

Silicon Valley Immersion™ Program

Innovation & Entrepreneurship Faculty 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.

Are your students sitting on the next business idea that can revolutionize the world? Do you want to bring entrepreneurship to your university? 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

- Educators, researchers, lecturers, and academic staff in the area of innovation and entrepreneurship
- Academic Program Developers
- Managers of University Business incubators and accelerators
- Faculty, advisors, and program coordinators in the area of innovation and entrepreneurship

Program Description

The USF Silicon Valley Immersion™ Innovation & Entrepreneurship Faculty program is designed specifically for educators responsible for teaching business outcomes, innovating for the future, or who seek to develop programs of innovation and entrepreneurship in an academic setting. The program integrates academic content with real world lessons from important players in Silicon Valley through a dynamic curriculum rich with lectures by renowned faculty, panel discussions with industry experts, on-site company visits, case studies, simulations, student projects and presentations all focused on harnessing entrepreneurial spirit, innovation, new venture creation, risk capital financing, and global scalability.

Program Benefits

LEARN the art of effectively teaching innovation, entrepreneurship, and strategy

IDENTIFY leadership methodologies that promote the emergence of new ideas and managing them through implementation

DISCOVER success secrets from Silicon Valley entrepreneurs

GAIN practical, hands on training that will strengthen your knowledge of bringing a concept to market

COLLABORATE in team learning projects that imitate real-world work scenarios while fostering enduring collegial relationships

Sample Program

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

DAY 1	Introduction to Entrepreneurship in the Silicon Valley	Dealing with Darwin – Innovation in Enterprises	Corporate Entrepreneurship	Site Visit: European Entrepreneurship Lectures
DAY 2	Technology Entrepreneurship & Strategic Alliances: The Bay Area & Biotechnology as a Case Example	Business Planning the Silicon Valley Way	Site Visit: Danish Incubator	Project Coaching Session
DAY 3	Provocation Based Selling – Growing Share for Your Products	Sales and Marketing for Entrepreneurs and Enterprises That Want Success – A Models Review	Industry and Competitive Research	Venture Finance
DAY 4	Negotiation	Global Leadership	Site Visit: Plug N Play Tech Center	Site Visit: "History of Silicon Valley"
DAY 5	Project Coaching Session	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 an exceptional experience because we were forced to think in new and entrepreneurial ways. The quality of the program and lectures were remarkable, and the company visits represented a cross section of businesses in Silicon Valley.”

— Mario Moser
Alpina Druck 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