



AMERICAN ENTREPRENEUR ACADEMY: Two Weeks: July 14-27, 2019

At Concordia University Irvine, www.cui.edu Southern California (Los Angeles region), USA

Stephen Christensen, Dean, School of Business, Concordia University Irvine

WeChat: [stephenirvineusa](#) Stephen.christensen@cui.edu

I. WEEK ONE: July 14-20, 2019 - American Culture, Language and College Study Tour

II. WEEK TWO: July 21-27, 2019 - Entrepreneurship and Business Training Certificate

Schedule for WEEK ONE: July 14-20, 2019 - American Culture, Language and College Study Tour

DATE	B	MORNING	L	AFTERNOON	D	EVENING
Sunday July 14				-Airport Pick up -Dorm Room assignments and check-in		-Welcome Dinner Celebration -Lesson: American Philosophy -Lesson-Sports in America -Group activity
Monday July 15		-Orientation American Culture Program -Lesson: History of America -California History & Geography -Lectures-American Business History, American Inventors		-Lesson: Politics of America -Group activity -Lesson: US College Admissions Class & Essay writing -Lecture: American Education System: High Schools & Colleges		-Lesson: The American Family Life -Free Time -Write Letters/Journal -Tennis, Basketball, Badminton
Tuesday July 16		-Lesson-Conversational English & Basic Communications -Tour: Disneyland		-Tour: Disneyland & California Adventure		-Tour – Disneyland & California Adventure
Wednesday July 17		-Tour-American Manufacturing Company - College Study Tour: Campus visit to UCLA-Univ. of Cal. Los Angeles		-College tour: USC, Univ. of Southern California. -Tour: City of Los Angeles: Hollywood, Mann’s Chinese Theater, Beverly Hills & Rodeo Drive.		-Group activity-Dinner with American families & American high school program at Mariners Church -ESL-Conversation with America partner high school students. - Tennis, Basketball, Badminton,
Thursday July 18		- Tour: City of Irvine-City Hall, meet Mayor & elected officials, Irvine Police Chief and tour. -Campus tour: Univ. of Cal Irvine -Tour: Universal Studios		-Tour: Universal Studios		-Tour: Universal Studios -Dinner at Outdoor Shopping Plaza, Los Angeles
Friday July 19		-Lectures: American Art and Artists, California Arts -History of the California Missions -American Authors and Literature		-Visit to Outdoor Park and Water Fowl Preserve -Lectures: American Business Principles, Business - Vocabulary, & Communications		-American Culture Project Presentations - Celebration Dinner -American movie -Write Letters/Journal
Saturday July 20		-Outdoor Nature Hike to French Hill -Free Time -Conversation Partners		-Laundry and cleaning -Letter writing time		Watch baseball game -Play sports

Schedule for WEEK TWO: July 21-27, 2019 - Entrepreneurship and Business Training Certificate

DATE	B	MORNING	L	AFTERNOON	D	EVENING
Sunday July 21		-Review Business Vocabulary -Visit local church and high school youth group -Prepare for arrival of USA high school students		-Free time, sports and computer labs -Welcome Arrival: USA high schools, Room Assignments -Welcome: -Introduction to Entrepreneurship		-Arrival dinner -Business Simulation & Outdoor Concert -Group Activity Ice Cream social
Monday July 22		-Curriculum Review -Meet Classmates & Group Activity -Characteristics of Successful Entrepreneurs & Leadership -What is a Business Plan? Review a Plan		-What is the Lean Start Up Business Model -Business Ethics & Values; form New Business Groups -Consumer Needs, Problem Solving & Identifying Opportunities		-Good Idea! Now What? Idea Implementation -Team Building Activity
Tuesday July 23		-Curriculum Review -Principles of Marketing & Competitive Analysis -Who is Your Customer? Your Customer Profile & Target Marketing -Review Biz Plan Competition & Presentation		-Principles of Sales, Features & Benefits, Unique Selling Proposition (USP) -How to Use Social Media & Strategies to Promote Your Business (Group Work) -Cost of Good/Services (Preparing Your Start Up Budget)		-Outdoor Hike Presentation Strategies & Negotiation Skills -Biz Plan Group Work Computer Lab
Wednesday July 24		-Depart for Beach -Surfing Lessons - How to Turn Your Passion Into a (surfing) Business -Field Trip, Company Tour		-Preparing Financial Projection & 3-year pro forma Group Work -Understanding the customer development Model & How to validate your business idea -Review the Lean Start-up Model, Business Plan research & Group Work		- Team Competition Team Building program at Mariners Church - Entrepreneur Movie & Group work-Computer Lab
Thursday July 25		- Curriculum Review - Funding Raising & Strategies To Raise Start-up Seed Funding - Preparing Your “Elevator Pitch” - Group Work Preparing the Business Plan Presentation		- Group Work Preparing Business Plan - Business Plan Review, Business Coaching & Mentoring - Practice Business Plan Presentations, Feedback & Review		- Computer-aided Design of a product - Group Work: Presentation Finalization Computer Lab
Friday July 26		- Business Plan Competition - Qualifying Rounds Competition		- Launching the Lean Start -up Business - Marketing & Go To Market Strategies -Speakers & Group Activity		- Finals: Top 3 Business Plan Competition - Winners celebration, Donors and sponsors reception - Teens Group work, Lessons learned
Saturday July 27		- Prepare for graduation - Graduation with Parents - Graduation Celebration, Speakers & Certificates - Departure Celebration		- Check out Airport departures - Clean rooms		