



BUSINESS AND ENTREPRENEURSHIP

COURSE INFOSHEET ONLINE PROGRAM

PROGRAM HIGHLIGHTS:

- Introduce the Business Model Canvas approach to entrepreneurship
- Work in teams to create a new business venture and develop a sales and marketing plan to pitch your venture to investors and mentors
- Understand how operations, marketing, sales, and finance come together to drive businesses
- Hear the tales of survival of a startup business from an entrepreneurial founder

ONLINE SESSION DATES

June 20 - 30, 2022
July 25 - August 4, 2022

9:00 am - 12:00 pm PST
12:00 - 3:00 pm EST

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 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. On the final day of the course the teams present their products to an expert panel of judges who provide professional and informative feedback to the students.

INSTRUCTOR:

Dr. Tina Klein has taught at top business schools: UCLA's Anderson Graduate School of Management, USC's Marshall School of Business, MIT's Sloan School of Management, and UC San Diego's Rady School of Management. She specializes in creating high-end experiential entrepreneurship programs. Additionally, Tina enjoys her role as executive educator mentoring startups, working with universities and NGOs, and teaching students in the U.S. and internationally.

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