

Business & Entrepreneurship



Program Highlights

- Meet professional investors and learn about how they analyze potential investments in new businesses
- Learn about management consulting and complex problem solving from a former McKinsey consultant
- Hear the tales of survival of a startup business from an entrepreneurial founder

Campus Locations

Georgetown University

- July 14 - July 26, 2019
- July 28 - August 9, 2019

Yale University

- June 23 - July 5, 2019
- July 7 - July 19, 2019
- July 21 - August 2, 2019

UC Berkeley

- June 23-July 5, 2019
- July 7-July 19, 2019
- July 21-August 2, 2019

Academic Program Overview

In their first class, students will break into teams and come up with an original business idea. Over the course of the entire program they develop this idea into a business that they will ultimately pitch to investors. Along the way, teams need to incorporate and capitalize the business, as well as develop a marketing plan and financial projections. By using an experiential learning approach, students will quickly engage in the topic, and the instructor introduces the underlying theory and concepts as students tackle these issues while trying to build their business.

Guest Speakers & Excursions Last summer, guest speakers included former McKinsey Consultant, Director of Partnership of Wholesome Wave, founder of Market Games. Previous excursions included a visit to Facebook’s HQ where students got to hear from Facebook team members about how to apply business practices in the real world. Students also had trips to AT&T Park and Wholesome Wave Farms for a behind-the-scenes look into running both large and small businesses. At AT&T Park, students toured the stadium and viewed the championship trophies after speaking with team executives about decisions in business and career choices.

Instructors

Courses are taught by accomplished and passionate faculty recruited from many area colleges, universities and professional forums. Each faculty member is selected for their subject area expertise and proven ability to both challenge and captivate students.

Curriculum Advisor - Peter Mombaur, MSE

While instructors vary each year, the Curriculum Advisors ensure continuity in our curriculum. This course was designed by Peter Mombaur. Peter's experience ranges from being a management consultant with McKinsey & Co. to being CEO of a telecommunications company, and most recently managing a private equity investment firm. While instructors vary, Peter's breadth of experience adds depth to the curriculum that is taught at each of our campus locations.

Sample Schedule from Past Year

This is only to provide a general idea of the class structure. The exact sequence of lessons will change based on availability of guest speakers and on companies that can host our students.

Class is held from 9am to 12pm, Monday through Friday.

Day 1. Monday

- Class expectations
- What is business and entrepreneurship?
- Management styles
- Forms of incorporation

Day 2. Tuesday

- Students form product teams
- How does innovation happen?
- Consumer research: qualitative, quantitative, primary, secondary
- Teams begin R&D process

Day 3. Wednesday

- What is marketing?
- The four Ps of marketing
- Marketing case study
- Marketing strategy development

Day 4. Thursday

- excursion to visit a company
- Identify business structure, mission, strategy
- How do they do R&D and marketing?
- Learn about challenges and successes

Day 5. Friday

- Overview of corporate finance
- Income statements & balance sheets
- Dissecting a P&L
- Capitalization & funding strategies
- Business plan development

Day 6. Monday

- Marketing continued
- Creating a marketing plan
- Marketing channel development
- Cost per customer
- Work on business plan pitch deck

Day 7. Tuesday

- Guest speaker: Former McKinsey consultant to speak on careers in management consulting
- Work on business plan pitch deck

Day 8. Wednesday

- Data visualization
- Finish business plan pitch deck

Day 9. Thursday

- Teams pitch judges
- Judges provide feedback

Tuition

- **Residential Students:** \$4,998
 - Includes: all meals, lodging, excursions, academic program, weekend excursions
 - Excludes: optional airport pickup and drop off service (available for an additional fee)
- **Commuter Students:** \$2,498
 - Includes: academic program, excursions, programming from 9am to 5pm, Monday-Friday
 - Excludes: lodging, meals (lunch plan available for \$200), weekend excursions
- **Extended Commuter Students:** \$3,398
 - Includes: lunch, dinner, excursions, academic program, programming from 9am to 8pm, weekend excursions
 - Excludes: breakfast, lodging