



Global Summer School 2020

Learn. Create. Grow.

Global Enterprise Innovation

Course Description

Innovation is the key to success for any business in today's highly competitive and super-connected world. When you step onto the campus of Michigan State University, you will step into an environment where innovation is at its core. The Global Enterprise Innovation Summer School 2019 program, at Michigan State University, offers nothing less. Students will have the opportunity to conduct leading edge research and to explore the implications of the Digital Revolution. This three-week intensive summer school program will introduce students to the concept, principle and process of Digital Revolution. The Digital Revolution began at the turn of the 21st Century and is built on mobile internet, the Internet of Things (IoT), artificial intelligence, machine learning, and low-cost storage of information. It connects people with goods and services, biological systems and genetics. It creates virtual currencies and virtual economies outside governmental regulatory reach. The fusion of digital technologies crossing physical boundaries able to interact with biological domains makes this revolution fundamentally different from the agrarian and industrial revolutions. Students will study exciting case studies like Google, Airbnb, Uber, Alibaba, Amazon and how these companies have pioneered Digital Revolution in global businesses. Students will work in small teams to research, write-up, and present findings on the Digital Revolution.



Instructor

TBA

July 15 to August 6:

Arrival and Check-In: July 15
MSU East Lansing Campus:
July 15 to July 29
East Coast Trip: July 30 to
August 6

Program Fee:

\$3,880

Spend an unforgettable summer at Michigan State University!



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

Course Schedule

All morning sessions from 9 am to 12 pm with 30-minute break

All afternoon sessions from 2 pm to 4 pm

	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19
AM				Orientation	Introductions, Industry 4.0	Field Trip to Detroit	Field Trip to Ann Arbor & Tanger Outlet
Lunch			Arrival & Check-in				
PM				Campus Tour & Team Building	Visit Business Library		
	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26
AM	Internet Concepts & IoTs	Whole Foods Case	Two-sided Markets	Baidu, Alibaba, Tencent	Amazon, Apple, FB, Google	Field Trip to Lake Michigan	Free Time
Lunch							
PM	Whole Food Site Visit	VIPP Activity*	Project Time	VIPP Activity*	Project Time		
	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31	Sat 1	Sun 2
AM	Case Study	Case Study	Last Class/Student Presentation & Certification	East Coast Trip July 30 - Aug 6 (8 Days)			
Lunch			Packing				
PM	Project Time	VIPP Activity*	Farewell BBQ				

Program Fee of \$3,880 Includes:



Priceless American college experience



Breakfast & lunch on MSU's campus



On-Campus housing



Health insurance



Local transportation to & from all field trips



East Coast Trip

NOTE: Fee does not include international or domestic airfare, MSU dinner, or any other living cost.

Admission Requirements: At least 18 years old, Undergraduate students or Master Degree student at any accredited college, and Intermediate English skills



APPLY TODAY!

Apply online at www.vipp.isp.msu.edu
 Apply before **May 31, 2020**.
 Contact us at vippmsu@msu.edu for further information.



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VIPP MSU