

# INTERNATIONAL LIMAK STUDY TRIP USA

## STUDY TRIP “INNOVATION AND ENTREPRENEURSHIP” SEPTEMBER 17<sup>th</sup> - 23<sup>rd</sup>, 2023

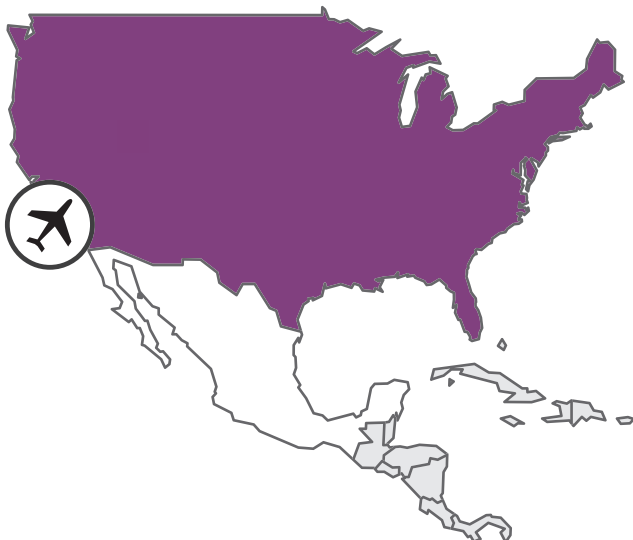
### PROGRAM FACTS

- Learn how business works in the United States, especially in the Bay Area
- Understand the Silicon Valley mindset
- Reflect the elements of starting a business at the Silicon Valley and how to implement an innovation culture
- Enjoy company visits of global acting companies in the Silicon Valley
- Discuss real-life case studies with faculty and guest speaker
- Benefit from off-campus social events, networking opportunities and cultural program in San Francisco



**ACADEMIC SUPERVISOR**  
Professor Robert Shoffner

Robert Shoffner is the Director of MBA Programs and Lecturer at Golden Gate University. He teaches graduate and undergraduate Management, Communication, Strategy, Marketing and Entrepreneurship courses. Robert is also the program manager of the Chevron Small Business and Entrepreneurship program at Golden Gate University. He provides programming and instruction for beginning entrepreneurs and establish small businesses. Robert Shoffner is the creator of Executive Education program offerings and also the chair of the Faculty Senate for the business faculty of Golden Gate University.



### SAN FRANCISCO & SILICON VALLEY

**San Francisco** is a hub of innovation and technology, with many major tech companies headquartered in the area and a major center for finance, tourism, and biotech industries. It is a city of rich history and a vibrant culture, offering many cultural attractions and unique sightseeing spots.

**Silicon Valley** is located south of San Francisco and is home to many of the world's leading technology companies, including Google, Apple, Facebook and Intel. It is also the birthplace of many famous startups, such as Airbnb, Uber, and Tesla. Silicon Valley is a unique and dynamic region that continues to drive innovation and shape the future of technology.

## LEARN ABOUT USA FROM DIFFERENT PERSPECTIVES

### Content



#### Learn about Innovation and Entrepreneurship in the USA:

- The Learning Journey in San Francisco
- starts with an introduction into how business works in the United States
  - reflects the elements of starting a business at the Silicon Valley
  - provides a deep dive into cultural differences between the Bay Area, the United States and other parts of the world
  - develops an idea of how Venture Capital / Angel Investing works in the United States
  - completes with discussions of the role of social, economic, political and ecological impact in Bay Area business

The closing of the study trip features a wrap up of the week's learnings and the presentation of group projects. All lectures are held by internationally recognized and experienced faculty members.

### Networking & Company visits



#### Develop personal and professional networks:

Get first-hand insights at the Silicon Valley and learn about why it is famous for being a hub of innovation and technology. Meet local as well as Austrian & European founders and get to know their experiences of founding and growing their own companies.

During the program, various company visits and discussions with local experts are facilitated in order to gain a valuable learning experience.

Evening events provide the opportunity to meet experts from local and international companies, exchange about current business developments and grow your global network.

### Culture & Society



#### Experience the Bay Area from a cultural perspective:

San Francisco has a unique and diverse culture that is influenced by its history, geography, innovation and population.

Learn about the diverse population of the city, the vibrant arts scene, the rich culinary options, the history of political activism, the fascinating sceneries on the coast and the many destinations for outdoor activities.

Develop cross-cultural competence and gain a deeper understanding of the customs and traditions of locals by engaging in cultural immersion sessions in and outside of classes.

## EXAMPLE OF PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
San Francisco	San Francisco	San Francisco	San Francisco	San Francisco	San Francisco	San Francisco
Sightseeing Day (optional) 9:00 a.m. – 6:00 p.m.	Academic day at Golden Gate University	Academic day at Golden Gate University	Academic day at Golden Gate University	Company Visits	Company Visits	Academic day at Golden Gate University
	Lecture	Lecture	Lecture			Lecture
	8:00 a.m. Opening and Welcome	8:00 a.m. - 12:00 p.m. Understanding Silicon Valley	8:00 a.m. - 12:00 p.m. The Ambidextrous Business	8:00 a.m. - 12:00 p.m.	8:00 a.m. - 12:00 p.m.	8:00 a.m. - 12:00 p.m. Class Projects and wrap-up session on the week's learning
	8:30 a.m. - 12:00 p.m. The Innovation Mindset					
	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.	Lunch 12:00 p.m. - 1:00 p.m.
	Lecture	Lecture	Lecture	Company Visits	Company Visits	End of Study Trip
	1:00 p.m. - 5:30 p.m. Creating a Culture for Success	1:00 p.m. - 5:30 p.m. The Importance of Support Networks	1:00 p.m. - 5:30 p.m. The Ambidextrous Business	1:00 p.m. - 5:30 p.m.	1:00 p.m. - 5:30 p.m.	
	Free Evening	Free Evening	Networking Event	Free Evening	Free Evening	

March, 13<sup>th</sup>, 2023 - Subject to modification and amendments!

## DETAILS

- Date: September 17<sup>th</sup> – 23<sup>rd</sup>, 2023
- Program Fee\*: € 4.000,-
- Application Fee\*\*: € 690,-

\* Travel costs and accommodations are not included in the price.  
Limited number of participants.

\*\*Does not apply for current participants and graduates of LIMAK

## CONTACT

For questions about the trip please contact:

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