

Pennsylvania School for

GLOBAL ENTREPRENEURSHIP

(a former Governor's School)

Course Overview

June 27—July 31, 2010

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

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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

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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 2009 field trips.

- United Nations, New York
- Federal Reserve Bank of New York
- 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.





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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 curriculum and to encourage interaction among the participants.



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.

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.

Tuition:

The tuition fee for the five-week program includes all housing, food, program sessions, educational materials, and educational excursions.

For an application or further information, please visit:
www.iacocca-lehigh.org and click on High School Program

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