

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 27 - August 8, 2020

Yale University

- June 21-July 3, 2020
- July 5-July 17, 2020
- July 19-July 31, 2020

UC Berkeley

- June 21-July 3, 2020
- July 5-July 17, 2020
- July 19-July 31, 2020

Boston

- July 5-July 17, 2020
- July 19-July 31, 2020

UC San Diego

- July 26-August 7, 2020

Cal Poly

- June 29-July 10, 2020
- July 12-July 24, 2020

American University

- June 28- July 8, 2020
- July 12 - July 24, 2020

Academic Course 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 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, we had a former McKinsey Consultant, whose experience varied from consulting to being CEO of a telecommunications company, and most recently managing a private equity investment firm. Previous excursions included a visit to the Better Business Bureau, which focuses on encouraging and supporting best practices by educating consumers and businesses. Students also had trips to Oracle Park and Platt LaBonia for a behind-the-scenes look into running both large and small businesses. At Oracle Park, students toured the stadium and viewed the championship trophies after speaking with team executives about decisions in business and career choices.

And at Platt LaBonia students received a special tour of the 130,000 sq ft facility and got to hear directly from the owners about their ability to respond quickly and cost effectively to customer needs and other best sales and marketing practices.

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.

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.

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.

Day 1. Monday

- Class expectations
- What is business and entrepreneurship?
- How can you become a successful entrepreneur?
- The value proposition

Day 2. Tuesday

- Students form product teams
- Explore operations, marketing, finance/accounting, and management
- Customer segments and channels
- Customer relationships and revenue streams
- Teams establish customer segments and channels for their startup

Day 3. Wednesday

- Dive deeper into management and operations
- What is an innovator?
- Product design
- Teams design their products and articulate key activities and resources

Day 4. Thursday

- Excursion to visit a company
- Overview of product design and cost accounting
- Income statements

Day 5. Friday

- Overview of financial management
- Balance sheet and statement of cash flows
- Capitalization & funding strategies
- Teams work on key partners, product and business costs, and margins

Day 6. Monday

- What is social entrepreneurship?
- Social, cultural, and environmental aims of social entrepreneurship
- NGO's
- Profit-maximizing v. not-for-profit
- Legal structures and tax treatment

Day 7. Tuesday

- Guest speaker: Former McKinsey consultant to speak on careers in management consulting
- Teams work on business plan pitch deck and presentation skills

Day 8. Wednesday

- Business plan basics
- Explore organization & management, service/product, marketing and sales, funding request, and financial projections

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:** \$2,798
 - Includes: academic program, excursions, programming from 9am to 5pm, Monday-Friday
 - Excludes: lodging, breakfast, dinner, weekend excursions

- **Extended Commuter Students:** \$3,398
 - Includes: lunch, dinner, excursions, academic program, programming from 9am to 8pm, weekend excursions
 - Excludes: lodging, breakfast