

AUA Entrepreneurship Initiative

Online Program

Nov 19th – Dec 5th, 2020

Tsinghua University



“Entrepreneurship requires flexibility and an open society, and there will always be people who succeed and people who follow. For those who lead, they have an obligation to create a better life for people around them. “

Daniel A. D’Aniello

AUA Entrepreneurship Initiative

Today, innovation is a passport to the new era. With the number of global challenges we face, new ideas and innovations are required to create sustainable businesses with meaningful purposes. Developing entrepreneurial abilities paves the way to boldly create new enterprises that step up to these challenges.

The objective of this program is to encourage and empower AUA students and graduates to excel at developing solutions to regional and global challenges. Researching global issues and determining where they can influence sustainability and change, students are encouraged to enhance their entrepreneurial skills to develop impactful business solutions.

By joining this program hosted by the International Innovation Center of Tsinghua University, Shanghai (IICTUS), students will acquire in-depth knowledge of the dynamic field of entrepreneurship. The various activities will offer students the opportunity to interact with creative and motivating individuals from all across the AUA community.

Components

The program consists of two parts: Lectures and the Entrepreneurship Competition. **Please note, attending lectures is a prerequisite for participating in the Entrepreneurship Competition.**

I. Lectures

In the age of unprecedented global and technological transformation, innovations contribute to the success of enterprises. During the lectures, speakers will share their personal entrepreneurial experiences of navigating future business uncertainty. Students will learn the basic concepts of successful entrepreneurship, “outside of the box” thinking, and prepare for their roles and responsibilities as part of the workforce of the future.

Scholars from Schwarzman College of Tsinghua University will give the following lectures:

Lecture 1: Design Thinking for Human-centric Entrepreneurship

Speaker:

Prof. Steven White

Associate Professor in the Department of Innovation, Entrepreneurship and Strategy of Tsinghua University’s School of Economics and Management

Lecture 2: Entrepreneurial Opportunity and Strategy

Speaker:

Prof. Wei Zhang

Associate Professor in the Department of Innovation, Entrepreneurship and Strategy of Tsinghua University’s School of Economics and Management; Founding Director and Academic Director of Tsinghua x-lab; Associate Director of National Entrepreneurship Research Center at Tsinghua

University.

Lecture 3: Dialogue with Schwarzman Scholars

Speakers:

Zihao Zhang, 17' Schwarzman Scholar

Tang Tang, 18' Schwarzman Scholar

Junren Zhongli, 18' Schwarzman Scholar

Students will learn key entrepreneurial concepts through lectures, experiential learning, videos and interaction with successful entrepreneurs.

II. Entrepreneurship Competition

The Entrepreneurship Competition encourages students to take direct control of their learning experience extending well beyond the bounds of the school day. Students will be inspired to transform from the mindset of “student” to that of entrepreneurial problem-solvers, addressing social, scientific and societal issues through creativity and critical thinking.

The competition will be held during the last week of the program. Registered participants shall prepare a Business Plan and make a 15-minute presentation during the online competition. The competition theme will be announced during the program kick-off.

Professionals from industry, research and academia shall be invited as judges to select the awards for outstanding projects based on social value, project creativity, technological innovation, and project completion. This unique competition gives students direct exposure to industry experts, corporations, investors and universities. Students will have the opportunity to meet like-minded people from all over the world and build a level of entrepreneurship that will benefit them for years to come.

Benefits

All participants will earn a course certificate after the program. The top 10 winners of the Entrepreneurship Competition will be awarded a competition certificate and up to 1500 USD travel reimbursement to Shanghai to join events hosted by IICTUS when borders open (Provisionally scheduled for summer 2021).

Program Agenda

	Date	Time (UTC+8)	Item	Speaker(s)
Part I : Lectures	19 th Nov	18:30-19:00	Program Kick-off	
		19:00-20:30	Lecture: Design Thinking for Human-centric Entrepreneurship	Prof. Steven White
	26 th Nov	19:00-20:30	Lecture: Entrepreneurial Opportunity and Strategy	Prof. Wei Zhang

	28 th Nov	14:00-16:00	Workshop: Dialogue with Schwarzman Scholars	Zihao Zhang; Tang Tang; Junren Zhongli
Part II: Competition	5 th Dec	TBD	Entrepreneurship Competition	/

Eligibility to Participate

Students from undergraduate or graduate programs in any major can apply to this program.

The participants should have a reasonable command of English in order to participate and benefit fully from the program.

The program will be conducted online via ZOOM. Participants are required to download the software beforehand in order to access the sessions.

Invitation to Participate

The program will invite up to 5 participants from each member university.

Registration

Each AUA member university may choose one of the two below options to help us invite participants. Please kindly inform us which option you will choose.

1. The university may nominate up to 5 students and send the nominated participants' registration forms directly to Ms. Niu of International Affairs, International Innovation Center of Tsinghua University, Shanghai. Her email is niuwd@tsinghua-sh.cn.
2. The university may disseminate the program information to their students. The interested students may send their applications directly to Ms. Niu of International Affairs, International Innovation Center at Tsinghua University, Shanghai and the applicants will be selected by IICTUS. Her email is niuwd@tsinghua-sh.cn.

Deadline

The deadline for application submission is: **Monday, Nov 16th 2020.**

For more registration details, please refer to the attached Registration Form.