High-quality lectures taught by CPP professors and industry experts
Hands-on workshops to gain practical business skills
Field trips to local businesses and startup incubators
Opportunities to interact with successful CPP alumni entrepreneurs
Discover individual business leadership style
Gain public speaking skills through presentations
Visit well-known attractions in LA and Southern California

Program Topics:
- Entrepreneurship in the U.S.
- Marketing for Startups
- eBusiness
- Intercultural Communication Skills in Global Business
- Entrepreneurial Leadership
- Design Thinking
- Creativity and Entrepreneurship
- Funding Sources for Startups
- Team Building
- Strategic Planning
- Public Speaking
University Overview

Learning Experience
- Learn-by-doing philosophy
- Cutting-edge academic courses

Ranking
- Among U.S. best public universities
- One of the seven polytechnic universities in U.S.

Prime Location
- Beautiful Southern California
- Surrounded by beaches, mountains, and deserts
- Within driving distance from downtown LA, Palm Springs, San Diego, Universal Studios, and Disneyland

To find more information:
www.cpp.edu/ceu/gei/aboutus/aboutuniv.shtml

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2019 Program Information

<table>
<thead>
<tr>
<th>Term</th>
<th>Summer 2019</th>
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<tbody>
<tr>
<td>Dates</td>
<td>Session 1: July 14 - August 2, 2019</td>
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<tr>
<td></td>
<td>Session 2: July 20 - August 8, 2019</td>
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<tr>
<td>Fee (US$)</td>
<td>$3,890 per person</td>
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<tr>
<td>App Due Date</td>
<td>June 1, 2019</td>
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</tbody>
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Program fee includes:
- Lectures and activities
- Airport pick-up and drop-off
- Ground transportation to site visits
- Lodging: double occupancy

Program Overview

The Student Innovation, Entrepreneurship & Leadership Program (SIELP) at Cal Poly Pomona is a cutting-edge program designed for student entrepreneurs to become successful business leaders in the global era.

By attending this program, students will acquire and gain knowledge in:
- Innovation and entrepreneurship
- Practical skills on business writing and negotiation
- Develop teamwork capabilities
- Advance leadership skills
- Interact with American faculty and students, familiarize oneself with U.S. college life

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