
BLOCH EXECUTIVE EDUCATION

University of Missouri-Kansas City

Summer Entrepreneurship Program

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University of Missouri-Kansas City Henry W. Bloch School of Management

OUR MISSION

The Henry W. Bloch School of Management develops purposeful, entrepreneurial and innovative leaders to meet changing global demands, and advances knowledge and practice through excellent teaching, scholarship, outreach and service.



OUR VISION

The Henry W. Bloch School of Management aspires to be Kansas City's nationally and globally preeminent school of management focusing on entrepreneurial and innovative thinking as the foundation for transforming talent and achieving sustainable growth in for-profit, public and nonprofit enterprises.

PRESTIGE

The Bloch School is the only fully accredited school of both business and public administration in the greater Kansas City area, located on a beautiful campus beside Kansas City's famous Country Club Plaza. It is nationally and globally ranked in entrepreneurship, accounting, executive and public affairs programs.



The Regnier Institute for Entrepreneurship and Innovation earned two top awards (out of only five total awarded) from the Global Consortium of Entrepreneurship Centers (a global panel of entrepreneurship program and institute peers) for: Exceptional Activities in Entrepreneurship across Disciplines and Outstanding Contributions to Enterprise Creation; The nonprofit management emphasis in the Henry W. Bloch School of Management's Master of Public

Administration program is ranked among the top 15 in the nation by U.S. News & World Report; the Bloch Executive MBA was ranked No. 1 for career impact among U.S. public universities by Financial Times.

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CONNECTED

In 1986 the school received an endowment from Henry Bloch, co-founder of H&R Block, and in recognition the school was named in his honor. Throughout its history, the school has maintained close connections to the business and civic community. We consult with local leaders about the skills that they need from Bloch graduates, and those skills are found in our curricula across undergraduate and graduate degrees, executive education and certificate programs. More than 13,000 Bloch alumni live and work in the greater Kansas City area, forming a powerful network.

WORLD-RENOWNED FACULTY

The Bloch School is known for its diverse and accomplished faculty. Nearly all of our full-time faculty members hold Ph.D.s. or doctoral equivalents.

Bloch is home to two of the world's top scholars in innovation management as well as the founder of Harvard University's National Center for Educational Leadership. Bloch faculty publish extensively in top journals, write internationally acclaimed books and are in demand to advise and consult with leading corporations, government agencies and nonprofit organizations across the nation and around the world.



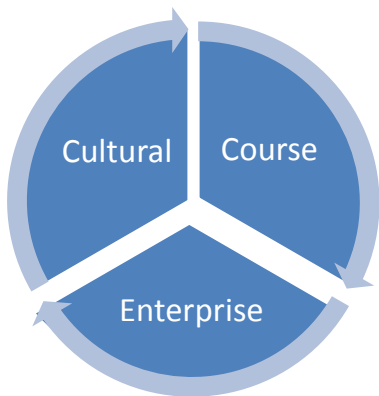
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Program Introduction

Bloch Executive Education at the UMKC Henry W. Bloch School of Management provides the Summer Entrepreneurship Program for students from all over the world. It is a 19-day residential program designed to provide students with the opportunity to travel to the United States for an immersion residency and study experience. From July 17 through August 5, students will broaden their understanding of entrepreneurship and innovation in America through observing practices in the field; meeting and networking with top scholars and practitioners; and participating in experiential learning activities. Students will be exposed to innovative teaching techniques, including simulation-based learning which replicates real experiences. During the immersive learning process, students will be given actual business scenarios and challenged with proposing innovative solutions in collaboration with their peers. Students will also experience various aspects of American culture through cultural tours and recreational activities. Students will gain an in-depth perspective into American entrepreneurialism, and walk away with innovative ideas to apply in their respected areas of study.

I. Program Design

The program is designed with three main elements: course, culture, and enterprise. Students will not only gain knowledge in class, but also learn about American business culture by visiting nationally renowned companies headquartered locally. Students will be able to apply academic knowledge to real-world businesses when they observe operations inside featured organizations.



Two courses have been uniquely designed for this program by professors from the Bloch School. UMKC can provide the course syllabi and nonofficial grade letters for partner universities to grant credits. UMKC can also provide program reports for partner universities to evaluate the program's outcomes.

The cultural experience is arranged by the Henry W. Bloch School. Usually the activities include (but are not limited to) weekend city tours, Royal baseball games, and the College Basketball Experience & National Collegiate Basketball Hall of Fame. Students will also have opportunities to interact with American students and international students during these activities. The enterprise visits are also arranged by the Bloch School. Students will have a chance to visit top 100 American companies operated in Kansas City area, such as Cerner (No.1 Health Information Exchange Supplier)¹, H&R

¹ http://www.cerner.com/Black_Book_Ranks_Cerner_No_1_HIE_Centric_EHR_Provider_for_Inpatient_Ambulatory/

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Block (One of the largest American Tax Companies)², and Garmin (American Top 100 Technology Company)³.

II. Program Courses

Students will study in entrepreneurship and related areas during their participation in the program. Instructors apply innovative teaching methodology, including a simulation game specially designed for students to experience the real process of establishing and running a new business. Students will have the opportunity to adapt to the American learning style and learn in English-speaking environment.

1. Entrepreneurial Finance and Venture Capital Investment

This course is designed for students (both as entrepreneurs and investors) to learn about entrepreneurial finance and venture capital investment through analysis of the unique financial issues of entrepreneurial firms. Students will learn how to organize a new venture, determine venture growth and cash needs, examine the source and structure of financial capital, conduct venture valuation and structure exits and deal terms.

2. Entrepreneurial Management and Innovation

This course employs a computer simulation environment to expose students to the unique entrepreneurial experience of starting and running a business. In the simulation, students will start a new company, develop and execute a business strategy and plan, obtain equity investment, gradually build the new company, execute true-to-life new venture creation decisions, and compete with other students in a virtual business world. Key business areas of finance, accounting, marketing, and management will be addressed from an entrepreneurial perspective.



3. US Business and Culture Workshop

This course is designed to introduce students to the western business and culture, and improve students' English vocabulary, reading, writing, presentation, and analytical skills that are necessary for success in an international business world. This course will prepare students for participation in U.S. business culture by perfecting communication and listening skills. In addition, students have the opportunity to develop essential critical thinking and analytical skills that focus on how to organize information, solve problems, build arguments and apply creativity.

² <http://www.accountingtoday.com/gallery/-60468-1.html>

³ <http://archive.fortune.com/magazines/fortune/fortunefastestgrowing/2009/snapshots/84.html>

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III. Program Benefits

- Enhance understanding of American entrepreneurship
- Increase knowledge and application of business concepts and entrepreneurship
- Interact with top scholars and network with business innovators
- Experience various innovative learning methods, including case studies and experiential learning
- Engage in facilitated teamwork
- Enhance communication and presentation skills
- Enhance understanding of American culture and lifestyle
- Enhance English speaking and listening skills

IV. Program Schedule

Summer Program- Entrepreneurship (JUL 17 TH – AUG 5 TH , 2017) PROGRAM SCHEDULE				
Week 1	Monday, July 17, 2017	Arrive in Kansas City, MO, USA		
		Check-In and Grocery Store Shopping		
	Tuesday, July 18, 2017	Program Orientation	Welcome and Program Orientation	Kimberly Young Executive Director Bloch School of Management Executive Education, UMKC
			Program Rules	Student Advisor Bloch School of Management Executive Education, UMKC
			Campus Tour	Bloch School of Management Executive Education Staff
	Wednesday, July 19, 2017	Entrepreneurship	The Entrepreneurial Process	Phillip Gonsler Assistant Teaching Professor of Entrepreneurship and Marketing Bloch School of Management, UMKC
		Culture Study	American Culture	Huan Ding Bloch School of Management Executive Education, UMKC
	Thursday, July 20, 2017	Cultural Tour	Kansas City Tour	Bloch School of Management Executive Education Staff
		Baseball Game	Kansas City Royals vs. Texas Rangers	Bloch School of Management Executive Education Staff
	Friday, July 21, 2017	Easy and Free		

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Week 2	Monday, July 24, 2017	Entrepreneurship	The Path to Disaster & Epiphany	Phillip Gonsler Assistant Teaching Professor of Entrepreneurship and Marketing Bloch School of Management, UMKC
			Entrepreneurial Finance and Venture Capital Investment	Ben Williams Assistant Director/ Enactus Advisor Bloch School of Management, UMKC
	Tuesday, July 25, 2017	Entrepreneurship	Simulation 1: Organize the Firm and Setup Shop	Dr. Mark Parry Associate Director for Academic Programs Professor of Marketing Bloch School of Management, UMKC
			Business Presentation	Erin Blocher Director, Bloch Communication Center Instructor, Business Communication Bloch School of Management, UMKC
	Wednesday, July 26, 2017	Entrepreneurship	1 Million Cups at Kauffman Lab (9:00am-10:00am) & Debriefing	Ben Williams Assistant Director Enactus Advisor
			Simulation 2: Product Innovation and Go To Test Market	Dr. Lee Bolman Professor and Marion Bloch/Missouri Chair in Leadership Bloch School of Management, UMKC
	Thursday, July 27, 2017	Entrepreneurship and Innovation Management	Simulation 3: Product Innovation and Market Expansion	Dr. Mark Parry Associate Director for Academic Programs Professor of Marketing Bloch School of Management, UMKC
			Simulation 3: Product Innovation and Market Expansion	Huan Ding International Program Principal Bloch School of Management Executive Education, UMKC
	Friday, July 28, 2017	Entrepreneurship	Simulation 4: Development One Year Business Plan and Invest In The Future	Dr. Lee Bolman Professor and Marion Bloch/Missouri Chair in Leadership Bloch School of Management, UMKC
		Feedback	Program Wrap-Up Session	Huan Ding International Program Principal Bloch School of Management Executive Education, UMKC
Saturday, July 29, 2017	Cultural Tour	Worlds of Fun	Bloch School of Management Executive Education Staff	
Sunday, July 30, 2017	Easy and Free			

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Week 3	Monday, July 31, 2017	Entrepreneurship	Simulation 5: Expand The Business Strategy	Huan Ding International Program Principal Bloch School of Management Executive Education, UMKC
			Simulation 5: Expand The Business Strategy	Dr. Mark Parry Associate Director for Academic Programs Professor of Marketing Bloch School of Management, UMKC
	Tuesday, August 01, 2017	Entrepreneurship	Simulation 6: Refine the Business Strategy	Dr. Mark Parry Associate Director for Academic Programs Professor of Marketing Bloch School of Management, UMKC
			Simulation 6: Refine the Business Strategy	Huan Ding International Program Principal Bloch School of Management Executive Education, UMKC
	Wednesday, August 02, 2017	Entrepreneurship	1 Million Cups at the Kauffman Lab (9:00am-10:00am) & Debriefing	Ben Williams Assistant Director/ Enactus Advisor Bloch School of Management, UMKC
			Simulation 7: Revise Marketing Tactics	Dr. Mark Parry Associate Director for Academic Programs Professor of Marketing Bloch School of Management, UMKC
	Thursday, August 03, 2017	Entrepreneurship	Simulation 8: Global Business Strategy	Huan Ding International Program Principal Bloch School of Management Executive Education, UMKC
		Company Visit	Google Company Visit	Bloch School of Management Executive Education Staff
	Friday, August 04, 2017	Feedback	Program Wrap-Up Session	Huan Ding International Program Principal Bloch School of Management Executive Education, UMKC
			Graduation	
Saturday, August 05, 2017	Departure from Kansas City, MO, USA			

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V. Program Promotion and Operation

A. Program Promotion

- a. The partner university is responsible for the pre-publicity and promotion; the Bloch School is responsible for providing program photos, reports and other information to assist the publicity and promotion.
- b. The enrollment time begins September 20th and lasts until March 15th. Early enrollment will help students apply for and obtain their VISA, and save on international flight fees.
- c. Students need to submit all application materials, including application forms, application fees, copies of passport, and financial statements.
- d. Students must obtain the correct VISA before May.
- e. The program is required to launch with a minimum of 30 participants. If the requirement is not met, the program will need to co-operate with other summer entrepreneurship programs.

B. Program Operation

The program is operated by the Bloch School. The followings are the details of the program operating plan.

1. If the students need Bloch School Executive Education make arrangement for housing, below are the details.
 - a. Students will stay in UMKC dorm from arrival on July 17th until August 1st. Two students will be assigned to one room where air-conditioners, refrigerators, microwaves, and 24-hours hot water will be provided.
 - b. Students will stay in the Holiday Inn Hotel from August 1st until their departure. Three students will be assigned to one room where televisions, air-conditioners, and 24-hours hot water will be provided.
 - c. The Bloch School will arrange school buses for transportation.
2. Students may use UMKC facilities including the gym.
3. Program fees will cover the activities expense during students' stay in Kansas City, including tickets for games and sightseeing.
4. During the program, the accompanied faculty from the partner university will be responsible for management work such as making sure that students attend classes or activities on time and comply with US laws and regulations.

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VI. Program Fees

Total Program tuition fee is US \$4950. In 2017, UMKC Bloch Executive Education provides \$2600 **scholarship** for international students.

Details of the program fees:

Item	Price/Student	Comments
Tuition	USD \$4950 USD \$2350	Includes study materials, tuition fees, company visits and guest lectures customized for students.
Land Travel in Kansas City	USD \$560	Includes ground transportation (Airport pick up and drop off, event transportation).
Other fees	USD \$230	Includes activities fees, tickets, gifts, and etc.
Total Price (per student)	USD \$3140	Program fee doesn't include insurance, living expense.

** Bloch Executive Education will provide housing based on request. Each student only need to pay \$800 for housing. For details please contact us.*

Please contact us if you have any questions regarding the program:

Huan Ding

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