

# Experiential Learning for FPT Students: Lessons from HEC Montreal's Social Business Creation Competition

This title directly addresses the audience at FPT EduCamp 2023 and aligns with the theme of education and sustainable development, while still highlighting the key case study of HEC Montreal's initiative. Certainly, here's an abstract for the presentation titled "Experiential Learning for FPT Students: Lessons from HEC Montreal's Social Business Creation Competition":

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## Abstract:

In the rapidly evolving landscape of higher education, experiential learning has emerged as a critical pedagogical approach, particularly in business education. This presentation examines the integration of experiential learning in higher education, drawing key insights from HEC Montreal's Social Business Creation Competition. The competition, a pioneering initiative in social entrepreneurship education, offers a robust model for experiential learning by engaging students in the creation and development of social businesses. This approach not only fosters entrepreneurial and innovative skills but also aligns strongly with the Sustainable Development Goals (SDGs), emphasizing education's role in promoting sustainable development.

The presentation begins with an exploration of the theoretical foundations of experiential learning, underscoring its significance in enhancing student engagement and real-world problem-solving skills. It then delves into a detailed analysis of the Social Business Creation Competition, highlighting its structure, objectives, and impact. The focus then shifts to how this model facilitates the development of key competencies such as critical thinking, collaboration, and social responsibility among students.

Case studies from the competition are presented to illustrate the tangible impacts of these student-led social business projects on communities and their contribution to sustainable development. The presentation also explores how FPT University can adopt similar experiential learning strategies, drawing on lessons learned from HEC Montreal's initiative. It discusses potential challenges and proposes strategies for successful implementation, emphasizing the importance of aligning educational practices with the SDGs.

The session concludes with a discussion on future research directions, exploring the long-term impacts of such educational programs on students' professional development and their contributions to societal change. This presentation aims to provide a comprehensive understanding of how experiential learning, exemplified by HEC Montreal's competition, can be effectively integrated into higher education to equip students with the skills and mindset needed for sustainable development.

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