Global Entrepreneurship at Notre Dame

GlobalEship@ND

August 1-15, 2015

Global Engagement Programs
You are invited

to the University of Notre Dame

Undergraduate students from around the world have the chance to experience American student life firsthand at the University of Notre Dame. Over the course of the program, Notre Dame faculty from ESTEEM, the College of Engineering, and the College of Business will teach courses on strong business and entrepreneurship fundamentals. Students will also gain hands-on, practical experience with collaboration, problem solving, and leadership.

The University of Notre Dame will be offering the Global Entrepreneurship at Notre Dame (GlobalEship@ND) program in the summer of 2015. Offered in partnership between the Engineering, Science, & Technology Entrepreneurship Master’s (ESTEEM) Program and Notre Dame International, the innovative two-week program is designed to provide undergraduate students with an opportunity to work in international teams to develop entrepreneurial solutions to a pressing societal problem or challenge.

Dates: August 1 to 15, 2015

The University of Notre Dame is located 100 miles east of Chicago, just outside of South Bend, Indiana. Notre Dame’s 1,250 acre campus is comprised of buildings and facilities dedicated to academics, athletics, residential life and spiritual enrichment. Its two lakes, golf courses, hotel and restaurant offerings help make it one of the most beautiful and iconic university campuses in the United States.
Global Entrepreneurship at Notre Dame

Over the course of GlobalEship@ND, University of Notre Dame faculty from ESTEEM, the College of Engineering, and the Mendoza College of Business will teach participants about business model canvas, social entrepreneurship, design thinking, big data analytics, branding, business ethics, and networking. Furthermore, the GlobalEship@ND program includes corporate visits pertinent to the content of the program near the University of Notre Dame as well as the vibrant city of Chicago.

Throughout the program, participants will be able to apply the strong entrepreneurship, international teamwork, and leadership fundamentals learned. In a hands-on, collaborative group project, students will develop a solution to a global problem. Program participants will then present their solutions to a faculty panel at the conclusion of the program. The solutions will be gathered into a white paper for participants to keep as they prepare for the next stage of their careers.

ESTEEM

ESTEEM is an innovative one-year Professional Master’s program nested under the College of Engineering, College of Science, and the Mendoza College of Business. The program is designed to surround individuals with STEM backgrounds in an entrepreneurial ecosystem allowing them to take university technologies from concept to market. Students are first immersed in business-related courses taught through an entrepreneurial lens followed by a very unique capstone thesis project in which students develop a commercialization plan of taking real university research to market.

The ESTEEM program is located at Innovation Park at Notre Dame, which provides a unique environment for the collaboration and innovation that is the core of the ESTEEM program. Students here have the opportunity to interact with other entrepreneurs, Notre Dame faculty and researchers, alumni, and commercial mentors as they observe and participate in technology development, validation, business plan fundamentals, financial processes, manufacturing, and marketing.
Ranked #1 in the USA for five years in a row, the Mendoza College of Business aims to ask more of business by teaching rigorous business skills within an ethical framework. Throughout its 11 degree programs, professors teach students to lead with integrity, build cultures & systems that support accountability, and demonstrate moral courage in the face of adversity.

Engineering has been offered at the University of Notre Dame since 1873. In fact, Notre Dame boasts a long history of engineering developments in fields including aerospace, communications, energy, and computing, from the construction of the first hand-driven wind tunnel in the USA and the successful transmission of one of the first wireless messages in the country to the discovery of a new class of actinyl peroxide compounds and demonstration of magnetic logic. Today, graduate and undergraduate students continue to explore a wide variety of fields through the five departments within the college as they search for ways to address some of society’s most pressing needs.

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In addition to the final project and presentation, students will take a variety of courses offered by faculty from ESTEEM and the Mendoza College of Business:

**Business Model Canvas:** Participants will be exposed to the ideas of customer validation, customer discovery processes, and the fundamentals of business model canvas, including value proposition, customer segments, customer relationships, channels, cost structure, revenue streams, key resources, partners, and activities.

**Design Thinking:** Students will learn the basic concepts of design thinking, including divergent and convergent brainstorming, empathy, and human-centered design.

**Launch Strategy:** This course will provide an understanding of planning and road mapping frameworks to help build an actionable bridge from search-mode to execution-mode as start ups pursue funding strategies and launch plans with an eye towards scaling the venture.

**Social E-ship:** Students will be exposed to the basic concepts of social entrepreneurship and its differences from for-profit enterprises. This course will include a case study on Better World Books, which was founded by course instructor David Murphy, as well as a discussing of Impact Investing and a focus on GIIRS (Global Impact Investment Rating System).

**Data Analytics:** This course will cover general concepts of big data, from entrepreneurship to business perspective. Students will organize case study discussions related to technical marketing and brainstorm ideas about the utilization of big data in the participants’ current organizations.

Mendoza College of Business

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While at Notre Dame, iSURE participants will live in a supervised, on-campus residence hall in a double bedroom with a roommate. Staff is available on-site 24 hours a day to assist students. Residence halls are an important part of community life at Notre Dame. Approximately 80% of Notre Dame undergraduates live on campus, and many stay in the same hall all four years.

Students will also receive a meal card for the duration of the program that can be used at South Dining Hall, located on campus. The meal plan covers 14 buffet-style meals per week.
Union Station Technology Center is a state-of-the-art hub for digital information, providing an ideal geographic location for data centers, data transport, and carrier operations. USTC is located in a former rail station constructed in 1928.

Eddy Street Commons is a shopping, dining, and entertainment destination just off campus. Eddy Street Commons features fast food restaurants including Five Guys Burgers and Chipotle Grill, a branch of the Notre Dame Hammes Bookstore, an Urban Outfitters, a 7 Eleven, a hair salon, and several cafés.

During GlobalEship@ND, program participants will have the opportunity to explore the campus of Notre Dame and South Bend, through corporate visits to local companies, a trip to Studebaker Museum, and a South Bend Cubs baseball game!

The Studebaker Museum houses historic automobiles, wagons, carriages, and military vehicles, including a carriage used by President Abraham Lincoln.
While in Chicago, participants will take the Chicago Architecture River Tour, a tour by boat of major Chicago landmarks.

Cloudgate, a world-famous sculpture by artist Anish Kapoor, found in Millennium Park in Chicago.

Chicago is home to one of the University of Notre Dame’s six global gateways. The Chicago Global Gateway is housed in the historic Santa Fe Building.

As part of the program, GlobalEship@ND participants will take an overnight trip to Chicago, where they will see Chicago entrepreneurial hubs, visit the Chicago History Museum, and take the Chicago Architecture River Tour.
Eligibility

- Rising 3rd and 4th year undergraduate students
- An outstanding academic transcript
- High level of English language proficiency: TOEFL iBT score of 80 or IELTS score of 6 preferred; requirement may be waived if university curriculum is in English; video conferences or local interviews may be required
- Students should possess exceptional motivation, emotional maturity, and a high aptitude for adapting to new environments

Program Cost

US$3,900, which includes:

- Ground transportation to/from Chicago O’Hare International Airport (ORD)
- Housing on campus in a University dormitory
- Meal plan
- Medical insurance (for the duration of the program only)
- Welcome dinner and closing reception
- Cultural visits in Chicago and South Bend
- Chicago visits to entrepreneurial hubs and corporations

Note: Visa application fees and airfare are the applicant's responsibility. The University of Notre Dame will issue program acceptance letters as required for visa applications. Program participants should bring money to cover personal expenses such as laundry, phone, shopping, etc.

Application

The online application for the 2015 GlobalEship@ND program opens on November 1, 2014. The rolling admissions process will begin on November 15 and conclude on March 1, 2015.

Students should go to the Notre Dame International Global Engagement Programs webpage and submit:

1) A completed online application form
2) A copy of their university transcript
3) A résumé of their academic achievements and extracurricular activities
4) Evidence of English language proficiency

Important Dates & Deadlines

November 1: Online application available
March 1: Application deadline
April 1: Decisions sent to applicants
April 15: Confirmation deadline with $500 non-refundable deposit
May 1: Visa letters issued by the University of Notre Dame
June 1: Payment of remaining program cost balance due
August 1: Arrival to the University of Notre Dame
August 15: Departure from the University of Notre Dame

For additional information, please contact: ndintl@nd.edu
University of Notre Dame
Notre Dame International Global Engagement Programs
100 Main Building
Notre Dame, IN 46556 USA
Phone: +1-574-631-3913 | Fax: +1-574-631-5711