

LANGUAGE, CULTURE AND INNOVATION FOR ENTREPRENEURSHIP

Diploma Program

Language, Culture and Innovation for Entrepreneurship as a university diploma program



The *Language, Culture and Innovation for Entrepreneurship* Diploma program is designed for students, young professionals and entrepreneurs from different backgrounds (engineering, human and social sciences, management, arts, law) in the first or second year of their Master's course. It caters for talented individuals wishing to add an international dimension to their track record and to acquire a knowledge of entrepreneurship and intrapreneurship within the framework of a dynamic ecosystem.

During the six months' courses, students enjoy a challenging experience based on the mix between cultures and disciplines. With "Innovation and entrepreneurship in tomorrow's connected smart cities" as a main theme, students develop their entrepreneurial spirit by means of classes, genuine practical projects, supervised by a dynamic team of teachers, professionals and researchers.



Academic curriculum

Language, Culture and Innovation for Entrepreneurship

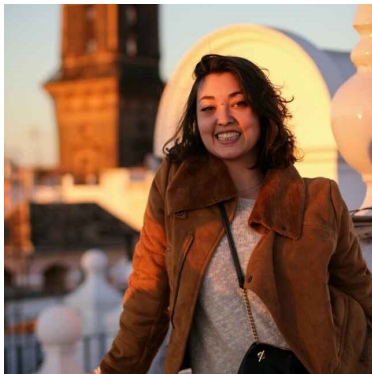
Course category	Course name	ECTS credits	Compulsory (C) Or Optional (O)	
			Autumn	Spring
Scientific knowledge	Data science literacy	4	O	O
Scientific tools & methods	Innovation in Smart Cities	6	C	C
	Data Science: Advanced visualization and cartography	6	O	O
	Project Management	6	C	C
Social sciences	Intercultural Communication and International Management	6	C	C
	Entrepreneurship in China	6	C	C
	Leadership and Presentation Skills	3	O	O
	Approaching China	6	O	
Languages	Chinese mandarin beginner for LCIE	6	C	C
	Chinese mandarin intermediate for LCIE	6	C	C
	Chinese mandarin advanced for LCIE	6	C	C
Other	Project realization	3	C	C
	Chinese traditional arts and games	0	O	O



Language, Culture and Innovation for Entrepreneurship

Program Staff

Program Coordinator

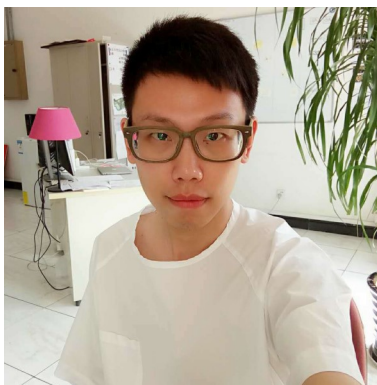


Jessica KOHLER

Working in China from 2012, ever keen to expand her horizons and benefiting from a multicultural background, Jessica is willing to open engineers' and professionals' minds to better understand the impact of new technologies on our societies.

She develops and manages two programs at UTSEUS: "International engineer" and "Language, Culture and Innovation for Entrepreneurship". Both programs include innovation pedagogy, a learning approach focused on the development of innovation competences.

Program Assistant



Rio ZHANG

Graduated in liberal arts, worked closely with Jessica on the two master level programs at UTSEUS, Rio became part of the interdisciplinary International team for pedagogy management since 2015.

His job focuses on educational administration, cultural courses and activities, media and communications, increasing varieties to the programs and making them even gorgeous.

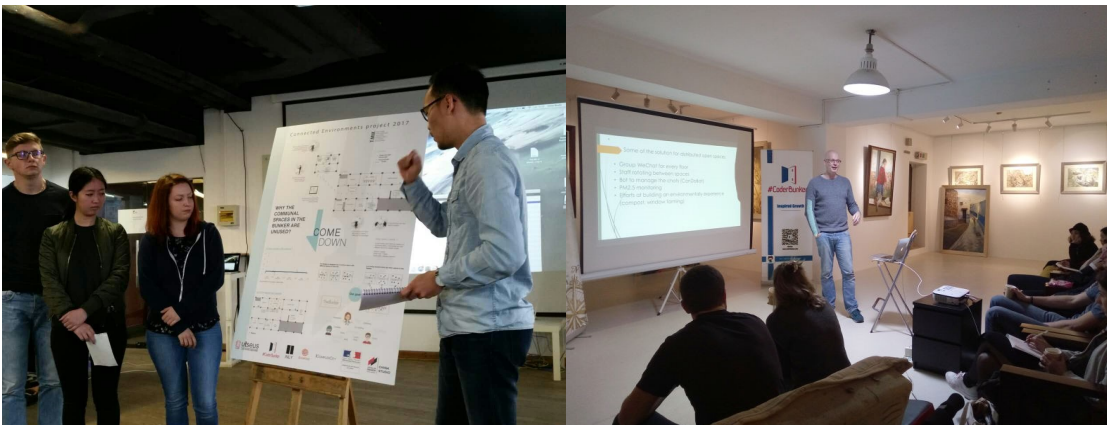
Innovative Projects

Connected Environment



Every spring semester, design students from L'École de Design de Nantes and engineering students from the Sino European School of Technology of Shanghai (UTSEUS) will work together as part of a program on "connected environments" in collaboration with the industry.

The 2017 one was the fourth edition of this experimental project dedicated to explore the possibility of understanding the city with sensors. The students studied a specific place in Shanghai, wrote scenarios, designed the sensor boxes to collect data and analyzed them to criticize their propositions.



Innovative Projects

“How to build your prototype in 36 hours?”



Samuel Gomez

Students enrolled in the “*Language, Culture and Innovation for Entrepreneurship*” program benefit from an innovative workshop: “*How to build your prototype in 36 hours?*”, they were challenged by weeklong intensive teamwork training.

The project manager, Samuel Gomez, director of the Mechanical Engineering and Conception Department at Belfort-Montbéliard Technology University, gives us a presentation.

Please describe shortly the prototype workshop.

It is a serious game where one learns new skills with a practical implementation framework. The workshop teaches how to innovate and create a concrete object that meets a need that one has analyzed and identified. The latter uses a constructivist approach where one understands a need at the same time as building a product. The workshop lasts six days in a row. Each day is composed of six hours divided by three hours of general theory and three hours of practical tutorial. One also needs to add the necessary time at home by students to develop the project.

What have been the projects developed in 2016?

During the first workshop of spring semester 2016, several prototypes built were in the field of pollution reduction, with products derived for children and the elderly. For the second workshop in December 2016, we focused on smart portable products, with elaborate projects in the area of road safety or a product for building up relationship between the youths.

Are there any advices would you like to offer for a future entrepreneur?

One must answer a real need, a real demand. One must then find an ingenious product that will answer this need. In a practical way, a well-thought product must create admiration from the observers and make them wonder why they did not think themselves earlier about it. This is what we call the “wow” effect. Another advice for forming a team is to make sure that it entails a variety of skills: one must not have only designers or salesmen. One needs various profiles.

Innovative Projects

Pitch Contest

On June 22nd 2016 at Shanghai naked Hub, 19 international students of the UTSEUS 'Language, Culture and Innovation for Entrepreneurship (LCIE)' program presented their innovative and inspiring projects in front of an international audience and a jury of experts, including the representatives of Shanghai's hackerspace (XinCheJian), Axa Asia Lab, ComplexCity and ChinPass.

The contest included four innovation projects by LCIE students. These included connecting objects, e-health, environmental innovation and virtual reality. Divided into four groups, the projects were designed during a five-month period under the leadership of mentors. Each project required students to follow 40 hours of classes and to participate in manufacturing workshops at Xinfab & Xinchajian.

After raising many questions, the jury decided to grant the first prize to project "HEARTCARE", an innovative e-health tool that can monitor cardiac problems for people with reduced mobility. This project is now developed by the winning students so that it can be brought soon to the market.



Group picture of A16 Pitch contest Participants



Winner of the S16 Pitch Contest-Heart Care Team

Six months after, students in autumn semester 2016 performed their own contest at another hub in Shanghai, X-Node. This time, eight students were divided into two teams, one created the innovative wrist strap for the youth seeking relationship called "YUMI", the other prototyped a smart helmet for riding safety named "Smart Head".

Conducted in the same way as the last time, lecturers on the course, tutors on the program and industrial partners were almost all presented to join the jury panel. After the excellent presentations, "YUMI" won the jury's favor and crowned the contest.

As the extension of the fast-prototyping workshop, the pitch contest is the final presentation for it and also for the core courses for the program "Innovation in Smart Cities" and "Entrepreneurship in China" within the LCIE program. It is the summary plus a perfect ending for the all the students' and tutors' effort during the entire semester.

Innovative Projects

Netexplo



Netexplo is an independent observatory, created in 2007 in France to study the impact of the digital revolution on Society and the entrepreneurial world at large. Every year it publishes a ranking list of the 100 most promising innovations observed in the digital world. Its 'head-hunting scouts' include representatives from universities in the USA, in Asia in Africa and Europe, among which we can cite, alongside UTSEUS, the MIT Media Lab, Stanford University, or Oxford University.

Each member of the network acts as an advanced look-out post, where the students are invited to detect the most original and impactful digital innovations. UTSEUS students enrolled in the program "Language, Culture and Innovation for Entrepreneurship" are invited to get involved in this exercise. Their research and monitoring focus mainly on China and Asia. To identify possible gold 'nuggets', they essentially surf the Internet, scan crowdfunding platforms, and assess startups projects they encounter in co-working spaces, fablabs, and other "innovative" places that they visit during their semester in China.

In 2016, one Chinese innovation spotted by UTSEUS students in 2015 has been selected by the jury of the Netexplo 'NETEXPLO 100, 2016'. In 2016, 30 students participated to the innovation watch program in partnership with Netexplo. 104 innovations were submitted to the jury of the 2017 Netexplo digital innovation selection.

Innovative Projects

CES 2016



On 2016, May 11th, students of the LCIE program had the chance to visit the Consumer Electronic Show Asia (CES Asia) 2016 in Shanghai, with the participation of over 3,200 enterprises from over 150 countries.

It was the opportunity for the engineering students to meet Chinese and International tech startups, experience game based on VR technology, pilot drones, or interact with smart robots, attend international conferences, or discuss with the entrepreneurs of the FrenchTech pavilion.

6 innovations were spotted by the students during the CES and submitted to Netexplo.

Cultural Session

Cultural Manners on China



Cultural manners on China is a series of sessions on Chinese culture specially tailored for UTSEUS LCIE students in the framework of “Chinese Traditional Arts and Games” on the LCIE program agreement. Though all the sessions in the series are not mandatory, it might help participants not only to know China better, but also to immerse themselves in the Chinese culture deeper, also can be considered as a guide to the discovery on Chinese games, way of thinking and lifestyle. The sessions include different themes, will be conducted under the collaboration of UTSEUS teachers, Chinese student association in Shanghai University and other agencies outside the school.



In spring semester 2017, 7 sessions on Chinese culture will be delivered, they are, Traditional Chinese table games, Opera mask painting, Tea ceremonial, Han culture appreciation (manners, costume, melody), Chinese ways of life preservation, Calligraphy and Chinese Kung-fu.

1 series

Consist of

7 Sessions

and

12 Themes,

which has been conducted
over

4 Semesters

involve

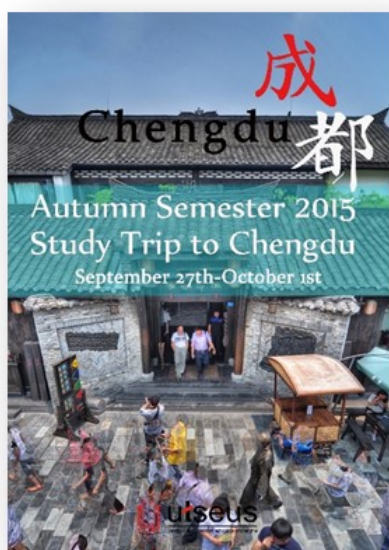
60 Students.

Fieldtrips

Learning Trip

Learning trip (used to be called “Study trip”) is a special field trip activity designed for the LCIE program, major destinations for the trip will be the cities in the advancing front of innovation and technology in China, the content of the trip include industrial visit, cooperative university visit, and cultural sites exploration.

Study Trip to Chengdu (S15, A15)



Study Trip to Canton (S16, A16)



The destination of the learning trip for S15 and A15 semester was Chengdu, students from the LCIE programs of UTSEUS discovered Chengdu cultural specificities, technological and economic dynamism.

During 5 days, UTSEUS organized visits of major cultural spots, such as Wuhou Temple, Chengdu Research Base of Giant Panda Breeding Center, Mount Qingcheng, Dujiangyan irrigation system, as well as the visit of the University of Electronic Science and Technology of China (UESTC) located in one of the major Hi-tech park. UTSEUS students had a lively communication time with Chinese students of the UoG-UESTC joint program, who were the great interpreters during the company visit of Maipu Communication Technology Co.

Chengdu is a gateway city of West China, its local conditions and customs are very different from Shanghai and the River South Area. Thanks to this trip, students experienced a unique complex culture of tradition and contemporary, meanwhile, a touch to the real Sichuan cuisine also made them energetic all the way, as well as the contacts with local residents such as students, professionals or teahouses regulars!

Fieldtrips

Learning Trip

The destination for the S16 and A16 semester is Canton, the dynamic and innovative engine of economy in China.

The unique, vibrant and creative atmosphere of Huaqiang Bei

The study trip began from the tour of Huaqiang Bei in Shenzhen (otherwise known as “Chinese Silicon Valley”). Under the guidance of Mr. Henk Werner, COO of Trouble Maker, the professors and students visited plenty of maker spaces and startups, such as SEG maker and the well-known world’s first and largest hardware accelerator « HAX »

The world’s innovative hardware manufacturing experts

UTSEUS had the honor to be welcomed in the office of NOA Labs in Shenzhen. Mr. Alex Murawski, CEO, shared his rich experience as mechanical design engineer and entrepreneur and offered a valuable training on product life cycle and manufacturing in China. A visit at 3 NOD allowed the delegation to discover latest high-tech products. in a showroom that really impressed the students!

A glance into the future of humanity

The tour also included the visits of research institutes, such as the Space Institute of Southern China and Shenzhen Institute of Advanced Technology. The visits raised great questions such as: How would be our lives on Mars? What will be our relationship with intelligent robots?

Cultural learning experience in Guangzhou

The trip in Guangzhou focused on Chinese culture and intercultural communication. They benefited a lot from the lecture about the Sino-French cultural differences given by Pr. Zheng Lihua, professor of Guangdong University of Foreign Studies, then they spent the rest of the day with Chinese students who specialized in French language to exchange and visit the city together. Two visits of Guangzhou Opera House and Chen Jia Ci were also organized for students so that they could experience traditional and modern Guangzhou during this trip.



Fieldtrips

“Hanami”: Cherry blossom pursuance trip to Wuxi

僕がそばにいるよ、君を笑わせるから、
桜舞う季節かぞえ、君と歩いていこう。



Despite the learning trip, UTSEUS still organizes week-end fieldtrips to spots around Shanghai, for the LCIE program, the S17 semester destination was Wuxi.

On the map for the tourists, Wuxi may not be as famous as those same scale sister cities nearby, like Nanjing, Suzhou or Hangzhou, yet it's environmental diversity and scenery bow to no city around it, the city stretches itself between the river and the lake, with hills embedding in, streams and canals running through, the perfect natural environment gives birth to the same gorgeous one in humanity. Recently another name card has been applied to it: the best cherry blossom pursuance venue in China.

The trip to Wuxi took place in March 2017, the midspring and the flourishing season for blossom, among all the blossoms, none can be compared to the cherry, with the new gained reputation of the best cherry blossom pursuance place in China, Yuantouzhu, Wuxi, left a splendid impression to S17 LCIE students.



Testimonies

Master level students



Alexandre Videau (UTBM)

LCIE A14 participant

"I chose the LCIE program in 2014 as I wanted to take time to understand Chinese culture in two ways: by studying the language and the culture. I also wished to better my chances to find my final year project there. I was also curious of complementary courses such as intercultural management and the innovation class (which I loved!). My goals were met and I was very satisfied about my experience. Courses were very interesting and gave me the keys to understand Chinese culture. I had the opportunity to achieve my final year project in Decathlon in China. This was an amazing experience.

After my internship, I read a double-degree in innovation management in France and the USA. I am currently working at Gemalto under a two-year junior contract as a Field Marketing Analyst for the Asia-Middle Eastern zone."

"I chose the LCIE programme as a gap semester to get an international experience, complimentary with my engineering education. Having studied Chinese at UTC, China and its culture particularly interest me. The LCIE programme enabled me to get hold of knowledge and entrepreneurship skills, innovation and project management. It also helped me develop an open mind to understand China and its current stakes. I am satisfied with this experience and I recommended the program to students who asked me questions about it.

I joined the LCIE program just after my engineering assistant internship when I was in my fourth and final year of my Bachelor degree. I am currently in the last semester of my Master-level engineering."



Xavière Amiaud (UTC)

LCIE S16 participant

"I chose the LCIE program as much for its content than for the possibility it provides with discovering China and traveling there. I was interested in learning how to manage and present innovative projects. I am very happy about what I learnt in the LCIE program, which even exceeded my expectations! I am already applying what I have learnt at UTSEUS for academic and students projects. I think this will be very useful for me if I work in the private sector, or as an entrepreneur or an 'intrapreneur'. LCIE taught me the vital bases for project management, innovation tools, 'do-nots' before launching a startup. I loved implementing the courses for concrete and fascinating projects. On the other side, I learnt a lot from Chinese culture to better understand different ways of thinking from ours. "Think out of the box", "put yourself in one's shoes", "learn from your mistakes"!

I am actually finishing my project in embedded computing. I wish I can carry out my final year internship abroad so that I can discover a new country!"



Mewen Michel (UTC)

LCIE S16 participant

Testimonies

Continuing education students



In 2016 UTSEUS opened its international programs to students in continuing education. Project Manager at L'Oréal on parental leave, Soraya Kadra, an alumnus of UTC Compiègne, took the opportunity of enrolling on the Language, Culture and Innovation for Entrepreneurship (LCIE) Diploma course at UTSEUS.

Why did you choose this program?

"The LCIE course offered a specialization in innovation and entrepreneurship that was of particular interest to me. Its intensive curriculum was in line with my goals and my personal circumstances. The quality, the diversity and the reputation of the lecturers on the program were decisive elements. Some of them also teach in renowned French or English speaking Universities. The fact that the course is entirely taught in English played an important part, as did the possibility of being awarded a Diploma at the end."

Are you satisfied with your experience?

"Yes, I am satisfied with the content of the course, the quality of the teaching and the human relationships with other students. Although I initially feared the difference in age and priorities with the other students, finally it hardly affected my experience at UTSEUS. I am delighted with the choice I made. The projects in which we were involved turned out to be moments of rich exchanges due to the diverse tracks we followed."

Which feature you like most of this program?

"The great flexibility of the course that allows each student to find a tailor made solution. At the beginning of the six months, I reported a special pedagogical request for Chinese language tuition. This request was heard and a solution was found very quickly, which I particularly appreciated. Overall, the LCIE track enables us to discover the world of entrepreneurship in Shanghai, as close to its grassroots and its players as possible. This specificity gives it a unique asset in comparison with other courses."

What will your career path be once your semester at UTSEUS has ended ?

"When I am back at work after my parental leave, I would like to implement within l'Oréal the intrapreneurship project that I worked on at UTSEUS, so as to be as near to the product and to the consumer as possible."

"Continuing education of managers and engineers is one of the missions of Universities of Technology. For this reason, their interventions focus on trending issues, like digital transition. In particular, UTT and its partners accompany businesses in diverse ways such as the development of their activities abroad.

The presence of the Universities of Technology in Shanghai, within the framework of UTSEUS and together with the University of Shanghai, is a wonderful opportunity to develop such partnerships, especially as Shanghai is one of the world's most active place. The first graduate class of continuing education at UTSEUS significantly represents this ambition. "



Pierre Koch
President of UTT



utseus

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