



**SUMMER  
SPRINGBOARD**  
Look Inward. Go Upward.

# Business and Entrepreneurship Online

New student admissions for  
Summer 2023 are open.



## Track Highlights

- Learn about entrepreneurship and innovation from UCSD faculty, startup founders, and community leaders.
- 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.
- Simulate financing, staffing, marketing, and inventory management decisions to grow sales and maximize profits.
- Have the opportunity to interact online with many professionals in the startup community.
- Hear numerous founders' tales of their startup business challenges, pivots, and survival.



## Academic Program Overview

Curious about entrepreneurship, but not sure where to start? This two-week course was designed utilizing the resources of the Rady School of Management, UC San Diego, and professionals in the startup community for aspiring high school entrepreneurs who wish to explore this path. From developing new business ideas, learning marketing, research, and leadership skills to entrepreneurial strategy and pitching, this course follows Rady's successful approach to commercializing innovation.

Students will also play an online entrepreneur simulation, in which they are divided into teams to evaluate financing options at startup, and make staffing, marketing, and inventory management decisions for twelve simulated quarters; each team competes against the other teams in class, growing sales and managing operations to maximize profits. The last day culminates with student pitches to CEOs, educators, and entrepreneurs.



*I liked the simulation and the exposure to this field. The simulation proved to test critical thinking problem solving skills within me, and the exposure showed me what a snippet of college would look like.*

-J., high school student

# Instructor

## Dr. Tina Klein

Dr. Tina Klein creates and runs high-end experiential entrepreneurship programs for teens and adults.

She has taught Marketing since 1996 as a faculty member 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. Additionally, she enjoys her role as executive educator working with universities and NGOs, teaching students in the US and internationally.

Previously, Dr. Klein was a Fulbright Scholar in Berlin, Germany. While there, she also served as an interpreter and translator. She relished her time as a foreign correspondent during the fall of the Berlin Wall and counts herself very lucky to have been in the middle of monumental historical events.

# Payment Information

- Price: \$1,798
- Application fee: \$99 (mandatory, non-refundable)
- Emergency Medicine & Pre-Med course supplement: \$250 tuition (mandatory)

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Summer Springboard programs are not run by our campus partners. Universities and their affiliated departments are not responsible for the Summer Springboard program in any way.



## Program Information

This program is open to any high school student who will be entering freshman, sophomore, junior or senior year in Fall 2023. Space is limited. Each session is limited to 35 students per track. Online classes will be held via Zoom and facilitated in real-time by the instructor and a classroom coordinator.



## 2023 Dates

Session 1: June 19 - June 29

Session 2: July 3 - July 13

Session 3: July 17 - July 27

all classes will run: 9:00am - 12:00pm PDT/  
12:00pm - 3:00pm EDT