



2022 Virtual Intercultural & Entrepreneurship Camp: Sustainable Business Innovation

**Hosted by Universitas Tanjungpura, Indonesia and Nong Lam University -
Ho Chi Minh City, Vietnam**

Overview

Students from all over the world are unable to travel and participate in cultural and entrepreneurial exchange programs due to the COVID-19 pandemic. Universitas Tanjungpura and Nong Lam University - Ho Chi Minh City believe that learning and exchange do not end when we are confined to our homes. Virtual programs are now the way forward, thanks to advances in technology and innovation.

The 2022 Virtual Intercultural & Entrepreneurship Camp: Sustainable Business Innovation intends to develop an online platform for the Universitas Tanjungpura and Nong Lam University - Ho Chi Minh City to promote their relationship, institutions, cultures, and sustainable entrepreneurial practices. Participants will have the opportunity to interact with both institution's personnel and students while learning about sustainable business innovation and local and foreign culture.

More so, the participants will work on a project with collaborating teams from both universities to promote intercultural understanding and collaboration.

Objectives:

1. To educate students on the benefits of cultural and entrepreneurial exchange programs through virtual camps.

2. To introduce partner universities and countries to students from both institutions.
3. To provide a platform for students to engage in cross-cultural discussions and entrepreneurial engagements.

Target Audience:

1. Students from respective institutions keen on sharing their local culture and best entrepreneurial practices.
2. Open to all pre-university and undergraduate students.

Basic Details:

- 22nd June 2022 (4 p.m. – 6.45 p.m) Vietnam Time / Indonesia Time
- 25th June 2022 (4 p.m. – 7.30 p.m) Vietnam Time / Indonesia Time
- Platform: Zoom Conferencing
- Estimated Participants: 40 participants (20 per institution)

Project Brief:

1. Participants will be divided into teams with an even number of students from Universitas Tanjungpura and Nong Lam University - Ho Chi Minh City.
2. Teams are given a list of themes to choose from for presentation at the end of the program.
3. Themes include but are not limited to: business idea, entrepreneurship, sustainability business, socio-cultural and socio-economic activities, startups, digital literacy, cultural diversity, and cultural heritage.

Program of Activities of the Virtual Camp:

<u>DAY 1: 22ND JUNE 2022 (WEDNESDAY)</u>		
ACTIVITIES	DURATION	DESCRIPTION
Opening Ceremonies	10 minutes	Host introduction and opening ceremonies with the National Anthems of Vietnam and Indonesia
Opening Remarks	10 minutes	Welcoming speech from both Universities
Traditional Dance Performance	5 minutes	Traditional dance from Indonesia to welcome the guests and participants
Traditional Dance Performance	5 minutes	Traditional dance from Vietnam to welcome the guests and participants
Ice Breaking	10 minutes	Short games session with the participants
Presentation of the “Profile of Faculty Economics and Business of Universitas Tanjungpura”	15 minutes	Introduction and promotion of the profile of the Faculty of Economics and Business of Universitas Tanjungpura
Presentation of the “Profile of Nong Lam University - Ho Chi Minh City”	15 minutes	Introduction and promotion of the profile of Nong Lam University - Ho Chi Minh City
Video Presentation of “Explore Pontianak”	5 minutes	Video promotion of Pontianak

Video Presentation of Vietnam	5 minutes	Video promotion of the Vietnam
Break	5 minutes	Short Break
Committee Introduction and Project Brief	10 minutes	Introduction of the event committee followed by the introduction of project scope, theme, presentation details
Know Your Teams Breakout	40 minutes	Basic ice-breaking sessions with focus on just getting to know the team members and forming team names, etc. Breakouts can be left open if preferred
Introduce the Team and Decide the Presentation Order	20 minutes	Present team's tagline, team name and business idea. Then, decide the order of presentation by roulette
Closing	10 minutes	Concluding remarks for Day 1

DAY 2: 25TH JUNE 2022 (SATURDAY)

ACTIVITIES	DURATION	DESCRIPTION
Topic in Business and Entrepreneurship	30 minutes	Lecture on business and entrepreneurship in Vietnam Setting from Nong Lam University - Ho Chi Minh City
Topic in Business and Entrepreneurship	30 minutes	Lecture on business and entrepreneurship in Indonesian Experience from Universitas Tanjungpura
Ice Breaking	10 minutes	Short games session with the participants
Basic Conversational Vietnamese	15 minutes	Workshop on basic conversational Vietnamese
Basic Conversational Bahasa	15 minutes	Workshop on basic conversational Bahasa
Break	5 minutes	Short Break
Culture and the Arts Session	30 minutes	Showcase of the Indonesia and Vietnam culture and arts
Games (Breakout Room)	15 minutes	Two teams will play against each other in cultural games where they could get to know about Indonesia and Vietnam culture and also bond with the members
Project Team Preparation (Break Session)	10 minutes	Each team prepares for presentation

Project Team Presentation (Main Room)	40 minutes	Each team will present the results of their ideas in a predetermined order for 5 minutes per group
Closing Ceremonies	10 minutes	Culminating session and closing remarks

NBs:

- Date and time are subject to changes based on feedback and discussion (the date and time are still tentative).
- Schedule is subject to changes based on feedback and discussion.

Deliverables of the Universitas Tanjungpura:

1. Provide the Zoom Conferencing Link all throughout the virtual camp.
2. Facilitate the Day 1 and Day 2 virtual activities in coordination with Nong Lam University - Ho Chi Minh City University.
3. Provide the following certificates:
 - a) Certificate of Completion and Participation to the Virtual Camp participants using a specific certificate template with signatures from both Universities.
 - b) Certificate of Partnership to Nong Lam University - Ho Chi Minh City for co-hosting the Virtual Camp.
4. Prepare Mechanics for the following in coordination with Nong Lam University - Ho Chi Minh City:
 - a) Project Brief
 - b) Know Your Teams Breakout
 - c) Culture and the Arts Session
 - d) Project Team Breakout Session
5. Send 20 students to participate in the virtual camp.
6. Provide 8 students who will compose the technical team together with the students of Nong Lam University - Ho Chi Minh City as Technical Workshop Facilitators.
7. Provide lectures on:
 - a) Specific topic related to business and entrepreneurship

- b) Basic Conversational Bahasa
- 8. Showcase the richness of Indonesia through video promotions and traditional dance.
- 9. Promote Universitas Tanjungpura Profile of Excellence.

Deliverables of Nong Lam University - Ho Chi Minh City:

- 1. Provide the following certificates:
 - a) Certificate of Commendation to the speakers and presenters using a specific certificate template with signatures from both Universities.
 - b) Certificate of Partnership to Universitas Tanjungpura for co-hosting the Virtual Camp.
- 2. Prepare Mechanics for the following in coordination with the Universitas Tanjungpura:
 - a) Project Brief
 - b) Know Your Teams Breakout
 - c) Culture and the Arts Session
 - d) Project Team Breakout Session
- 3. Send 20 students to participate in the virtual camp.
- 4. Provide 8 students who will compose the technical team together with the students of Universitas Tanjungpura as Technical Workshop Facilitators.
- 5. Provide lectures on:
 - a) Specific topic related to business and entrepreneurship
 - b) Basic Conversational Tagalog
- 6. Showcase the richness of the Vietnam through video promotions and traditional dance
- 7. Promote Nong Lam University - Ho Chi Minh City Profile of Excellence.

Prepared by:

DR. HELMA MALINI

Manager, International Class and International Affairs

Universitas Tanjungpura, Indonesia

3rd April 2022