

Silicon Valley Immersion™ Program

Executive and Manager Track



University of San Francisco

+1.415.422.4685
 internationalexec@usfca.edu
 www.usfca.edu/bps
 2130 Fulton St.
 MA, Room 102–105
 San Francisco, CA 94117

San Francisco: the capital city of Silicon Valley.

Silicon Valley: the most innovative, entrepreneurial, and future-oriented environment in the world.

The USF Silicon Valley Immersion™ program: the keys to the store.

Are you a business executive or manager that needs to foster innovation and entrepreneurship within your company or department? Are you seeking ways to capitalize on new ideas brought forward by employees to solve old challenges or generate new revenue streams? The University of San Francisco Silicon Valley Immersion™ program provides access to Silicon Valley’s unique entrepreneurial ecosystem. Designed and taught by industry thought leaders, this program gives you the footing needed to transform knowledge and ideas into tangible innovation and results.

Groups That Should Participate

- Corporate Business Development Executives
- Corporate Strategists and VCs
- Global Expansion Executives
- Engineering and Software Development Managers
- Economic Development Agency Managers
- Government Agency Managers

Program Description

The USF Silicon Valley Immersion™ program for executives and managers is designed specifically for professionals responsible for business outcomes, innovating for the future, or those seeking to build and maintain a culture of corporate entrepreneurship. The curriculum is delivered through keynotes by renowned faculty, panel discussions with industry experts, exercises, case studies, and simulations that all focus on leading and managing entrepreneurship, innovation, new business unit creation, risk capital financing, and global scalability. Simultaneously, you will visit companies in Silicon Valley to hear first hand the lessons these businesses have encountered and the secrets behind their success stories.

Program Benefits

- EXPLORE** leadership and management techniques that promote new idea generation and successful implementation in your organization
- INTERPRET** success secrets from Silicon Valley’s leading innovative companies and transfer best practices to the corporate setting
- ACQUIRE** tools to develop strategies and strengthen skills that can be immediately applied to create and grow new business
- REFINE** key innovation and entrepreneurial skills in a learn-by-doing environment

Sample Program

The program length can be tailored for three days to three weeks. Sample program, actual classes and events may vary.

DAY 1	Dealing with Darwin – Innovation in Enterprises	Corporate Entrepreneurship	Global Leadership	Industry and Competitive Research	
DAY 2	Technology Entrepreneurship & Strategic Alliances: The Bay Area & Biotechnology as a Case Example	Open Innovation	Site Visit: Clorox Innovation Center	Project Coaching Session	Networking event
DAY 3	Provocation Based Selling – Growing Share for Your Products	Crossing the Chasm: Creating Go-to-Market Success at Every Stage at a Company	Applied Creativity	Venture Finance	
DAY 4	Negotiation	Growing New Business through Corporate Venture Units	Site Visit: Plug and Play Tech Center	Site Visit: Microsoft, Palo Alto Campus	Networking event
DAY 5	Project Coaching	Project Presentations	Certificates and Closing		

International and Executive Programs At USF

SILICON VALLEY IMMERSION PROGRAM™

Participants master academic fundamentals in classes taught by faculty while also learning real world lessons from executives in Silicon Valley on-site at their companies. Four unique tracks tailored for specific audiences:

- Executive and Managers track
- Innovation & Entrepreneurship Faculty track
- Students in Business and Management track
- Students in Science and Engineering track

ENTREPRENEURS BOOTCAMP™

An intensive 3-day experience providing entrepreneurs the necessary tools to succeed in pitching their new ventures.

GLOBALIZATION PROGRAM

A practical curriculum for starting or extending a global business.

UNIVERSITY SPIN-OFFS

Learn how to support the creation, development and commercialization of new technologies created as a result of scientific and academic research.

U.S. HISPANIC MARKET IMMERSION

Learn about current developments in multicultural marketing, near-shoring, financial services, and micro-lending, and how to leverage these developments to create new ventures that serve ethnic minorities.

INTERNATIONAL BUSINESS PLAN COMPETITION

Teams of graduate students from recognized universities across the globe gather annually to compete by pitching their ideas to a prestigious panel of Silicon Valley venture capitalists and business executives.

Contact information

CARLOS BARADELLO, PH.D.

Associate Dean

 csbaradello@usfca.edu

 1.415.422.6399

MONICA NOVOA

Director

 mnovoa@usfca.edu

 1.415.422.6706

“The program has sharpened my view of the big picture and the importance of ‘Connecting the Invisible Dots.’ It has opened my eyes to business opportunities where they are not necessarily obvious.”

— Gunter M. Heiss
Knowing Informations Management, GMBH

“The USF School of Business and Professional Studies is incredibly competitive in the entrepreneur field and many professors that teach here have taken many companies public.”

— The Princeton Review