

Pennsylvania School for

GLOBAL ENTREPRENEURSHIP



5 July - 1 August 2015

Application and further information available on the website: **www.iacocca-lehigh.org**

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Entrepreneurship has been defined as the organizing and managing of a business undertaking. In today's global economy, it is imperative that successful entrepreneurs maintain a worldview and interact with international cultures. The Pennsylvania School for Global Entrepreneurship (PSGE) was developed to inspire the spirit of entrepreneurship and expose students to the creative processes, cultural understanding and effective business practices required by tomorrow's leaders. The PSGE program brings U.S. students together with international high school students from all regions of the world for a residential learning experience.

Who May Apply

Academically talented high school students who are current sophomores or juniors (ages 15-18) at the time of the application deadline may apply to the Pennsylvania School for Global Entrepreneurship. Applicants are asked to demonstrate academic achievement, an interest in business, international relations or economic development, and a record of leadership and service activities. All American and International students are eligible to apply.

Cost and Commitment—USD \$3900

Tuition, room, board, instructional materials, project transportation, field trips to New York and Harrisburg and curriculum related social activities, and airport pick up are included in the USD \$3,900 program cost. Families are responsible for transportation to and from the program and money for personal needs. Students are expected to live on campus for the entire program.

The PSGE Selection Process

The applicant completes the Personal Data Form, narrative essay and resume. Two teachers complete reference forms and letters of application; a Social Studies or business teacher must complete one and an English or Language teacher, the second. The applicant's guidance counselor completes a recommendation form, including the student's transcript, attendance record, and if available, PSAT or SAT test scores and class standing.

A committee comprised of Lehigh University faculty, Iacocca staff, and community business leaders reads the applications for selection. The application is reviewed for evidence of academic commitment, leadership initiative, ability to contribute to a living/learning community and excellent written expression.

APPLICATION DEADLINE: 16 FEBRUARY 2015



Pennsylvania School for Global Entrepreneurship Program Overview



Core Courses

All students attend interactive and energetic core courses, and the content serves as the foundation for much of the higher learning and discussion that takes place throughout the summer program:

Intro to Marketing, Understanding the Marketplace: A Look at the Big Picture, Ethics as an Entrepreneur, Fundamentals of Leadership, Development of a Business Plan, Going Global: Doing Business Internationally, Using Accounting Information to Make Decisions, The Economics of Globalization.

Focus Courses/Special Sessions

Each week, students select a different focus course in which to participate. Examples of Focus Courses include: *Win-Win Negotiating, How CEO's Think, Trading and Investing: Using Tools and Information from Wall Street, Human Resources 101, Understanding the European Union and Global Financial Markets, Software Ventures, Strategy Competitiveness and Human Sources of the Globalization Era, Workplace Success for Entrepreneurs, and Non-Profit Entrepreneurship.*

Special Sessions include Leadership Assessments, Micro-Finance, College and Career, The Role of Government in Business Assistance, Globalization: Dream or Disaster, Project Management, Ropes Course, Team Building and more...

PSGE facilitators include international educators, business leaders and Lehigh University faculty.

Exchanges

On each campus day, a featured speaker meets with the students. During the Exchange, the entrepreneur or international government official address their background, philosophy, strategies for success, lessons learned and advice for the students.

Field Trips

- New York City: United Nations, Wall Street Walks, Bloomberg, Federal Reserve Bank of New York and South Street Seaport.
- State of Pennsylvania, Department of Community and Economic Development, Capitol Building
- Lehigh Valley businesses

Project Experiences

An outstanding feature of the program is the Project Experience where students have an applied opportunity to partner with a company or enterprise to learn first hand about what it takes to be successful in business. Students will work in teams of six (along with a Lehigh University Mentor) at the company sites one day per week during the program. As a learning outcome, each student team prepares a business report and makes a formal presentation to the company, with recommendations and solutions to the entrepreneurial problem they were faced with at the company. Examples of past project partners include *Just Born®, IronPigs Baseball, YMCA, Phoebe Ministries, and JF Magic*, just to name a few.

International Component

In 2013, the PSGE program had participation of twenty-four international students from fifteen countries. Since the program's inception in 2001, the program has had participation from international students representing Afghanistan, Antigua Barbuda, Argentina, Australia, Belarus, Brazil, Bulgaria, Burma, Canada, China, Columbia, Croatia, Czech Republic, Denmark, England, Estonia, France, Georgia, Germany, Ghana, Greece, Guatemala, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Jordan, Kazakhstan, Korea, Kuwait, Malaysia, Mexico, Moldova, Netherlands, Nigeria, Norway, Pakistan, Palestine, Panama, Paraguay, Peru, Poland, Portugal, Romania, Russia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Switzerland, Turkey, Ukraine, Venezuela, Vietnam, and Zimbabwe.

Students also have a unique opportunity to attend a variety of Global Village Special Sessions.

Globalization: This interactive session brings together Global Village and PSGE participants to discuss global issues through a forum. **Cultural Night:** A unique opportunity to learn first hand about traditional dress, history, arts from twenty-five countries.

Facilities

Student housing, classroom and evening recreational activities are based on Lehigh University's campus. Through the use of a Gold Plus card, students are able to eat their meals in the dining hall or local restaurants. PSGE students have access to the campus library, bookstore, sports facilities, health center and outdoor amenities. Housing, food and evening fun activities are included in the program cost.