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. In 2020, Michigan State University was recognized by The Princeton Review as a “Top 25” program for entrepreneurship. Our Global Entrepreneurship and Innovation 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 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

KEY FEATURES

- More than 35 instructional hours including lectures, activities and field trips.
- Cultural field trips to Detroit, the University of Michigan in Ann Arbor, and Lake Michigan/sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
**PROGRAM DATES • July 25 - August 13, 2022**

<table>
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<tr>
<th>JULY 24</th>
<th>Arrival in East Lansing and check-in at dorms</th>
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<tr>
<td>JULY 25 - AUGUST 6</td>
<td>Program at MSU East Lansing campus</td>
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<tr>
<td>AUGUST 6 - 13 7 nights, 8 days</td>
<td>East Coast Trip Niagara Falls, New York City and Washington, D.C.</td>
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**DAILY SCHEDULE**

- All morning sessions will take place from 9:00 to 11:30 a.m.
- All afternoon sessions will take place from 2:00 to 4:00 p.m. unless noted otherwise.

**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 a multi-awarding-winning faculty member 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 also make guest appearances to share their stories.

**FEES**

- $4,000 USD
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, MSU dinner, or any other living costs

**ADMISSION REQUIREMENTS**

- Must be at least 18 years old
- Undergraduate or graduate student at any accredited college
- Intermediate English skills

**SUMMER SCHOOL AWARD**

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU Broad College of Business.

**APPLICATION**

Application opens on March 1, 2022 and closes on May 31, 2022. Contact us at vippmsu@msu.edu for further information.

**APPLY TODAY!**

VIPP reserves the right to cancel the program or change the delivery to virtual.