

International and Executive Programs

At the epicenter of entrepreneurship and innovation



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

Discover insights about entrepreneurship, innovation, and new venture creation directly from the individuals who are leading tomorrow’s business successes today. Acquire tools to develop cutting-edge strategies and strengthen skills that can be immediately applied to create and grow a new business or develop an academic program. Designed and taught by industry thought leaders, our programs give you the footing needed to transform knowledge and ideas into tangible innovation and results.

Reflect on a few facts that you already know: the ever-more powerful computer microchip and its rampant development; the web as a common resource throughout the planet; multiple new search engines emerging to index the world’s information; the explosion of social networking modalities; and, the culture-altering design, production, and marketing of Apple’s iPhone. These are simply the most well-know examples of the range and reach of innovation that is being constantly pursued and perfected here in this compact region of Northern California. The International and Executive Programs connects participants from around the world to the people and organizations that drive innovations.

Groups That Should Participate

- Educators, researchers, lecturers, program developers, academic staff in the area of innovation and entrepreneurship
- Aspiring entrepreneurs and intrapreneurs
- Corporate business development and marketing executives
- Engineering and software development managers
- Economic development agency managers
- Students in business, science, and engineering

Program Descriptions

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.

The USF School of Business and Professional Studies' faculty possesses world-renowned expertise that spans myriad business disciplines, including: entrepreneurship, finance, consulting, and sales and marketing.



CARLOS S. BARADELLO, PH.D.

Associate Dean
International and Executive Programs
Former Senior Executive and Corporate Officer in the Information and Communication Technologies



MARK V. CANNICE, PH.D.

Professor of Entrepreneurship
Executive Director/Founder, USF Entrepreneurship Program
Author, "Silicon Valley Venture Capitalist Confidence Index"



LARRY LOUIE

Professor of Finance, Accounting and Entrepreneurship
Former COO of Alibris and CEO of Peninsula Advisors



BRETT BONTHRON, MM

Adjunct Faculty of Entrepreneurship and Partner at TCG Advisors



MOIRA GUNN, PH.D.

Assistant Professor, Global Information Systems, Sustainability, Biotechnology



A.C. ROSS

Co-founder and Partner, Indigo Partners
Author, "Perfect Pitch"



MONICA NOVOA, MBA

Director
International and Executive Programs



CESAR CASTRO

Adjunct Professor of Open Innovation

"Everybody knows Silicon Valley. Everybody knows that success story. But I did not really understand why until I went there. It was not only visiting Silicon Valley. It was about visiting companies, meeting successful people, and experiencing the entrepreneurial and innovative drive. The Silicon Valley Immersion™ program provides the inspiration, knowledge and skills to start your own business."

— Markus Stiefelbauer
BI plus 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



About USF

As a Jesuit Catholic university, USF is committed to academic excellence and scholarship based on a tradition of more than 450 years of Jesuit educational experience. Situated in the heart of one of the world's most exciting cities, USF is the oldest institution of higher learning in San Francisco and is one of the country's most diverse universities.

USF is a founding member of the Western Association of Schools and Colleges (**WASC**) and has been accredited by WASC since the 1940s. Some of USF other accreditations include:

The American Assembly of Collegiate Schools of Business (AACSB)

The American Chemical Society

The Computer Sciences Accrediting Board

Contact information

CARLOS BARADELLO, PH.D.

Associate Dean

✉ csbaradello@usfca.edu

☎ 1.415.422.6399

MONICA NOVOA

Director

✉ mnova@usfca.edu

☎ 1.415.422.6706