

V I P P

VIRTUAL  
SUMMER  
SCHOOL  
2022

# GLOBAL ENTREPRENEURSHIP *and* INNOVATION

**“Top 25 program for entrepreneurship,  
Michigan State University.”**

*- The Princeton Review, 2020*

## 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. Our 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 online 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

## CREDIT OR CERTIFICATE OPTIONS

Students have the option to take this class as an MSU credit-bearing course or non-credit.

PROGRAM TYPE	FEE	CREDIT
<b>CREDIT</b> Upon successful completion, students enrolled for credit will receive a certificate and one (1) official MSU credit on their transcript.	\$1,047.25	One (1) MSU Credit  <i>Pass or fail grade only</i>
<b>NON-CREDIT</b> Students will receive an MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU College of Communication Arts and Sciences.	\$800.00	Certificate

- Fees are in USD and are payable online
- Payment deadline is **August 1, 2022**
- No refund once the program commences



Visiting International Professional Program  
MICHIGAN STATE UNIVERSITY

**VIPP.MSU.EDU**  
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## PROGRAM DETAILS

<b>DELIVERY PLATFORM</b>	Zoom and D2L			
<b>PROGRAM DATES</b>	August 8 - 19, 2022 10 days over a two-week period			
<b>CLASS TIMES</b> <i>(Local times)</i>	<i>India</i>	<i>China Indonesia Malaysia Singapore</i>	<i>S. Korea Japan</i>	<i>East Lansing, MI, USA (EDT)</i>
	5:30 P.M. to 7:00 P.M.	8:00 P.M. to 9:30 P.M.	9:00 P.M. to 10:30 P.M.	8:00 A.M. to 9:30 A.M.
<i>A total of 15 synchornous contact hours and approximately 15 hours of offline project time.</i>				

## 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 multi-awarding-winning faculty 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 make guest appearances to share their stories.

## LEARN WITH MSU AND INTERNATIONAL CLASSMATES

This virtual Summer School program provides an opportunity for international college students and MSU students to learn together in real-time. Enjoy cross-cultural collaborative learning and a meaningful international exchange experience with classmates from all around the world with this cost-effective way to study abroad.

## ADMISSION REQUIREMENTS

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

## APPLICATION

**Application opens on May 9, 2022 and closes on July 1, 2022.**

Payment deadline is August 1, 2022.

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

