

V I P P

SUMMER  
SCHOOL

2024

# CREATIVE ENTREPRENEURSHIP



## COURSE OUTLINE

Have you ever thought about starting your own business? Do you have a problem in your daily life or in your community you'd like to solve? Do you have an idea for a new product or a new system to help improve people's lives? **Creative Entrepreneurship** is a program designed to help you discover the mindset of an entrepreneur while exploring creative thinking strategies.

This broad view course will introduce students to the world of entrepreneurs and their principles and habits while teaching critical thinking methods. Students will prove to themselves that they can produce innovative solutions under pressure, and more than just once!

Students will gain understanding of situation evaluation, ideation of solutions, evaluation of solutions and how to share the solutions successfully to a wider audience (investors,) as well as how to read consumers (target markets) and how to market their innovation or start-up.

Through hands-on projects, students will explore various aspects of innovation needs or catalysts. German Fulbright Summer Institute students will take this course alongside Global Summer School students, presenting a unique opportunity for cultural exchange.

## SUMMER SCHOOL HIGHLIGHTS

- More than 35 instructional hours including guest lectures, cultural activities, and field trips.
- Cultural excursions to Detroit, the University of Michigan in Ann Arbor, and the beautiful Lake Michigan shoreline and sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
- Opportunities to meet and share experiences with college students from all around the world.



Visiting International Professional Program  
MICHIGAN STATE UNIVERSITY

[VIPP.MSU.EDU](http://VIPP.MSU.EDU)  
[VIPPMSU@MSU.EDU](mailto:VIPPMSU@MSU.EDU)  
+1 517 432 3663



**PROGRAM DATES** • July 22 - August 10, 2024

<b>JULY 21</b>	Arrival in East Lansing and check-in at dorms
<b>JULY 22 - AUGUST 2</b>	Program at MSU East Lansing campus
<b>AUGUST 3 - 10</b> <i>7 nights, 8 days</i>	East Coast Trip <i>Niagara Falls, New York City and Washington, D.C.</i>
<b>AUGUST 10</b>	Departure from New York City

**DAILY SCHEDULE**

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

**INSTRUCTOR**

**Professor Ross Chowles** is professor of practice in the Department of Advertising and Public Relations at Michigan State University where he teaches branding, the creative process, how to create commercial video, and ideation techniques. Chowles is co-founder of the Jupiter Drawing Room in Cape Town, Africa’s most awarded independent advertising agency. Chowles and his agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. In 2015, Ross was appointed to the international board of the One Club for Creativity and has since had the privilege of judging all over the globe, from Canada to South Korea and China.

**FEES**

- \$4,200 USD
- \$300 discount for previous VIPP Virtual School attendees
- 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, dinner, or any other living costs.

**ADMISSION REQUIREMENTS**

- Must be at least 18 years old
- Undergraduate or graduate student at an accredited college or university
- Any major
- Intermediate English skills

**SUMMER SCHOOL AWARD**

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and the MSU College of Communication Arts and Sciences.

**APPLICATION**

**Application opens on March 25, 2024 and closes on June 16, 2024.**

Contact us at [vippmsu@msu.edu](mailto:vippmsu@msu.edu) for further information.



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

