

VIPP GLOBAL VIRTUAL WINTER SCHOOL *at Michigan State University*

CREATIVE ENTREPRENEURSHIP

COURSE DESCRIPTION

This course will explore creativity, innovation, and entrepreneurship. We will examine the habits and actions of innovative thinkers, the work of successful entrepreneurs, and situate creativity specifically by focusing on inquiry, observation, experimentation, and other creative processes. In a world where AI is eating up technical areas like accounting and law, creative/critical thinking is the last bastion of humanity – the ability to solve problems and innovate, with a focus in the world of ideation and evaluation of your ideas.

This course will teach creative/critical thinking in the context of invention and innovation by:

- engaging you in thinking creatively
- equipping you with entrepreneurial habits
- involving you in approaches to “failing forward”
- developing critical thinking and analysis skills
- building connections between creativity, innovation, and entrepreneurship

DETAILS

Fees and Payment

- \$800 per person
- Pay online by December 31, 2023
- No refund once program starts

Delivery Platform

Zoom and D2L

Program Dates

10 days in a 2-week period:

Monday, January 22 to
Friday, February 2, 2024

HOW TO APPLY

Applications open November 1, 2023 and close December 16, 2023.

Contact vippmsu@msu.edu for further information.

To apply, visit vipp.msu.edu/winter



CLASS TIME

TIME ZONE	East Lansing, MI USA (EST)	Indonesia (Jakarta)	China Philippines Malaysia	Japan S. Korea
Local Time	8:00am - 9:20am	8:00pm - 9:20pm	9:00pm - 10:20pm	10:00pm - 11:20pm

Note:

- A total of 15 synchronous contact hours and approximately 15 hours of offline project time
- This course is equivalent to 1 credit at MSU but no official MSU credit will be awarded.

COURSE FEATURES

- Unique opportunity for cross-cultural collaborative learning and meaningful international exchange with substantially lower program costs than a traditional in-person program.
- Designed for students in any major who are thinking of starting a start-up or need help to create innovation in their chosen field.
- Features individual hands-on projects and problems to solve. Projects will be evaluated and shared with the class so that students can learn from each other.

INSTRUCTOR

ROSS CHOWLES

Professor of Practice

College of Communication Arts and Sciences

Advertising and Public Relations, Michigan State University

Ross Chowles is professor of practice in the Department of Advertising and Public Relations at Michigan State University. Chowles and his independent advertising agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. He also has had the privilege of judging all over the globe, from Canada to South Korea and China.

ADMISSION REQUIREMENTS

- Open to undergraduate or graduate students at any accredited college, as well as high school seniors
- Intermediate English skills
- Any major
- Must have a modern laptop or desktop computer and access to a reliable internet connection
- Must have a webcam
- Must commit to participate in all scheduled online meetings and complete all assignments on time

Certification

Upon successful completion of the program, a joint certificate will be awarded by the Visiting International Professional Program and the Michigan State University College of Communication Arts and Sciences

APPLICATION

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APPLY TODAY!

