

# Business & Entrepreneurship

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## Program Highlights

- Understand how operations, marketing, sales, and finance come together to drive businesses
- Learn how to read financial statements in order to decipher a company's performance
- Develop a sales and marketing plan and pitch your venture to investors and mentors
- Hear the tales of survival of a startup business from an entrepreneurial founder

## Campus Locations

### Boston (M.I.T)

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

### UC San Diego

- July 26–August 7, 2020

### Cal Poly

- June 29–July 10, 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.

Excursions at UC Berkeley - Students visit the stadium of the **San Francisco Giants baseball team** to learn about careers in the business of sports. In addition, students will visit another major corporation in the region. In past years, students have visited Facebook, the Better Business Bureau and other institutions.

Excursions at Yale University - Students visit Platt LaBonia for a behind the scenes look at running a small business. In addition, they will visit one of the startup business incubators in the New Haven area to meet with real world entrepreneurs.

Excursions at Boston (M.I.T) - Students will hear from Boston entrepreneurs working on their latest startup business. We will visit dynamic business incubators such as the **MIT Delta V Accelerator** where student entrepreneurs incubate before launching businesses in the real world. In addition, students tour the Cambridge Innovation Center, a center that fosters collaborative communities of entrepreneurs. Some of these entrepreneurs and business leaders will judge the students' business plan pitches at the end of the program.

Excursions at UC San Diego – Students will visit the **Qualcomm Institute Startup Space** where high tech companies are launched. In addition, we'll meet entrepreneurs at The Basement, a business accelerator program at UC San Diego. We'll also have the chance to visit a private incubator for companies in the life sciences industry.

Excursions at Cal Poly – Students will visit **the HotHouse**, a joint project of the County of San Luis Obispo, the business community, and the Cal Poly Center for Innovation and Entrepreneurship, to nurture innovation and new business ventures. Students will have the chance to learn from real world entrepreneurs and innovators.

### **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.

#### Instructor at UC Berkeley – **Cathy Chang**

Cathy has taught workshops on entrepreneurship at University of San Francisco, UC Berkeley and other institutions around the world. She currently runs the Silicon Valley Institute.

#### Instructor at Yale University – **Steve Bevins**

Steve Bevins has worked as a Financial Analyst at multiple financial services companies, including a role as a Treasury Manager where he maintained a \$15 million-dollar overnight portfolio for the Federal Reserve. Currently, Steve has dedicated himself to teaching business in the New Haven public school system.

#### Instructor at Boston (M.I.T) – **Michellana Jester, PhD**

Michellana Jester is a Lecturer and GLab Course Manager at the MIT Sloan School of Management. She is responsible for leading the design and delivery of MIT Sloan's largest project-based course, as well as supporting teams of student entrepreneurs around the world. Michellana has a master's degree from Harvard University and a doctorate from Columbia University.

#### Instructor at UC San Diego – **Lauren Cazares**

Lauren started in her career in politics working for a California State Senator, City Council member, and a mayor. She has since gone on to be a founding employee of a political fundraising company. She also serves as National Program Manager for Whatever It Takes (WIT), a leading program in the country for teen entrepreneur education where she teaches workshops in entrepreneurship.

#### Instructor at Cal Poly - **Hong Hoang, PhD**

Dr. Hoang teaches Management at Cal Poly, San Luis Obispo. She completed her Ed.D. at Pepperdine University's Graduate School of Education and Psychology. In addition, she holds a MS in Human Resource Management and MA in Organizational Leadership.

### **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?
- Product ideation
- Team formation
- The value proposition
- Overview of the Business Model Canvas

#### **Day 2. Tuesday**

- 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?

#### **Day 4. Thursday**

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

- Product design
- Teams design their products and articulate key activities and resources

#### **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

- Income statements

#### **Day 6. Monday**

- What is social entrepreneurship?
- Social, cultural, and environmental aims of social entrepreneurship NGOs
- 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, lunch, 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