THE GLOBAL ENTREPRENEURSHIP IMMERSION PROGRAM (GEIP)

Don Batstone
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Introductions

Don Batstone, PhD; Executive Director of the Global Entrepreneurship Immersion Program; Just Business; San Francisco

Sam Jeon, PhD; Department Head of School of Global Business; Assistant Professor of Management Information Systems and Entrepreneurship at Gachon University

THE GLOBAL ENTREPRENEURSHIP IMMERSION PROGRAM (GEIP)

An Initiative of “JUST BUSINESS”
JUST BUSINESS

San Francisco-based company that invests in and incubates profitable and forward-thinking ventures dedicated to positively impacting the world.

Believes that market-rate returns, when coupled with supply chain dignity, environmental responsibility, job creation and enfranchisement of marginalized communities, should be just business.

JB ventures are dedicated to bringing dignity to people and our planet.

Sample Social Enterprises

REBBL Tonic

Square Organics
Sample Social Enterprises

Z Shoes Organic

Not For Sale/Mavericks Brewing

Overview of GEIP

https://www.youtube.com/watch?v=ECOm_ZPNZco&feature=youtu.be
Overview of GEIP

- Unique, semester-long (16 weeks) academic and work experience program in social entrepreneurship
- Provides the opportunity for development of the knowledge and skills required of successful business owners and leaders through coursework and work experience

The Value of Work Experience

- Experience
- Company Expectations
- Resume Builder
- Glimpse Into A Full-Time Job
- Gain Confidence
- Build Your Network
- Reference Letter
- Get Hired

Source: http://blog.enc.edu/8-reasons-why-every-college-student-needs-an-internship
GLOBAL
ENTREPRENEURSHIP IMMERSION PROGRAM

San Francisco
Seoul, Korea

Stockholm, Sweden
Shanghai, China

GLOBAL
ENTREPRENEURSHIP
IMMERSION
PROGRAM
Entrepreneurship

The capacity and willingness to **develop, organize and manage a business venture** along with any of its risks in order to make a profit

Most obvious example: Starting a new business

Entrepreneurial spirit is characterized by **innovation and risk-taking**

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Social Entrepreneurship

Pursuing an innovative idea with the potential to **solve a community problem**

Taking on the risk and effort to **creative positive change in society**

Main goal: **Implementing widespread improvements in society (profits secondary)**

A social entrepreneur must be financially savvy to succeed in his/her cause
Curriculum

- Social Entrepreneurship Course (4 units) – One day/week for three hours
- Project-based Work Experience Course (8 units) – Three days/week (20 hours)
- Seminar class that helps you integrate knowledge acquired in the internship with personal/professional goals (one hour/week)

San Francisco – The Invention Hub
San Francisco – The Invention Hub

San Francisco – David Batstone, PhD
Managing Partner of Just Business
San Francisco – David Batstone, PhD
Managing Partner of Just Business

- Investment banker in the technology industry
- Co-Founder and President of “Not For Sale”
- Professor of Entrepreneurship in the School of Management at the University of San Francisco
- National Endowment for the Humanities Chair at USF for his work in technology and ethics
- Recipient of the United Nations 2017 “Peace Award”
- Author of 5 books and recipient of 2 journalistic awards

San Francisco – Don Batstone, PhD
Executive Director of GEIP
San Francisco – Don Batstone, PhD
Executive Director of GEIP

Director of the University of Southern California (USC) Advisement Office
Director of Admissions of the USC Keck School of Medicine
Director of Academic Services and Student Support Programs of the USC Viterbi School of Engineering
Dean of Academic Affairs of Mt. Sierra College

Seoul – Gachon University
Seoul – Dosoung Choi, PhD
Vice-President, Gachon University

- Leading finance scholar in Korea and a monetary policy board member of the Bank of Korea
- President of Korea Securities Research Institute
- President of Korea Securities Association
- Faculty at State University of New York at Buffalo; Seoul National University; Handong Global University
- Professor of Finance & VP for International Advancement at Gachon University
Seoul - Sam Jeon, PhD
Department Head of School of Business at Gachon University

Assistant Professor of Management Information Systems and Entrepreneurship at Gachon University

E-business project developer for IBM and Samsung

Founder of startup company that operated in Seoul and San Francisco

Published author in the Journal of Interactive Marketing, Information & Management and Electronic Commerce Research Analysis
Stockholm – Funda Segzi, PhD
Chief of House – Norrsken House

Affiliate Management Trainer at the Executive Education Center of Istanbul Bilgi University; Turkey

Incubation Program Manager at Impact Hub; Stockholm

Strategy Consultant; IMEP Group AB; Stockholm

Lecturer; Executive MBA Program; Nile University; Cairo, Egypt

Lecturer; International Commerce Program; Escola Superior de Comerc Internacional; Barcelona, Spain
Shanghai
Shanghai University of International Business and Economics

GEIP San Francisco – Units Awarded from Westmont College
Timing of GEIP

Makes sense to do GEIP in your junior or senior years since Social Entrepreneurship and practicum work experience are upper-division courses, and the practicum is a capstone experience.

Possible to take both courses in sophomore year if prerequisites met and you have planned in advance.
Meaning of Cultural Immersion

“Individual exposure to people (students, company employees; roommates, etc.) markedly different in ethnicity and language from yourself”

Why Immersion?

- Break down stereotypes
- Authentic cultural experiences
- Discover the benefits of community and culture
- Rapid language development
- Create meaningful interactions

Community Service Work

Concerts/Sports Games
Cultural Events

Company Visits

THE FACEBOOK WALL
What’s on your mind?

Adobe

Twitter
Corporate Presentations

Meals/Picnics with Locals
Immersion Through Housing
Clunie House – San Francisco

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Immersion Through Housing
Clunie House – San Francisco
Immersion Through Work

GLOBAL ENTREPRENEURSHIP IMMERSION PROGRAM
Cost of GEIP
Full-Time – 4 months (16 weeks)

Total Cost: $18,000
- Tuition: $6000
- Room (Housing): $4000
- Food: $1200
- Transportation: $344
- Internship Operating Costs: $6456

Entrance Requirements

- Minimum level of English language competency (TOEFL Ibt -61/CBT - 550; or TOEIC – 605)
- Recommended GPA of 2.5 or higher (most competitive candidates will be selected)
- All majors admissible
- J-1 Visa for international students who are not on an F-1 Visa
- Required student visas for U.S. students studying in Korea, Sweden or China
Program/Application Dates

Fall: August - December *(applications available in March)*

Spring: January - May *(applications available in September)*

Application online at justbusiness.is (click on “Educational Programs” link at top)

Former Participants – Tony

Interview: [https://www.facebook.com/groups/0/videos/196619131679961/](https://www.facebook.com/groups/0/videos/196619131679961/)
Questions

What  Who  Where  When  How  Why  ?