Program Guide

HEX | DISCOVERY
Asia-Pacific Innovation Program

Subject Code: HEX APAC

Duration: 2 weeks (block mode)

Location: Online (virtual)

Assessments: Continuous 100%

Post-subject examination 0%

Grading Schema: HED Graded Mark

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Program Information

Synopsis

The future of work has changed and evolved significantly in the past few years, requiring a new generation of diverse industry leaders that can embrace and adapt to the rapidly changing business landscape. We aim to develop students' general leadership capabilities through building their confidence to lead in this new globalised business environment. The need to adapt and develop these skills in a virtual world has been brought into sharp focus with the current global climate. The development of remote workplaces and online learning is not a new concept but its importance has never been greater. The workforce of the future must not only be able to function online but they must learn how to embrace and thrive in this new virtual landscape. This subject combines the principles required to succeed in a virtual, competitive innovation-led world while building a solid foundation of application for commercial exploration of new ideas. Through this subject, students increase their entrepreneurial orientation, entrepreneurial self efficacy and entrepreneurial cognition. The combination of real-world and theoretically-based evaluation techniques taught in this subject can be applied to entrepreneurship and innovation in any context, including start-up businesses, start-up tech companies, existing businesses, public sector and social enterprise.

This unit will provide critical tools for intercultural understanding and management, a key competency for studying and working in transnational environments. Students can develop leadership capabilities through guided intercultural interactions within a real-world environment. This unit combines the principles required to succeed in a competitive innovation-led world while building a solid foundation of application for commercial exploration of new ideas. Our program aims to equip students with intercultural skills which will enable them to effectively engage in global networks and international cognition. The combination of real-world and theoretically-based evaluation techniques taught in this unit can be applied to innovative business in any context, including both global tech giants, start-up companies, existing businesses, public sector and social enterprise.

Singapore has been building an ecosystem to develop the country as one of the leading places in the world for corporate entities, business leaders and investors. Many already regard the island state as the "Silicon Valley of Asia". Startup Genome research found that Singapore is the number one city globally for startup talent, and is home to the youngest startup founders on average. This unit will capitalise on this growing culture, while enabling students to broaden their horizons and develop skills in intercultural business practices. Singapore will act as our basecamp while we also explore the other ecosystems forming throughout the APAC region.

This program aims to critically reflect on real world innovations and leadership practice using proven concepts, thought models, procedures, tools, methods and literature in the innovation disciplinary environment, while delivering this content within the real world business environment. Over the two weeks, we aim to foster an awareness of students' individual strengths and motivation factors and develop individual resilience. Through a combination of workshops, activities and reflections, we aim to foster attributes such as cross-cultural collaboration, authentic leadership, teamwork, cultural awareness, personal branding and critical thinking, this unit will enable students to build their profile as global leaders. The students' own business or start-up idea will become their real-world project that provides students with a step-by-step systematic road-map approach to hone their business skills and consolidated learning for crisp execution of a business venture.

Mode of Delivery

Online (Virtual) - Singapore + APAC

This program will be taught via Zoom, Remo and other online-facilitated learning platforms utilised by the Hacker Exchange. All workshops, talks and facilitated discussions will be an interactive learning experience with questions and other learning materials delivered over the Hacker Exchange's chosen web-based platform. Students must have access to a web-enabled laptop computer or a tablet to be able to participate in this program.

Requisites

Prerequisites: 1 year FTE upon program commencement
Co-requisites: None
Assumed knowledge: Nil

Workload Requirements

Minimum total expected workload to achieve the learning outcomes for this unit is **160 hours** over the duration of the program, comprising a mixture of scheduled learning activities, and independent research and development. Independent research and development may include associated post-workshop tasks, self-guided business development research and preparation for scheduled activities. The program requires on average 8-10 hours of scheduled activities per day, **totalling to approximately 91.5 contact hours**. Scheduled activities may include a combination of mentor-directed support, online workshops, discussions with industry leaders and online engagement.

Program Co-ordinators

Jeanette Cheah, BEc, BA(Soc), GradCertMarCom
jeanette@hacker.exchange

Jeanette is the co-founder and CEO of The Hacker Exchange and is passionate about helping students, founders and curious professionals develop global citizenship, entrepreneurship and innovation skills, and to embrace lifelong learning.

A regular keynote speaker and startup mentor, Jeanette has represented Australia at the G20 Young Entrepreneurs Alliance in Argentina and SXSW in Austin, Texas. She also champions startup community building and diversity in business, having been listed as a woman of influence in Smart Company's 2018 International Women's Day Showcase and named a Finalist in the Telstra Business Women's Awards, 2019 for 'Public Sector & Academia'.

Prior to co-founding The Hacker Exchange, Jeanette's career involved 15 years building digital products, innovation and marketing strategies at corporates in the financial services and energy industries, such as ANZ, AXA and Origin Energy. Jeanette holds a Bachelor of Economics and a Bachelor of Arts (Sociology and French) from Monash University, a Graduate Certificate in Integrated Marketing Communications from Queensland University of Technology, and User Experience Design qualifications from General Assembly.

Jaclyn Benstead, BSocSci, MBA
jaclyn@hacker.exchange

Head of Program Experience at The Hacker Exchange, Jaclyn is an international higher education practitioner and student experience professional and has worked over 11 years in the Australian, Japanese, UK, and Canadian tertiary sector. At The Hacker Exchange, Jaclyn designs and leads international student programs to Silicon Valley and Singapore to align with academic outcomes, and is known for her approachable, commercial and effective mentoring style.

Jaclyn is also an experienced entrepreneur and creative, operating six e-commerce businesses, including the successful product invention - Cat Camp. She plays drums professionally, and holds an MBA, specialising in Entrepreneurship from Swinburne University and Northeastern University. She completed her MBA at Swinburne University as the Highest Achieving Graduate in the Master of Business Administration and was awarded the Dr John Miller AO Prize for highest achieving graduate. She is also PRINCE2 accredited to the foundation and practitioner level.

Jaclyn is passionately focused on student experience and learning outcomes and believes in the transformative power of entrepreneurship to drive skills development and work-ready graduate outcomes.

For more information on our guest workshop facilitators, visit:
hacker.exchange/program-mentors

If you wish to view how previous students rated this unit, please go to:
gooverseas.com/study-abroad/online/program/262099

Academic Overview

Program Outcomes

Program outcomes associated with HEX Discovery APAC Program are that participants will focus on :

- Business and social opportunity assessment, evaluation and exploration in all phases of the professional business environment.

- Applying theory and practice of high level discipline related studies to resolving practical start-up and business issues.

- Global innovation mindset and application for customer development.

- Entrepreneurial cognition.

- Lean methodology and application.

- Innovation process, open innovation and business models.

- Technological innovation, digital literacy and its adaptation and diffusion.

Program Learning Outcomes

	Outcome	Description	General Mapping Terms	Assessment Items Assessing ULOs
LO1	Critical thinking and real-world application	Effectively integrate and appropriately apply previous learning and knowledge to make and justify decisions in a real-world context of your project.	Critical Thinking, Innovation, Problem Solving, Digital Literacy, Customer Experience, Digital Marketing	3, 4, 5, 6,10
LO2	Professional engagement	Demonstrate digital competencies; professionalism, adaptability, confidentiality, communication, responsibility for decision-making, and organisational, global, cultural & social awareness.	Communication, Global Citizenship, Professional Ethics	3, 5, 10, 11
LO3	Personal growth	Reflect upon decisions, personal choices and actions during the program and critically appraise their appropriateness.	Self Management, Teamwork, Communication	1, 2, 3, 9, 12
LO4	Pitch grade	For external review	Communication, Self Management	7, 8

Program Schedule

Sessions are still subject to change depending on host availability.

	Topic and Content	Preparation/Assessment
Pre-Program	• Australia • Idea refinement and Opportunity Focus • Expectation setting • Networking recommendations • Overview of course and outline of syllabus, assignments and assessment	Assessment 1 & 2 to be submitted
Day 1-2	• Singapore • Introduction to country and market • Digital literacy assessment and feedback • Mentorship matching and goal setting • Opportunity: the core of entrepreneurial activity • New venture activity • Lean thinking and methodology • Business model canvas • Networking skill development and social capital discussion	Assessment 9&10
Day 3	• Hong Kong • Cultural/market overview • Assumption identification and validation • Pitching workshop • Customer/user motivations • Market Analysis: size, growth, profitability/social value • Business feedback and discussions • Guest founder discussion and Q&A	Assessment 9&10
Day 4	• South Korea • Cultural/market overview • UI and UX design and its importance for successful customer relationships and acquisition • Rapid prototyping workshop • Mentor sessions	Assessment 9&10
Day 5	• India • Cultural/market overview • Individual mentor support for project development • Assessment of market validation and research • Created to test the market problem, viability and desirability of their business model • Online industry "visit"	Assessment 9&10
Day 6	• Indonesia • Cultural/market overview • Growth hacking • Market channel identification and validation • Funding options and investment • Mentor sessions	Assessment 9&10

Day 7	• Taiwan
	• Product branding and culture
	   • Leadership reflection and individual mentor project support
	   • Mentor sessions
		Assessment 9&10

Day 8	• Singapore • Pitching workshop • Scheduled online networking event for business development opportunities • Mentor sessions	Assessment 9&10

Day 9	• New Zealand • Online Tech Industry "visit" • Individual mentor support for project development • Guest founder discussion and Q&A • Market validation outcomes and project integration	Assessment 6,9&10
Day 10	• Singapore • Individual mentor support for project development • Pitch presentation • Program Debrief • Community Building • Assessments • Reflections and feedback	Assessment 9&10 Assessment 4,5,9&10
Post program	• Australia • Joining entrepreneurial groups and building their network • Sharing learnings and discoveries with others • Participating in forums such as Linkedin • Mentoring other young founders	Assessment 3

Assessment Summary

Assessment number	Name	Details	Due date	Grading Metric	Assessed By	Method for submission	Weighting
1	Linkedin Profile	Create/update your online profile for use at networking events etc	On/before the second pre-departure meetup	Hurdle requirement	Program Leader (in consultation with HEX team and program mentors)	Link sent to Slack	Pass or fail
2	Reflective pre-departure questions (300-500 words)	Why did you choose this program? What is the main thing you hope to achieve? What are you most looking forward to? What particular skills would you like to develop during this program? How do you think this program will influence your business idea? What do you think you can offer to other students in this program? Currently what are your greatest strengths/biggest areas for improvement? What aspect of the program are you most anxious/scared/worried about? Who would you most like to meet and why? (Who is in your ideal "elevator"?) What strategies are you going to use to ensure you make the most of this program?	On/before the arrival day	Mark out of 10	Program Leader (in consultation with HEX team and program mentors)	Submitted via typeform	10%
3	Daily reflective writing or VLOG and contribution at daily "stand-ups"	100-300 words per day, approx 1500 words total over the program or the creation of an online VLOG	On day 15 of the program	Mark out of 10	Program Leader (in consultation with HEX team and program mentors)	Submitted to program leader via link	10%
4	Video recording of their final pitch to VCs and investors	3 mins pitch 3 mins questions	On day 14 of the program	External judges give rating out of 50	External Judges	Upload into shared folder on google drive	15%
5	Pitch deck	This document outlines their business model, customer insight, technology, market validation and	Mid-day on day 14 of the program	External judges give rating out of 50	External Judges	Upload into shared folder on Google drive in the form of Google slide. Must have "first name_start up name" as the file name	15%
6	Market research survey and results	Created to test the market problem, viability and desirability of their business model. Used as a basis for their solution validation and final pitch	On/before day 12 of the program	Mark out of 10	Program Leader	Submitted to program leader during 1-1 meetings	10%
7	Final day reflective questions (800 - 1200 words)	Reflect on questions / answers from Pre-departure, then answer the following questions Now that it's over, what are your first thoughts about the overall program? Has this program changed your goals/milestones (especially in regards to Entrepreneurship)? If positive, what comes to mind specifically? Negative? What were some of the most interesting discoveries you made while on the program? About your business? About yourself? About others? What were some of my most challenging moments over the past two weeks and what made them challenging? What were some of my most powerful learning moments and what made them so? Looking back on your initial pre-departure questions, is there anything that turned out different from what you expected? What would you do differently if you could go back to day one and do it again? What moment of the program are you most proud of? How will you use what you have learned in the future? What can you do to help and encourage other young entrepreneurs in Australia? Most importantly, if you could give one piece of advice to the next group, what would that be?	On/before 5 days post program	Mark out of 10	Program Leader	Send via Typeform to program leader	10%

8	Creating an action plan for their own 'pay it forward' and peer mentoring opportunities	Including: Encouraging others to participate in a similar program Joining entrepreneurial groups and building their network Sharing learnings and discoveries with others Participating in forums such as Linkedin Speaking at events Mentoring other young founders	Final day of the program	Mark out of 10	HEX Team	To be presented during the final day of the program	10%
9	Professional engagement	How does the student interact with other group members, professional conduct, attitude, adaptability, attendance etc (to be assessed by the program leader in consultation with group mentors)	Throughout program	Mark out of 10	Program Leader	Online	10%
10	Personal growth	How has the student grown and developed over the course of the program (to be assessed by the program leader in consultation with group mentors)	Throughout program	Mark out of 10	Program Leader	Online	10%

Grading Schema

% Range	Grade
80 - 100	HD
70 - 79	D
60 - 69	C
50 - 59	P
0 - 49	F

Requirements to Pass

This program contains two hurdle requirement that students must achieve to be able to pass the unit. The consequence of not achieving a hurdle requirement is a fail grade (F) and a maximum mark of 45 for the program.

Student Behaviours and Expectations

For the duration of the program, our HEX students are expected to:
- Act with consideration and courtesy to other students and all HEX stakeholders.
- Respect the rights of others to study and work free from discrimination and harassment.
- Express your views respectfully and responsibly and accept the rights of others to do the same.
- Act safely, and not endanger others.
- Professionally and positively represent their home university, their country of citizenship and The Hacker Exchange organisation.

Missed Assessments / Special Consideration

In line with our University partners' policies, our Special Consideration Policy establishes the principles that support students seeking to notify us when they experience short-term, unexpected, serious and unavoidable circumstances, which affect their performance in assessment.

Disability Support Services

Students who have a disability, ongoing medical or mental health condition should notify a member of the Hacker Exchange team or email info@hacker.exchange prior to commencement of the program.