

# Silicon Valley Immersion™ Program

## Science and Engineering Student 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 you a science or engineering student interested in transforming your technical knowledge and expertise into viable business solutions? Do you have an innovative idea that you would like to develop and commercialize? The University of San Francisco Silicon Valley Immersion™ program provides access to the unique Silicon Valley 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

- Science or engineering students from a recognized educational institution requiring theme-based global immersion

## Program Description

The USF Silicon Valley Immersion™ program for students in science and engineering is designed specifically for individuals with a technical background that seek to explore the fundamentals of technology based new venture creation. 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

**DEVELOP** important entrepreneurial business skills in a learn-by-doing environment

**DISCOVER** insights about entrepreneurship, innovation, and new venture creation

**ACQUIRE** tools to develop strategies and strengthen skills that can be immediately applied to create and grow a new business

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

**EARN** academic credit, plus fulfillment of international immersion requirements associated with AACSB accredited 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	Technology Entrepreneurship & Strategic Alliances: The Bay Area & Biotechnology as a Case Example	Industry and Competitive Research
<b>DAY 2</b>	Business Planning the Silicon Valley Way	Industry and Competitive Research	Project Coaching Session	Networking Event
<b>DAY 3</b>	Provocation Based Selling – Growing Share for Your Products	Sales and Marketing for Entrepreneurs and Enterprises That Want Success – A Models Review	Applied Creativity	Project Work
<b>DAY 4</b>	Global Leadership	Teaming and Technology in a Global Environment	Site Visit: Plug-N-Play Tech Center	Project Coaching Session
<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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*“The program exposed us to the ‘risky style’ of American business thinking, which is very different to the European business approach. I really enjoyed the mixture between classes, great professors and the interesting and relevant site visits.”*

— Andrea Gschliesser

*“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