

Pennsylvania School for

# GLOBAL ENTREPRENEURSHIP

Course Overview

June 26—July 30, 2011

*The Pennsylvania School for Global Entrepreneurship at Lehigh University, Bethlehem, PA brings American students together with international students from all regions of the world for a five-week residential learning experience.*



The applied curriculum in the Pennsylvania School for Global Entrepreneurship includes core and elective courses, entrepreneurial exchanges and excursions, team projects with a partner enterprise, and a variety of other interactive experiences and activities.

## Program Goals

Through experience and application, the students develop a way of thinking in which they:

- evaluate whether an idea is worth adopting for the purpose of becoming an innovation.
- evaluate whether the idea has the potential for success.
- understand what steps will be required to develop the idea fully.
- work as part of team and learn to value the team process.
- learn how to develop a functional business plan.

## Skill Development

- Business
- Leadership
- Team Building
- Global Networking
- Project Management
- Working in a Culturally Diverse Environment



## Pennsylvania School for Global Entrepreneurship Course Overview

### Core Courses

The essential element of the curriculum for the program is delivered through five core courses, taught by Lehigh University faculty and community leaders. All students attend these interactive and energetic courses, and the content served as the foundation for much of the higher learning and discussion that take place throughout the summer program. Each week of the program is highlighted by a different core course. As a foundation to the curriculum, the Core Courses set the standard for the high quality of learning and discovery for the students.

- Week 1 – ***Understanding the Marketplace: A Look at the Big Picture*** with Todd Watkins, Lehigh University Professor of Economics.
- Week 2 – ***Ethics as an Entrepreneur*** with Dr. George White, Lehigh University Professor
- Week 3 – ***Fundamentals of Leadership*** with Dean Koski, Lehigh University.
- Week 4 – ***Going Global: Doing Business Internationally*** with Richard Brandt, Director, Iacocca Institute.
- Week 2 through Week 4 – ***Development of a Business Plan*** with Howard Lieberman, Community and Economic Development, City of Bethlehem.



### Life Skills Courses

Project Management  
Public Speaking  
Dine Like a Diplomat  
Team Building Ropes Course  
Marketing Plan Development  
Understanding Financial Statements  
Resume Writing

### Special Sessions

Survival Exercise – Team Leadership  
Adaptive-Innovative Theory—Learning Your Leadership Style  
Communicating Leadership  
Globally Speaking: Cultural Intelligence for the Global Marketplace  
Globalization: Dream or Disaster  
Micro-Finance Lending  
Community Service Day  
The Role of Government in Business Assistance—DCED  
College and Career – Admissions and Financial Aid

## Pennsylvania School for Global Entrepreneurship Course Overview

### Focus/Core Courses

Each week, students select a different focus course in which to participate. Facilitated by university faculty and staff and global business leaders, the focus courses are an opportunity for the students to get involved in a specific area under the grand topic of global entrepreneurship. The focus courses are made up of 15 to 20 students and the seminar style of each course provides for a very interactive and hands-on learning opportunity.

Examples of Focus Courses include:

Win-Win Negotiating: Essential Skills for Entrepreneurs  
 Non-Profit Entrepreneurship  
 How CEO's Think  
 Trading and Investing: Using Tools and Information from Wall Street  
 Financing Alternatives: Access to Capital for Your Business  
 Human Resource 101  
 Understanding the European Union and Global Financial Markets  
 Creativity for Business Leaders  
 Cross Cultural Communication  
 Strategy Competitiveness and Human Sources of the Globalization Era  
 Workplace Success for Entrepreneurs  
 Bootstrap Entrepreneurship

### Entrepreneurial Exchanges

A highlight of the curriculum is the Entrepreneurial Exchange. On each campus day, a featured Entrepreneur in Residence meets with the students. During the Entrepreneurial Exchange, the Entrepreneur address the following topics with the students:

- Background including education and training.
- Company overview and history.
- Personal philosophy about being successful in business.
- Qualities necessary to be an entrepreneur.
- Strategies for success in entrepreneurial ventures.
- Lessons learned and risks taken.
- Advise for the young entrepreneurs as they begin their academic/professional careers.



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### Entrepreneurial Experiences and Team Projects

An outstanding feature of the program is the Entrepreneurial Experience where students have an applied opportunity to partner with a company or enterprise to learn first hand about what it takes to be successful in global business. Students will work in teams of six (along with a Lehigh University Adviser) at the company sites each Monday during the summer.

Partner companies for the Entrepreneurial Experiences include: Just Born, Arts Lehigh, Channel 69 News, PBS Channel 39, City of Bethlehem, The Morning Call, FMI Inc, ORBEL, Northampton County Historical and Genealogical Association, Current Concepts, JF Magic, Rodale, and Martin Guitar, and more....



*Each Global Entrepreneurship Team will present its findings to business and community leaders, Lehigh faculty, and other program students in a formal presentation during the final week of the program.*

- During the first meeting, company executives provide the students with a tour of the company, an understanding of the enterprise operation, and a chance to meet company executives/managers/employees. They also present an “organizational opportunity” – a problem or area of concern in the company – that needs to be addressed. Company leaders share the details of this organizational opportunity, which is the springboard for the students to begin their team work to develop solutions/recommendations to address the problem.
- When appropriate, the teams attend scheduled meetings, presentations or visits to give the students more insight into the company. Students at the sites also have the chance to shadow the entrepreneurs, as well as talk one-on-one with employees and clients. All of these experiences add to the knowledge base of the students, as they work through their plans to develop solutions/recommendations to assist the company with their global problem.
- The culminating project for the students is the opportunity to work together in small teams to thoroughly investigate and research the problem presented to them by the business leaders. The teamwork takes place throughout the five weeks, not just during the Monday work sessions at the company sites. The students have access to all of Lehigh’s libraries and internet resources, as well as the benefit of the many experiences and seminars offered during the program.

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### Global Village Country Presentations

A unique opportunity for the students is the chance to attend a variety of Global Village Country Presentations. These interactive seminars, presented by interns from Iacocca Institute's Global Village, focus on a particular region of the world and are led by interns from individual countries within the region. In addition to an informative PowerPoint presentation on what it means to do business in that particular region of the world, participants then enjoy a panel presentation with dialogue and discussion.

The Country Presentations give students a very special opportunity to learn first hand about global entrepreneurship and business from emerging business leaders from those countries.

The Country Presentations provide the students with detailed information and material focusing on six particular areas of the world including: North America, Asia, Africa/Middle East, Western Europe, Eastern Europe, Latin and South America.



### Educational Field Trips

All students will take part in valuable learning experiences during the field trips.

- United Nations, New York
- Federal Reserve Bank of New York
- Bloomberg
- Philadelphia Entrepreneurial Organizations
- Harrisburg Capitol

*The support of the local, national and international business community is a tremendous asset of the Pennsylvania School for Global Entrepreneurship and is one of the primary reasons for the program's success. Lehigh University and the Iacocca Institute enjoy strong relationships with entrepreneurs and leaders of industry that were a great support as this program was initiated.*

### Leadership Project

Upon completion of the program, each student is required to complete a Leadership Project. This project reflects what the student learned and experienced through the program and it is to be an activity/project that will impact the student's community or school. The program office will work with the students in the weeks and months following the program to support and assist the Leadership Projects as needed.





## Pennsylvania School for Global Entrepreneurship Course Overview

### Residence Life

To support the goal of students living in and creating a community of learners, an extensive plan for programming within the residence halls is in place. Residence Life staff offer a variety of social, cultural and recreational programs and activities to take place in the evenings and during the weekends, to support the Global Entrepreneurship curriculum and to encourage interaction among the participants. Highlighted programs include Salsa Dancing, Swing Dancing, Capture the Flag, and a Talent Show.



### Staff

To support the program, the live-in staff includes a residence life coordinator and ten student mentors. Student mentors are all undergraduate or graduate students who have experience with international students and travel, residence life and/or are a former participant of the program. The ten student mentors live on the floors with the students and are with them throughout the program. The mentors complement and supplement the formal curriculum by enhancing the quality of life in the residence halls. The mentors are responsible for promoting an environment conducive to the individual rights and responsibilities of students.

### Mentor Groups

Students have a daily opportunity to reflect on their summer experience by meeting with Mentor Groups. Facilitated by student mentors, the Mentor Groups are a chance for the students to come together in small, safe groups to share feedback and reaction to the program. The trained student mentors facilitate each mentor group meeting so that all students can participate and share. The Mentor Groups are especially helpful to the international students as they adjust and learn from the program.

### Residence Hall Facilities

Students and staff are housed in residence halls (Palmer-Stevens) on Lehigh's campus with social activities held in the common areas of each hall. Members of the opposite sex are not allowed in the sleeping room areas of either hall at any time, with the exception of the student mentors. The residence halls are traditional-style dormitories, with common areas and common bathrooms. Student meals are in the Dining Hall on campus, or at local restaurants.



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### International Student Liaison

The International Student Liaison is another way to ensure that the international students' needs and concerns are being met and addressed. From the moment the students are admitted into the program, the Liaison is in touch with them via email and she works in partnership with the PSGE Director, to keep in constant contact with the international students. A handbook specifically written for International students was prepared and sent to each of the students. The Liaison works with each student to answer a variety of questions including what to bring to how to get I-20's processed and what to expect from the program.

### Health Center

Students arrive on campus with evidence of medical coverage, but on occasion, students need to use the campus Health Center. Copies of health forms are provided to the Health Center for use if necessary. Additionally, the Health Center serves as a resource to us if a student would need to go to the local hospital. The local hospital is located approximately 1 mile from campus.

### Information Resources/Libraries

Each student is assigned a computer user ID so that each student has computer access to Lehigh's system. With their university ID cards, students also have access to Lehigh's libraries and resource materials. Students are able to use all facilities and resources while working in the libraries. Also, scholars benefit from targeted training sessions, facilitated by IR and library staff, to learn about the computing and research facilities. Throughout the five-week program, students then have access to computing labs across campus for work and for personal email and communication.

### Eligibility/Tuition:

Eligible students include rising juniors and rising seniors (ages 15-18) in high school. Application due date is February 15, 2011. The tuition fee for the five-week program includes all housing, food, program sessions, educational materials, and educational excursions. Travel to and from Lehigh University from your home or country are NOT included in the program costs.

For an application or further information, please visit:  
[www.iacocca-lehigh.org](http://www.iacocca-lehigh.org) and click on **High School Program**

For specific questions contact: Trisha S. Alexy, Director  
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