



Stevens Institute of Technology & G-MEO
United States Summer Boot Camp
Innovation and Entrepreneurship Thinking
July 15 - August 5, 2019



This three-week summer boot camp will focus on Innovation and Entrepreneurship thinking. The boot camp will consist of a two-week intensive academic and cultural experience based at Stevens Institute of Technology in Hoboken, New Jersey. Located just 10 minutes outside of New York City, this program will provide students with the opportunity to learn about innovation and entrepreneurship thinking in the largest city in the U.S. and the hub of American culture. The trip will conclude with a five-day guided tour of Washington, D.C., which will include cultural and historic site visits, as well as tours of top-tier universities.

Program Highlights

- Interactive projects and activities that foster innovative and entrepreneurial spirit
- Enhancement of academic, professional, and business skills
- Visits to global and local businesses, prestigious universities, and cultural sites
- Cultural immersion in the New York City and Washington DC area

- Certificate of Program Completion provided by Stevens Institute of Technology and G-MEO upon successful completion of the program¹

Program Goals

Through this program, students will:

- Improve their English language communication skills (writing, speaking, and listening)
- Gain a thorough understanding of American academic culture
- Learn about Innovation and Entrepreneurship thinking in the U.S.
- Be exposed to the American professional culture
- Become acquainted with programs of graduate study in the U.S.

Improving English Language Skills

Throughout their summer boot camp, students will be asked to communicate in English consistently in the classroom, around NYC, and with each other. They will have the opportunity to learn useful academic skills that will prove beneficial for their academic studies and professional careers. They will be expected to make presentations in class, actively participate throughout the program, and submit written work when required. Regardless of what career or education path the student decides to pursue, they will gain valuable English language skills applicable to a wide variety of subject areas.

Understanding American Academic Culture

Students will be fully immersed in the experience of university life in America. They will live either in Stevens residence halls among other American students or in nearby hotels (TBD), will be instructed by Stevens' faculty members, and will be held to the same standards as American students (for example, academic integrity).

Learning about Innovation/Entrepreneurship Thinking and Professional Culture of the U.S.

Students will be exposed to the professional culture and learn about innovation and entrepreneurship thinking in real-world settings. They will have the opportunity to visit Fortune 500 companies and mid-/small-sized start-ups during their summer boot camp.

Becoming Acquainted with Graduate Studies in the U.S

¹ This is a cultural immersion program and does not carry, nor can be translated to, US college credit.

Through several campus visits and their stay at Stevens, students will learn about the opportunities for continuing their education at the graduate level in the United States. They will learn about requirements, standards, and the application process.

Who Should Participate

This is an ideal program for students who:

- Are interested in learning more about innovation and entrepreneurship thinking
- Are interested in pursuing a graduate degree in the United States or other Western countries
- Wish to improve their professional, academic, and English language skills and to have an authentic experience of American culture, and as such, stand out in the job market

Program Overview

Week 1

The first week of the program will primarily focus on providing students with an introduction to the fundamentals of innovation and entrepreneurship thinking. Students will learn about the elements of entrepreneurship thinking as well how to conduct market research through customer interviews, the basics of product development, and how to structure and deliver business presentations. These foundational concepts will help students as they begin to develop their own product in groups, which are formed on the first day of class. Students will also receive an orientation to the Stevens campus and surrounding area. During the first week, students will have several guided site visits to companies and cultural sites in NYC.

Week 2

The second week of the program will be a continuation of the first week, but will also focus on how to move a product to market, including marketing and communication strategies and how to pitch to prospective investors or clients. Students will learn how to finance entrepreneurial ventures, and develop their team's own finance and operations strategy. In the final class, students will present, as a group, their final product. Students will continue to have scheduled guided site visits to companies and cultural sites in the area.

Week 3

For the final week of this summer boot camp, students will travel to Washington, D.C., the capital of the U.S. They will have the opportunity to visit the White House and Capitol Hill, where U.S. lawmakers create policies that affect millions of people. Later, students will go to places that commemorate the strength and courage of the nation's Founding Fathers and greatest presidents, like the Washington Monument, Jefferson Memorial and Lincoln Memorial.

Application Process

To apply to participate in this program, students must:

- 1) Complete g-MEO's online application before **April 30th, 2019**
- 2) Have approval of their home department OR a minimum GPA of 2.5 (or international equivalent)
- 3) Provide proof of English language proficiency. Proof of English proficiency: CET score (and TOFEL or IELTS if applicable)
- 4) Sign on Summer Boot Camp Agreement. The deadline for program application and program fee payment is **May 10th, 2019**.

Fee

US **\$6,500 per** student, including **\$5,500** for program delivery and **\$1,000** for meals per student (based on the exchange rate of May 1st, 2019 if pay in RMB), **including:**

1. Education sessions, program management, teaching materials, and fees
2. One Stevens Institute of Technology's official Certificate for the Program
3. Housing and meal plans, U.S. domestic (DC, NJ, and NYC) transportations
4. International Insurance (including medical, accident, and disaster evacuation)
5. Others (admission tickets, tours and visits, activities that listed on the schedule)
6. Chaperones and professional guide
7. Administration fee

Remark:

- Students will be accommodated either in standard double room in Stevens resident hall or at nearby hotels (TBD), and chaperones in double or single room (depending on the choice and payment).

- There might be three lunches not included in the program fee depending on the location of accommodation
- Bus transportation includes the airports pick-up and drop off, and excursions.
- The program fee does not include international airfare, U.S. visa, and other cost that generated as results of students' own activities.

Refund Policy

1. Students who are denied a U.S. visa and have paid the full program fee will receive a 100% refund (minus the RMB200 program application fee).
2. Students who have obtained a U.S. visa and paid the full program fee but withdraw from the program more than 30 days prior to the program departure date will receive a refund of 50% of the program fee; if 15 –30 days prior to the program departure date, 30% of the program fee will be refunded; if less than 15 days prior to the program departure date, 20% of the program fees will be refunded (the amount refunded will less the non-refundable RMB200 program application fee).

Contact

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Program Partner Introduction



Stevens Institute of Technology



Stevens Institute of Technology is located in Hoboken, New Jersey, just minutes from New York City. Founded in 1870 by America’s First Family of Inventors — who patented steam ferries and the modern form of railroad track, among many other inventions — technological innovation has remained the hallmark of Stevens’ education and research programs ever since.

Today, within the university’s three schools and one college, 6,600 undergraduate and graduate students collaborate with more than 290 faculty members in an interdisciplinary, student-centric, entrepreneurial environment to advance the frontiers of science and leverage technology to confront global challenges.

U.S. News & World Report rankings of higher education institutions have recognized Stevens as one of the nation’s top universities since 2011. Stevens is home to three National Centers of Excellence, as well as dozens of joint research programs, facilities and centers focused on critical industries such as cyber security, defense, energy, finance, healthcare, homeland and maritime security, STEM education and urban and coastal resilience. Stevens also maintains extensive professional networks and relationships with leading universities, government agencies and industry.



Global Maximum Education Opportunities (G-MEO)

Global Maximum Educational Opportunities Inc., a social enterprise dedicated to promoting the development of international education, was founded by well-known Chinese American educator Dr. David Chang in 2011 in the United States. G-MEO aims to provide a world class service in international education through partnerships with accredited educational institutions in the United States and abroad. Partnership, innovation, integrity and transparency are both our operational principles as well as the hallmarks of our spiritual pursuits.

Since the founding of the Company, G-MEO, under the leadership of David Chang, has established the Chengdu American Center for Study Abroad and the Suzhou Sino-American Center, as well as partnerships with well reputed universities in Greater China. The company has also established close relationships at various levels with around 30 universities in the United States, enabling us to promote our study abroad programs among these schools. The Chengdu American Center for Study Abroad, a joint project with the Chengdu Municipal Government and well know Chinese universities, is a project in which we take special pride. It has attracted five American universities, including Stevens Institute of Technology in Washington D.C., as its principle partners. It has not only pioneered an experiment in Sino-American educational cooperation but has also helped the Company develop extensive educational resources both in the United States and China.

Program Schedule for July 15–August 5, 2019

Week 1 | New Jersey/NYC

Day	Morning	Afternoon	Evening
Mon 7/15	Travel to EWR	Travel to EWR	Travel to Accommodations <i>Light snacks will be provided</i>
Tues 7/16	Orientation to Stevens Institute of Technology 9:30AM Carnegie Room 315	Team Scavenger Hunt of Stevens & Hoboken	Movie Night/Free Time

Wed 7/17	Class Meeting #1: Introduction & Course Overview <i>Carnegie Room 315</i>	HW: Customer Visit Module	Free Time
Thurs 7/18	Class Meeting #2: Leadership Reaction Course <i>Schaefer Recreation Center</i>	Reading; Oral Presentation Module & Customer Interviews	Pizza & Bowling Night with Stevens Students 6-8PM <i>Howe Center</i>
Fri 7/19	Class Meeting #3: Focus on POV <i>Carnegie Room 315</i>	Customer Interviews	Sightseeing in NYC (Madison Square Garden, Empire State Building, New York Public Library, Times Square) <i>Meet at Howe Center</i>
Sat 7/20	Class Meeting #4: Focus on UVP and MVP *Babbio Room 210*	Customer Interviews*	Group Dinner Skyline 4 th Floor Howe
Sun 7/21	Trip to Ellis Island & The Statue of Liberty	Free Time at Oculus and 9/11 Memorial*	Free Time

Week 2 | New Jersey/NYC

Day	Morning	Afternoon	Evening
Mon 7/22	Class Meeting 5: Focus on Competitors, Unfair Advantage	Venture Center Panel Discussion	Team Meeting: Teams work on their startup
Tues 7/23	Class Meeting #6 Story Boarding*	Team Meeting: Teams work on their startup	Team Meeting Teams work on their start-up presentation
Wed 7/24	Class Meeting #7: Start Up Presentation	HW Heavy: Marketing and Financial Modules; Capsim Training and Solo Practice	HW Heavy: Marketing and Financial Modules; Capsim Training and Solo Practice

Thurs 7/25	Class Meeting #8: Intro to Simulation & Solo Exam	Visit to the Cooper Hewitt Design Museum	HW: Marketing Case Solo Exam I
Fri 7/26	Class Meeting #9: Marketing Case Review	Graduate Admissions Presentation HW: Resource Challenge	HW: Finance & Operations Case, Solo Exam II
Sat 7/27	Woodbury Outlets	Woodbury Outlets*	Free Time
Sun 7/28	Visit to Central Park, Rockefeller Center, Radio City Music Hall, 5 th Ave	Lunch at the <i>Hard Rock Café NYC</i>	Shopping in Times Square and 5 th Ave

Week 3 | New Jersey/NYC & Princeton & Washington, D.C.

Day	Morning	Afternoon	Evening
Mon 7/29	Class Meeting #10: Finance & Operations Case Review, Resource Challenge & Intro to TedX	Team Meeting: Finalize Business Presentations	Team Meeting: Finalize Business Presentations
Tues 7/30	Class Meeting #11: Final Business Development Presentations	Columbia University Visit	Certificate Dinner & Talent Show
Wed 7/31	Federal Reserve Visit Wall St.	Tour of Bloomberg	Hudson River Cruise (Arrive by 6:45pm)
Thurs 8/1	Travel to Princeton/Philadelphia	Philadelphia Liberty Bell and Independence Hall Visit	Philadelphia to Washington D.C.
Fri 8/2	American University Tour/ National Zoo	Visit U.S. Capitol	Free Time
Sat 8/3	Smithsonian Museum Tour	Washington Landmark Tour (FDR Memorial, Lincoln Memorial, Vietnam War Veterans Memorial, White House)	Farewell Dinner

Sun 8/4	Team Activity	Check-out/Depart for Airport	Travel Home
Mon 8/5	Travel Home	Arrive in China	Arrive in China

*Student Participants will need to use duckbills to purchase meals on these days

Note that if students use all of their duckbills, they will need to pay out of pocket with their own expenses.

Sample Certificate



Course Overview

The Innovation and Entrepreneurship Thinking Summer Bootcamp Course is a two-week intensive academic cultural experience based at Stevens Institute of Technology in Hoboken, New Jersey. Over the course of the two weeks, there will be ten class meetings, each designed to actively engage students with the course content.

The first week of the program will primarily focus on providing students with an introduction to the fundamentals of innovation and entrepreneurship thinking. Students will learn about the elements of entrepreneurship thinking such as how to conduct market research through customer interviews, the basics of product development, and how to structure and deliver business presentations. These foundational concepts will help students as they begin to develop their own product in groups, the core component of the course.

The second week of the program will be a continuation of the first week, but will also focus on how to move a product to market, including marketing and communication strategies and how to pitch to prospective investors or clients. Students will learn how to finance entrepreneurial ventures, and develop their team's own finance and operations strategy. In the final class, students will present, as a group, their final product.

In addition to in-class learning, students will have the opportunity to tour and visit several companies in the New York and New Jersey area, from large companies such as Bloomberg to smaller start-ups based in Hoboken. Throughout the course, students will be expected to: complete all homework by the assigned deadlines during afternoons, evenings or weekends; complete each exam or quiz; contribute as an engaged member of their group; and actively participate in all class activities.

The overall objective of this course is to:

- 1) Provide students with a new way of problem solving - entrepreneurial thinking – that is a process for discovering and pursuing new opportunities while not being constrained by current dogma. Steve Jobs best explained the problems of being trapped by dogma:

“...which is living the results of other people's thinking. Don't let the noise of others drown out your inner voice. And more important, have the courage to follow your own heart and intuition. They already know...”

- 2) P
Provide enough basic material in a highly interactive format so students understand the world of entrepreneurship.
- 3) C
Create a superb student experience by teaching the course in interactive, immersive and experiential flipped classroom format.

The specific learning outcomes for the course include:

1. Being able to understand the unmet and unarticulated needs of the customer, being able to formulate a business model and determine how the unmet customer needs will affect all elements of the model.
2. Able to set up a team, choose a leader and manage conflict in order to achieve an effective and creative team.
3. Apply the fundamentals of how to give an effective oral presentation.
4. Understand basic financial accounting terms and be able to apply them.
5. Understanding the concepts of cost goods sold, gross margin and a bill of materials and be able to apply them.
6. Integrate course content to be able to understand both product start-up and development.
7. The key aspects of marketing (i.e. the 4P's and targeting) and how to apply them.
8. Have a fundamental knowledge and an appreciation of the technology and business processes necessary to nurture new technologies from concept to commercialization.

Course Specifics

The two-week Innovation and Entrepreneurship Thinking Boot Camp is an active learning experience that requires students to be engaged and proactive. Over the course of the two-week boot camp at Stevens, students will work in teams to design, develop and present a product of their own creation. Students will be responsible for interviewing potential customers on and around the Stevens campus in their groups. This course component is intended to build the students' English language skills and provide customer insight to inform the design and purpose of their product.

Students will be expected to complete all homework by the assigned deadlines. All homework is mandatory and accessible online; students are provided time in the afternoon to meet with their groups and/or complete homework assignments independently. There will be two exams during the boot camp; these exams are designed to allow students to demonstrate their understanding of course content and provide an opportunity for the instructor to provide feedback with students.

Cultural and professional site visits will be structured to provide students a genuine and substantial experience. Site visits may include panel discussions, information sessions, or tours. All extra-curricular activities are intentionally planned to engage students with different aspects of American and New York City culture—academic, cultural, or professional.

Instructor Bio

Peter Koen is an Associate Professor in the Wesley J. Howe School of Technology Management. He is also currently the director of the Consortium for Corporate Entrepreneurship (CCE), which he founded in 1998, whose mission is to significantly increase the number, speed and success probability of highly profitable products and services at the “Front End of Innovation” (www.frontendinnovation.com). Current consortium members include 3M, ExxonMobil, Goodyear, Nike, Intel, P&G and WL Gore. Peter has also extensively published articles on the front end and founded the popular practitioner front end conference - which is now in its 15th year in the US and coined the term FEI. He has 20 years of industrial experience. His academic background includes a BS and MS in Mechanical Engineering from NYU and a Ph.D. in Biomedical Engineering from Drexel University. peter.koen@stevens.edu.