The Iacocca Global Entrepreneurship Intensive summer program at Lehigh University, Bethlehem, Pennsylvania brings American high school students together with international high school students (current sophomores and juniors) from all regions of the world for a four-week residential learning experience.

The applied curriculum in the Iacocca Global Entrepreneurship Intensive program includes core and elective courses, entrepreneurial exchanges and excursions, international cultural presentations, field trips to New York City and Harrisburg, team projects with a partner enterprise, and a variety of other interactive experiences and fun activities.

Program Goals

Through experience and application, the students develop a way of thinking in which they:

- evaluate whether an idea is worth adopting for the purpose of becoming an innovation.
- evaluate whether the idea has the potential for success.
- understand what steps will be required to develop the idea fully.
- work as part of team and learn to value the team process.
- learn how to develop a functional business and marketing plan.

Skill Development

- Business
- Leadership
- Team Building
- Global Networking
- Project Management
- Working in a culturally diverse environment
Core Courses

The essential element of the curriculum for the program is delivered through seven core courses, taught by Lehigh University faculty and community leaders. All students attend these interactive and energetic courses, and the content serves as the foundation for much of the higher learning and discussion that takes place throughout the summer program. Each week of the program is highlighted by a different core course. As a foundation to the curriculum, the Core Courses set the standard for the high quality of learning and discovery for the students.

- Core 1 – Ethics as an Entrepreneur
- Core 2 – Understanding the Marketplace: A Look at the Big Picture
- Core 3 – Going Global: Doing Business Internationally
- Core 4 – Development of a Business Plan
- Core 5 – Development of a Marketing Plan
- Core 6 – Understanding Financial Statements
- Core 7 – Economics of Globalization

Life Skills Courses

- Project Management
- Public Speaking/Interviewing
- Team Building Ropes Course
- Business Writing

Special Sessions

- Survival Exercise – Team Leadership
- Adaptive-Innovative Theory: Learning Your Leadership Style
- Communicating Leadership
- Globalization: Dream or Disaster
- Micro-Finance Lending
- Community Service Day
- The Role of Government in Business
- Assistance—DCED
- College and Career
- Admissions
- Financial Aid
- Entrepreneur Assessment

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Focus Courses

Each week, students select a different focus course in which to participate. Facilitated by university faculty and staff and global business leaders, the focus courses are an opportunity for the students to get involved in a specific area under the grand topic of global entrepreneurship. The focus courses are made up of 20 to 25 students and the seminar style of each course provides for a very interactive and hands-on learning opportunity.

Examples of Focus Courses include:
Win-Win Negotiating: Essential Skills for Entrepreneurs
How CEO’s Think
Sustainability Development
Human Resource 101
Understanding the European Union and Global Financial Markets
Intercultural Communication
Software Ventures
Workplace Success for Entrepreneurs

Entrepreneurial Exchanges

A highlight of the curriculum is the Entrepreneurial Exchange. On each campus day, a featured Entrepreneur in Residence meets with the students. During the Entrepreneurial Exchange, the Entrepreneur address the following topics with the students:

- Background including education and training
- Company overview and history
- Personal philosophy about being successful in business
- Qualities necessary to be an entrepreneur
- Strategies for success in entrepreneurial ventures
- Lessons learned and risks taken
- Advice for the young entrepreneurs as they begin their academic/professional careers.
Entrepreneurial Experiences and Team Projects

An outstanding feature of the program is the Entrepreneurial 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 global business. Students will work in teams of six (along with a Lehigh University Adviser) at the company sites each Thursday during the summer.

Partner companies for the Entrepreneurial Experiences include: Just Born, Inc., Good Shepherd Rehabilitation, CT Global Solutions, KidsPeace Team Center, United Way of the Greater Lehigh Valley, just to name a few.

Each Global Entrepreneurship Team will present its findings to business and community leaders, Lehigh faculty, and other program students in a formal presentation during the final week of the program.

- During the first meeting, company executives provide the students with a tour of the company, an understanding of the enterprise operation, and a chance to meet company executives/managers/employees. They also present an “organizational opportunity” – a problem or area of concern in the company – that needs to be addressed. Company leaders share the details of this organizational opportunity, which is the springboard for the students to begin their team work to develop solutions/recommendations to address the problem.

- When appropriate, the teams attend scheduled meetings, presentations or visits to give the students more insight into the company. Students at the sites also have the chance to shadow the entrepreneurs, as well as talk one-on-one with employees and clients. All of these experiences add to the knowledge base of the students, as they work through their plans to develop solutions/recommendations to assist the company with their global problem.

- The culminating project for the students is the opportunity to work together in small teams to thoroughly investigate and research the problem presented to them by the business leaders. The teamwork takes place throughout the four weeks, not just during the work sessions at the company sites. The students have access to all of Lehigh’s libraries and internet resources, as well as the benefit of the many experiences and seminars offered during the program.
Iacocca Global Entrepreneurship Intensive
Course Overview

Cultural Night: A unique opportunity to learn first hand about traditional dress, history, and arts from fifteen to eighteen countries.

The support of the local, national and international business community is a tremendous asset of the Iacocca Global Entrepreneurship Intensive program and is one of the primary reasons for the program’s success. Lehigh University and the Iacocca Institute enjoy strong relationships with entrepreneurs and leaders of industry that were a great support as this program was initiated.

Leadership Project

Upon completion of the program, each student will have an opportunity to complete a Leadership Project. This project reflects what the student learned and experienced through the program and it is to be an activity/project that will impact the student’s community or school. The program office will work with the students in the weeks and months following the program to support and assist the Leadership Projects as needed.

Educational Field Trips

All students will take part in valuable learning experiences during the field trips.

- United Nations, New York City
- Federal Reserve Bank of New York
- Wall Street Walks
- 911 Memorial
- Pennsylvania State Capitol
- North Star Adventures
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Residence Life

To support the goal of students living in and creating a community of learners, an extensive plan for programming within the residence halls is in place. Residence Life staff offer a variety of social, cultural and recreational programs and activities to take place in the evenings and during the weekends, to support the Global Entrepreneurship curriculum and to encourage interaction among the participants. Highlighted programs include Salsa Dancing, Capture the Flag, Talent Show and more.

Staff

To support the program, the live-in staff includes a residence life coordinator and ten student mentors. Student mentors are all undergraduate or graduate students who have experience with international students and travel, residence life and/or are a former participant of the program. The ten student mentors live on the floors with the students and are with them throughout the program. The mentors complement and supplement the formal curriculum by enhancing the quality of life in the residence halls. The mentors are responsible for promoting an environment conducive to the individual rights and responsibilities of students.

Mentor Groups

Students have a daily opportunity to reflect on their summer experience by meeting with Mentor Groups. Facilitated by student mentors, the Mentor Groups are a chance for the students to come together in small, safe groups to share feedback and reaction to the program. The trained student mentors facilitate each mentor group meeting so that all students can participate and share. The Mentor Groups are especially helpful to the international students as they adjust and learn from the program.

Residence Hall Facilities

Students and staff are housed in residence halls (Congdon-Emery) on Lehigh’s campus with social activities held in the common areas of each hall. Members of the opposite sex are not allowed in the sleeping room areas of either hall at any time, with the exception of the student mentors. The residence halls are traditional-style dormitories, with common areas and common bathrooms. Student meals are in the Dining Hall on campus, or at local restaurants.
International Student Liaison

The International Student Liaison is another way to ensure that the international students’ needs and concerns are being met and addressed. From the moment the students are admitted into the program, the Liaison is in touch with them via email and she works in partnership with the Director, to keep in constant contact with the international students. A handbook specifically written for International students was prepared and sent to each of the students. The Liaison works with each student to answer a variety of questions including what to bring to how to get B1/B2 Visa processed and what to expect from the program.

Health Center

Students arrive on campus with evidence of medical coverage, but on occasion, students need to use medical treatment. If a student would need to go to the hospital, St. Luke’s Medical Center is located approximately 1 mile from campus.

Information Resources/Libraries

Each student is assigned a computer user ID so that each student has computer access to Lehigh’s system. With their university ID cards, students also have access to Lehigh’s libraries and resource materials. Students are able to use all facilities and resources while working in the libraries. Also, scholars benefit from targeted training sessions, facilitated by IR and library staff, to learn about the computing and research facilities. Throughout the four-week program, students then have access to computing labs across campus for work and for personal email and communication.

Eligibility:

Eligible students include current sophomores and current juniors (ages 16-17) in high school. Application due date is February 15, 2018. The fee for the program includes all housing, food, program sessions, educational materials, and educational excursions. Airline travel to and from Lehigh University from your home or country are NOT included in the program costs. International Program fee includes airport pickup and delivery, and extra nights stay and food. If American students require airport pick up and delivery, extra nights stay and food, extra fees will be charged.

For an application or further information, please visit: Global.lehigh.edu/Iacocca
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Application Deadline: February 15, 2018
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