

# VIPP GLOBAL VIRTUAL WINTER SCHOOL *at Michigan State University*

## GLOBAL ENTREPRENEURSHIP AND INNOVATION

### COURSE DESCRIPTION

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. In 2020, Michigan State University was recognized by The Princeton Review as a “Top 25” program for entrepreneurship. Our Global Entrepreneurship and Innovation Winter School 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 Winter School 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 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

### DETAILS

#### Fees and Payment

- \$800 per person
- Pay online
- Payment deadline is Jan 3, 2022
- No refund once the program starts

#### Delivery Platform

- Zoom and D2L

#### Program Dates

- 10 days in a 2-week period
- Tuesday, Jan 18 to Saturday, Jan 29, 2022



**CLASS TIME**

TIME ZONE	East Lansing, MI USA (EST)	Indonesia (Jakarta)	China Philippines Malaysia	Japan S. Korea
Local Time	8:00pm - 9:30pm	8:00am - 9:30am	9:00am - 10:30am	10:00am - 11:30am

**Notes:**

- A total of 15 synchronous contact hours and approximately 15 hours of offline project time
- This course is equivalent to 1 credit at MSU but no official MSU credit will be awarded.

**COURSE FEATURES**

Capitalizing on advanced technology, this virtual program brings international college students together and offers a unique opportunity for cross-cultural collaborative learning and meaningful international experience without having to leave your homes. Its substantially lower program cost than traditional in-person programs will make the program more accessible to students around the world.

**INSTRUCTOR****AUBREY WIGNER**

*Assistant Professor*

*The Burgess Institute for Entrepreneurship & Innovation and the department of Management within the Eli Broad College of Business, Michigan State University*

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. In addition to Dr. Wigner, successful business and social entrepreneurs will make guest appearances to share their stories.

**ADMISSION REQUIREMENTS**

- Must be at least 18 years old
- Undergraduate students or Master's Degree students at any accredited college
- Intermediate English skills
- Any major
- Must have a modern 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.

**Certification**

- A joint certificate by VIPP and MSU Broad College of Business

**Special Note**

- Students who attend this program will receive a \$300 discount when they apply for any future in-person Summer School Program.

**APPLICATION**

**Application will open on Nov 1, 2021  
and close on Dec 17, 2021**

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



**APPLY TODAY!**

