

# Silicon Valley Immersion™ Program

Student in Business and Management Track



## University of San Francisco

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**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.

Would you like to learn first-hand from some of the most successful and visible entrepreneurs in the world? Come discover insights about entrepreneurship, innovation, and new venture creation directly from the individuals who are leading tomorrow's business successes today. 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

- Students in business from a recognized educational institution requiring theme-based global immersion

## Program Description

The USF Silicon Valley Immersion™ program closely integrates academic content with hands-on training. Participants master academic fundamentals in classes taught by USF faculty while simultaneously learning real world lessons from important players in the Silicon Valley network during visits to their companies. The curriculum is dynamic: lectures, panel discussions, exercises, case studies, simulations, student projects and presentations all focus on entrepreneurship, innovation, new venture creation, risk capital financing, and global scalability.

## Program Benefits

**BROADEN** knowledge of business applications and techniques used in advanced and developing economies

**LEARN** success secrets from Silicon Valley entrepreneurs

**REFINE** key business skills in a learn-by-doing environment

**COLLABORATE** in team learning projects that imitate real-world work scenarios

**EARN** academic credit, plus fulfillment of international immersion requirements associated with recognized graduate program standards

## Sample Program

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

<b>DAY 1</b>	Introduction to Entrepreneurship in the Silicon Valley	Dealing with Darwin – Innovation in Enterprises	Industry & Competitive Research	Site Visit: European Entrepreneurship Lectures Technology Commercialization in Finland and Central Europe
<b>DAY 2</b>	Corporate Entrepreneurship	Business Planning the Silicon Valley Way	Project Coaching Session	Networking Event
<b>DAY 3</b>	Provocation Based Selling – Growing Share for Your Products	Applied Creativity	Industry and Competitive Research	Global Leadership
<b>DAY 4</b>	Venture Finance	Project Coaching Session	Site Visit: Plug N Play Tech Center	Site Visit: Law Firm History of Silicon Valley
<b>DAY 5</b>	Project Work	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

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*“It was a well designed program with a balanced mix of lessons and company visits. We had numerous opportunities to network with people from the venture capital community, and to socialize with other USF students and faculty.”*

— Karl Silly

Bank for Tirol and Vorarlberg

*“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