GLOBAL ENTREPRENEURSHIP and INNOVATION

COURSE OUTLINE
The source of most economic growth comes from young companies—startups—led by skilled entrepreneurs. Across the world, entrepreneurs are regarded as the people who create jobs, generate wealth, and are the source of much innovation. Our program offers students the opportunity to learn how entrepreneurs assess their business ideas, develop a business model and then “pitch” their ideas to investors. The program also will guide students to consider the potential social and economic impact of their business ideas, which is essential to any sustainable enterprise in today’s global world. This program takes the view that entrepreneurship is a set of skills that can be developed, the entrepreneurial mindset and process can be learned, and this is done by the development and testing of business hypotheses.

This action-oriented, project-based and extremely experiential online program will expose students to a broad range of business concepts, including but not limited to:

- Ideation processes
- The Business Model Canvas
- Customer discovery
- The development of value propositions
- Market assessment and validation
- Developing a financial model
- Developing an investor pitch

CREDIT OR CERTIFICATE OPTIONS
Students have the option to take this class as an MSU credit-bearing course or non-credit.

<table>
<thead>
<tr>
<th>PROGRAM TYPE</th>
<th>FEE</th>
<th>CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREDIT</td>
<td>$1,047.25</td>
<td>One (1) MSU Credit Pass or fail grade only</td>
</tr>
<tr>
<td>NON-CREDIT</td>
<td>$800.00</td>
<td>Certificate</td>
</tr>
</tbody>
</table>

- Fees are in USD and are payable online
- Payment deadline is August 1, 2022
- No refund once the program commences

“Top 25 program for entrepreneurship, Michigan State University.”
- The Princeton Review, 2020
LEARN WITH MSU AND INTERNATIONAL CLASSMATES

This virtual Summer School program provides an opportunity for international college students and MSU students to learn together in real-time. Enjoy cross-cultural collaborative learning and a meaningful international exchange experience with classmates from all around the world with this cost-effective way to study abroad.

PROGRAM DETAILS

DELIVERY PLATFORM
Zoom and D2L

PROGRAM DATES
August 8 - 19, 2022
10 days over a two-week period

CLASS TIMES (Local times)

<table>
<thead>
<tr>
<th>Country</th>
<th>India, Sri Lanka</th>
<th>China</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>Singapore</th>
<th>S. Korea</th>
<th>Japan</th>
<th>East Lansing, MI, USA (EDT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>5:30 P.M. to 7:00 P.M.</td>
<td>8:00 P.M. to 9:30 P.M.</td>
<td>9:00 P.M. to 10:30 P.M.</td>
<td>8:00 A.M. to 9:30 A.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A total of 15 synchronous contact hours and approximately 15 hours of offline project time.

INSTRUCTOR

Dr. Aubrey Wigner is an Assistant Professor at MSU Broad Business College, where he teaches and develops courses for the Minor in Entrepreneurship and Innovation. He is multi-awarding-winning faculty who emphasizes deep engagement and hands-on practices in his classroom. He adopts Design Thinking, Improvisation, and Making, among many approaches, to help students identify problems and explore solutions in a creative and hands-on manner. His mission is to enable students to think about the world in a critical and empathic manner with a focus on creating a more just and equitable future for all. Throughout the program successful business and social entrepreneurs will make guest appearances to share their stories.

ADMISSION REQUIREMENTS

- Open to high school students (age 16 and up), undergraduate or graduate students at any accredited college
- Intermediate English skills
- Any major or discipline
- Must have a laptop or desktop computer and access to a reliable internet connection
- Must have a webcam
- Commitment to participate in all scheduled online meetings and complete all assignments on time

APPLICATION

Application opens on May 9, 2022 and closes on July 1, 2022.
Payment deadline is August 1, 2022.
Contact us at vipmsu@msu.edu for further information.

APPLY TODAY!