

INTERNATIONAL LIMAK STUDY TRIP USA

LIMAK AUSTRIAN BUSINESS SCHOOL & GOLDEN GATE UNIVERSITY (SAN FRANCISCO & SILICON VALLEY)
STUDY TRIP “INNOVATION AND ENTREPRENEURSHIP”
September 23rd - 28th, 2024

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 **international guest speaker**
- Benefit from off-campus **social events**, **networking opportunities** and **cultural program** in San Francisco



ACADEMIC SUPERVISOR

Professor Robert Shoffner

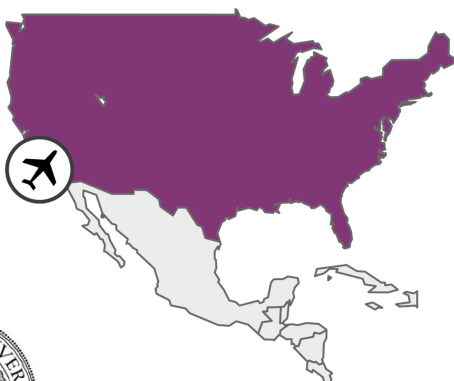
Robert Shoffner is the Director of MBA Programs and Lecturer at Golden Gate University. He teaches graduate and undergraduate Management, Communication, Strategy, Marketing and Entrepreneurship courses. He provides programming and instruction for beginning entrepreneurs and establish small businesses.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



SILICON VALLEY EXPERT

Dipl.-Ing. Dr. Mario Herger

Mario Herger is a technology trend researcher and author, consulting and conducting workshops on Artificial Intelligence, Foresight Mindset, Automotive, Innovation, Digital Transformation, Silicon Valley, Online Harassment. He has been living in Silicon Valley since 2001. Mario looks at signals of emerging technology trends and how they impact society, politics, or employment.



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, Meta and Intel. It is also the birthplace of many famous startups, such as Airbnb, Uber, and Tesla.



LEARN ABOUT INNOVATION AND BENEFIT FROM THE SILICON MINDSET

Academic Program



The **Learning Journey** about Innovation and Entrepreneurship in San Francisco:

- how business and innovation culture works in the United States
- how to start a business at the Silicon Valley, the heart of innovation and technology
- be aware of the cultural differences between the Bay Area, the US and Europe
- understand how Venture Capital / Angel Investing works in the United States
- discuss the role of social, economic, political and ecological impact in Bay Area business
- expand your innovative mindset, incorporate your knowledge in group presentation

All lectures are held by internationally recognized and experienced faculty members. Visits to prestigious universities like UC Berkeley and Stanford give insights into academic excellence and research.

Networking & Company visits



Personal and professional **networking**:

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

Various company visits and discussions with local experts and guest speakers lead to an open-minded approach. Evening events provide the opportunity to grow your global network with local and international companies.

Culture & Society



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

- Immerse yourself in the fascinating and diverse culture influenced by its history, geography, innovation and population.
- Enjoy 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.

Come back inspired, empowered and fascinated by an innovative problem-solving approach.

EXAMPLE OF PROGRAM SCHEDULE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
San Francisco	San Francisco	San Francisco	San Francisco	Silicon Valley	Silicon Valley	San Francisco
Sightseeing Day (optional)	Academic day at Golden Gate University	Academic day at Golden Gate University	Academic day at Faculty Club, UC Berkeley	Company Visits	Company Visits	Academic day at Golden Gate University
	Opening and Welcome The Innovation Mindset	Understanding Silicon Valley Challenges to Maturing Ecosystem	Critical Entrepreneurial Framework Innovation Ecosystem Go-to-market strategies	with Mario Herger	with Mario Herger	Class Project and wrap-up session Award of certificates
	Lunch	Lunch	Lunch	Lunch	Lunch	End of Study Trip
	Individual Innovation Team project & Case	The Importance of Support Networks Innovation Case Studies	Ventue Capital Business Models Technology Trends Storytelling & Pitching	Company Visits	Company Visits	
	Networking Event	Free Evening	Campus Tour Berkley	Cultural Event	Group dinner & Robotaxi Tour	

February, 21st, 2024 - Subject to modification and amendments!

DETAILS

- Date: September 23rd – 28th, 2024
- 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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