

# GLOBAL LEADERS BOOTCAMP VIETNAM 2026

A Cross-Cultural and Multidisciplinary Innovation Lab



East Asia University of Technology

10-23 August 2026 | Hanoi | Halong Bay

A global academic-industry collaboration by EAUT, Ulearniverse, and Polyco Group



Ulearniverse



# Programme Summary

-  Duration: 2 weeks (10-23 August 2026)
-  Tuition Fee: £2,500 - includes accommodation, meals, tours
-  Training and Practice Facility: Polyco Building
-  Participants: 18+ For students in STEM, business, or creative fields seeking global leadership and innovation experience.
-  Academic Credit Available

The Global Leaders Bootcamp is an academic and industry-focused programme exploring innovation within Southeast Asia's rapidly evolving food and beverage sector. Through lectures, workshops, field visits, brewing science labs, and a structured venture development project, students gain applied knowledge in consumer behaviour, sustainability, brand strategy, and entrepreneurship. Delivered jointly by EAUT faculty, Ulearniverse instructors, and Polyco industry experts.

## Learning Outcomes

By the end of the programme, students will be able to:

Skill Area	Learning Outcome
<b>Market Analysis</b>	Analyse Vietnamese consumer trends and the Southeast Asian F&B landscape.
<b>Product Development</b>	Apply brewing science and fermentation techniques to develop and refine new products.
<b>Sustainability &amp; Supply Chain</b>	Evaluate sustainability strategies, including sourcing, production, and supply chain logistics. Students see how modern manufacturing integrates automation & sustainability, giving them an edge when thinking about scaling, efficiency, and innovation.
<b>Branding &amp; Marketing</b>	Develop a complete brand identity, including naming, packaging, and go-to-market planning.
<b>Startup Finance</b>	Construct a basic startup financial model, covering COGS, pricing and profitability
<b>Teamwork &amp; Leadership</b>	Lead and collaborate in Cross-cultural & Multidisciplinary teams to drive innovation
<b>Pitching &amp; Communication</b>	Pitch a fully developed venture concept supported by research, data and design.
<b>Portfolio Development</b>	Create a portfolio-ready project demonstrating real-world skills and entrepreneurial thinking.
<b>Strategic Thinking</b>	Apply business and innovation strategies to identify and solve industry challenges.
<b>Professional Networking</b>	Build a global professional network of peers, faculty, and industry mentors.



## Programme Highlights

- Leadership & Innovation Development
- Brewing Science & Fermentation Labs
- Branding & Entrepreneurship Workshops
- Industry Visits  
(NutriCare Ninh Binh & Ha Long Beer Factory)
- Cultural Immersion in Hanoi
- Final Venture Pitch & Certification

# Two-Week Syllabus Overview

## Project Overview

A two-week university-level study abroad experience delivered by East Asia University of Technology (EAUT), Ulearniverse, and Polyco Group.

Students develop leadership, innovation, and entrepreneurship skills through academic lectures, technical workshops, cultural immersion, and industry engagements.

## Week 1 – Foundations

- Analyse Vietnamese consumer trends and the Southeast Asian F&B landscape.
- Apply brewing science and fermentation principles to product development.
- Evaluate sustainability practices within industrial and craft production.
- Develop a brand identity, packaging concept, and go-to-market strategy.
- Construct a basic startup financial model, including COGS and pricing.
- Demonstrate leadership and effective intercultural teamwork.
- Present a complete venture pitch supported by research and analysis.

## Week 2 – Innovation & Venture Development

- Technical Lab: Flavour Profiling & Recipe Formulation
- Branding Workshop: Name, Logo, Packaging
- Brand Storytelling & Identity
- Startup Finance: COGS & Pricing
- Business Model Workshop
- Sustainable Sourcing & Supply Chain Logistics
- Mentor Session #2
- Tasting Lab at Pilot Restaurant
- Exhibition, Venture Pitch & Closing Ceremony

## Assessment

### Timeline:

Market Analysis Report	20%
Brewing Science Reflection	15%
Brand & Packaging Portfolio	20%
Financial Model & Business Case	15%
Final Showcase- Venture Pitch	30%

## Instructional Contact Hours

Component	Hours
Academic Lectures	20 hrs
Technical Workshops & Labs	18 hrs
Industry Visits	12 hrs
Cultural Activities	6 hrs
Team Project & Independent Work	20 hrs
Total Contact Hours	76 hrs

THE PROGRAMME MEETS STANDARD REQUIREMENTS FOR A 3-CREDIT UNIVERSITY COURSE.



# Who Should Attend

## Find Your Path

At the Global Leaders Bootcamp, innovation begins with every kind of thinker. Whether you design, build, analyse, or lead, you'll join a cross-cultural team solving real-world problems. Discover where your skills fit in and who you'll collaborate with.

### International Relations, Psychology, Humanities, and Education

- Unite engineers, artists, and entrepreneurs. Navigate cultural differences, translate ideas, and lead a team to global impact.

### Business, Entrepreneurship and Management

- Build a real venture. Design your go-to-market plan, pitch to mentors, and discover what it takes to lead a startup.

### Finance, Accounting, Economics

- Model real-world costs and scalability. Connect your financial analysis with live operations in F&B and tech.

### Engineering, Robotics, Industrial and Mechanical Sciences

- See automation in action. Apply your technical skills to innovation, sustainability, and smart manufacturing.

### Marketing, Branding, Media and Creative Industries

- Design with purpose. Build a brand from scratch - name, logo, packaging, and launch it to market.

### Environmental Science, Supply Chain, Policy, Sustainable Development

- Create solutions that last. Explore ethical sourcing, circular design, and green logistics with industry leaders.

# Academic & Industry Collaboration



## About Polyco Group

Polyco Group: Founded in 1994, Polyco Group is one of Vietnam's leading industrial conglomerates with strengths in engineering, manufacturing, renewable energy, education, and technology solutions. As the programme's primary industry partner, Polyco provides access to state-of-the-art brewing and fermentation labs, modern production facilities, and applied sustainability practices.

Polyco contributes:

- Expertise in applied engineering and F&B innovation
- Access to industry-standard infrastructure
- Hands-on exposure to automation and sustainable processing
- Guidance in entrepreneurship and product development

## About EAUT

EAUT is a leading Hanoi-based university known for its strong industry partnerships, technical programmes, and commitment to innovation and applied research. As host of the Global Leaders Bootcamp, EAUT provides academic leadership, expert faculty, and access to specialised facilities—including its Brewing Science & Technology Lab created with Polyco Group.

EAUT is recognised for:

- Career-focused programmes in engineering, business, and applied sciences
- Strong global partnerships and exchanges
- Real-world learning through labs and industry experience
- A focus on entrepreneurship and leadership development

## About Ulearniverse

Ulearniverse is a global education organisation specialising in experiential learning and international academic programmes.

As the creator of the Future Leader Accelerator, Ulearniverse equips learners with the skills, mindsets, and global exposure needed to accelerate their success in an increasingly interconnected world.

As the designer and global coordinator of the Global Leaders Bootcamp, Ulearniverse ensures alignment with real-world challenges, emerging global trends, and the demands of future leadership.

# Campus and Student Experience

## Campus Facilities



Classes take place at EAUT and Polyco facilities. Students also participate in industry visits to regional factories. Twin-share accommodation is provided near campus, with access to:

- Classrooms
- University library
- Computer labs
- Sports and recreation facilities

## Evening and Weekend Activities



Old Town walking & Street food tour      Day trip to Bac Ninh      Shopping      Hoan Kiem Lake & Temple      Day at Ha Long Bay      Evening On Train Street

Vietnam offers a unique blend of history, culture, and rapid economic development. Students will experience:

- Hanoi's markets, cultural sites, and innovation ecosystem
- Craft villages and manufacturing hubs
- Ha Long Bay, a UNESCO World Heritage Site, for environmental and sustainability reflections

[www.ulearniverse.com](http://www.ulearniverse.com)



# YOUR PATH STARTS HERE!

STUDY ABROAD. LEAD THE FUTURE.



## 🎓 Why This Programme Is Credit-Ready

- University-led academic delivery
- Clearly defined learning outcomes
- Formal assessments and graded outputs
- Theoretical learning + hands-on application
- Industry-integrated curriculum and site visits
- 75+ contact hours (meets standard 3-credit course requirements)



### Ready to Lead?

Flexible dates may be available for institutional groups.

Optional paid internship opportunities offered after the bootcamp.

Apply Now at: <https://dev.ulearniverse.com/apply/>

Questions? Contact our team:

### ✉ PARTNERSHIP & CONTACT INFO

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