cultural differences and how to overcome communication barriers.

Sales, hustling and negotiation: In this session, you will learn the art of sales, hustling, and negotiation. You will learn how to sell your products or services, hustle to get new customers, and negotiate deals. You will receive guidance from experienced sales professionals and practice your skills through role-playing exercises.

Pitching: In this session, you will learn how to pitch your business ideas to potential investors, partners, and customers. You will learn how to create a compelling pitch deck and deliver a persuasive pitch. You will receive feedback from experienced facilitators and refine your pitch until it is pitch-perfect.

Photo Shoot: In this session, we will be focusing on YOU as the star! Our photo shooting session is designed to make participants feel confident, empowered and a true VIP. Our professional photographer will guide you through the process, ensuring that you feel comfortable and at ease. By the end of the session, you'll have a collection of stunning photos that capture your unique personality and style, boosting your confidence and helping you see yourself in a whole new light.