STUDENT INNOVATION, ENTREPRENEURSHIP & LEADERSHIP PROGRAM

• High-quality lectures taught by CPP professors and industry experts
• Hands-on workshops to gain practical business skills
• Field trips to local businesses and startup incubators
• Opportunities to interact with successful CPP alumni entrepreneurs
• Discover individual business leadership style
• Gain public speaking skills through presentations
• Visit well-known attractions in LA and Southern California

Program Topics:
• Entrepreneurship in the U.S.
• Marketing for Startups
• eBusiness
• Intercultural Communication Skills in Global Business
• Entrepreneurial Leadership
• Design Thinking
• Creativity and Entrepreneurship
• Funding Sources for Startups
• Team Building
• Strategic Planning
• Public Speaking
University Overview

Learning Experience
• Learn-by-doing philosophy
• Cutting-edge academic courses

Ranking
• Among U.S. best public universities
• One of the seven polytechnic universities in U.S.

Prime Location
• Beautiful Southern California
• Surrounded by beaches, mountains, and deserts
• Within driving distance from downtown LA, Palm Springs, San Diego, Universal Studios, and Disneyland

To find more information:
www.cpp.edu/ceu/gei/aboutus/aboutuniv.shtml

2019 Program Information

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<th>Term</th>
<th>Summer 2019</th>
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| Dates         | Session 1: July 14 - August 2, 2019  
              | Session 2: July 20 - August 8, 2019  |
| Fee (US$)     | $3,890 per person |
| App Due Date  | June 1, 2019 |

Program fee includes:
• Lectures and activities
• Airport pick-up and drop-off
• Ground transportation to site visits
• Lodging: double occupancy

Program Overview

The Student Innovation, Entrepreneurship & Leadership Program (SIELP) at Cal Poly Pomona is a cutting-edge program designed for student entrepreneurs to become successful business leaders in the global era.

By attending this program, students will acquire and gain knowledge in:
• Innovation and entrepreneurship
• Practical skills on business writing and negotiation
• Develop teamwork capabilities
• Advance leadership skills
• Interact with American faculty and students, familiarize oneself with U.S. college life

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