



# **Innovation and Entrepreneurship in a Global Context + English Program**

**At the Missouri State University English Language Institute**



**Sunday July 16- Saturday, August 5, 2017**

## **Springfield, Missouri Profile**

Famous for healthcare, agriculture, natural resource management, manufacturing, and tourism industries, the State of Missouri is located in the center of the United States. The city of Springfield is located in southwestern Missouri, in a unique geographical and cultural region called the Ozarks, an area that attracts millions of tourists each year. With a population of just under 500,000, the Springfield metropolitan area is the headquarters of famous American businesses including Johnny Morris's Bass Pro Shops Outdoor World (one of America's largest privately held companies), Askinosie Chocolate Factory, BKD (one of the largest accounting firms in the U.S.), founder Jack Stack's world-famous Springfield Remanufacturing Corporation, and many others. Home to cutting edge public-private joint ventures such as the Plaster Free Enterprise Center and Jordan Valley Innovation Center, Springfield, Missouri is considered one of the top locations for entrepreneurs in the United States and was recently [ranked third in the nation](#) for best cities to start a small business. Springfield is a two-hour drive from Bentonville, Arkansas, home of the Walmart Corporation.

## **Missouri State University (MSU) Profile**

Founded in 1905, [Missouri State University](#) (MSU) is a selective-admissions, graduate-level teaching and research institution. Fully accredited and the second largest university in the state, MSU serves more than 24,000 students, including 1,500 international students.

Offering 187 undergraduate options, 49 master's degree programs, and 4 doctoral programs, MSU was named by Princeton Review as one of the Best in the Midwest for the past 10 years, and has been recognized for excellence by Forbes and U.S. News & World Report. MSU's curricular and co-curricular focus is closely associated with the three components of its Public Affairs Mission: community engagement, cultural competence, and ethical leadership.

MSU's MBA program is ranked among the top 10% as it is accredited by AACSB. Many international students have graduated from this program and gone on to become CEOs and other high-ranking officials in major corporations around the world.

## **English Language Institute (ELI) Profile**

Since 1996, ELI has offered quality instruction in English. With six levels of study, the English for Academic Purposes (EAP) program offers 8-week sessions (25-28 hours per week) to ensure students' future success at the university level, with additional participants in other customized programs of study. The EAP program has been accredited through the Commission for English Program Accreditation (CEA) since 2010. The ELI also has two additional units offering customized programs: the CELTA teacher training program and Special Programs, which will be hosting the [Innovation and Entrepreneurship in a Global Context + English Program](#). The Special Programs unit has hosted a wide variety of short and long-term programs for schools and individuals around the world including youth and adult Language and Culture programs and Global Leadership Academy, among others.

## **General Program Description**

The Special Programs unit at Missouri State University's English Language Institute is pleased to offer the **Innovation and Entrepreneurship in a Global Context + English Program (IEGE)** of 2017.

The purpose of IEGE is to offer participants an opportunity to build their presentation skills and explore leadership and entrepreneurship with a focus on the following topics:

- ✓ Ethical Leadership in Business
- ✓ Organizational Culture
- ✓ Corporate Social Responsibility
- ✓ Social Enterprise
- ✓ International Management
- ✓ Innovation in Business and Design
- ✓ Entrepreneurship for Start-ups
- ✓ Sustainability
- ✓ Globalization and International Economics
- ✓ Technology

The program will include a total of **45 hours** of Leadership and Entrepreneurial Seminar and **64 hours** of practicum, including guided visits to leading area businesses and cultural immersion activities, for **a total of 109 hours of training**. Workshop leaders are qualified ESL professionals.

# **Innovation and Entrepreneurship in a Global Context + English Program Details**

## **Participants**

Minimum of 15 university students  
Must have high intermediate ([CEFR B2](#)) level English proficiency or higher to attend

## **Learning Outcomes**

Participants who complete IEGE will be able to:

- Define and give examples of corporate social responsibility and ethics in business
- Explain the differences between traditional businesses, social enterprises, and non-profit organizations
- Explain and provide examples of sustainability best practices
- Explain challenges of cross-cultural communication
- State the impact and provide examples of organizational culture as related to human resource development and productivity
- Describe the impact of globalization on businesses and national / local cultures
- Lead a small-group discussion based on an article related to the issues mentioned above
- Confidently and clearly promote a business and its product or service to native English speakers clearly and confidently

## **Assessment Measures**

IEGE Participants will be assessed using the following instruments:

- Student-led article discussion
- Impromptu speeches
- Practicum journal
- Final group project: promote a local business or social enterprise

Scores of the article discussion and mock trade show will be averaged together, and a formal certificate of completion and course grade will be given to students during our graduation ceremony and sent to the appropriate office at their university.

## **Weekly Schedule**

Monday – Friday	9:00-11:50am	Global Leadership Seminar
Monday – Friday	11:50am-1:00pm	Lunch Break
Monday – Friday	Afternoons	Practicum Experience, final projects, or free time

## **Seminar Description**

**Seminar:** Participants will attend a daily 3-hour seminar in which the business issues mentioned above will be presented through articles, videos, and guest speakers. Participants will learn English vocabulary specific to each issue and be empowered to use these in small group discussions, impromptu speeches, and their final project. Fluency and accuracy in spoken English will be emphasized. Participants will also be encouraged to write and / or speak reflectively on their practicum experience and will receive feedback from seminar leaders on their English production.

**Practicum Experience:** Participants will visit a variety of local companies to learn first-hand how local companies are handling issues stated above. They will be invited to interact with business leaders in conversation on topics of interest to the participants and keep a journal to record their thoughts related to each experience. The interactions they have during the practicum experience will inform the development of their final project in which they promote a local business or social enterprise.

### **Practicum Experience**

The program will include a practicum with authentic opportunities for interaction with native speakers. The practicum connects trips and activities to seminar lessons and assignments, including visits to area businesses that exemplify each of the focus areas listed on page 2. Practicum also includes cultural activities. ELI reserves the right to substitute trips and activities based on weather, availability, interest, etc.

- Pass to use the [Foster Recreation Center](#) any time during the program
- [1 Million Cups](#)
- Bentonville, Arkansas: [Walmart Museum](#) and Alice Walton's [Crystal Bridges Museum of American Art](#)
- Branson, Missouri: [Top of the Rock](#) and outlet mall shopping
- [Fantastic Caverns](#) cave
- [Conco Quarry](#)
- [IDEA Commons: Plaster Free Enterprise Center](#) and [E-Factory](#)
- [Prime Inc.](#) logistics
- [Tuthill Manufacturing](#)
- [Marlin Network](#)
- [Convoy of Hope](#) international relief organization
- Recreation Center pool party and rock climbing wall with all Special Programs participants
- Project at the [Creamery Arts Center](#)
- Weekly Conversation Circles with all Special Programs participants
- [Bass Pro Shops Outdoor World](#)
- Shopping at [Battlefield Mall](#) and Walmart
- Trade Show presentation competition
- Graduation Reception and Ceremony
- Note: An optional trip to [Silver Dollar City](#) Theme Park is available for \$100 per person

### **Housing**

The participants will be housed in double or triple occupancy rooms in campus residence halls. Room styles and floor plans will vary; some floorplans are multi-bedroom suites.. Roommates will be assigned by the Housing Office unless participants request a specific roommate (same gender only) on the application form. Rooms do NOT have TV's or telephones. Participants may use prepaid phone cards with public phones in the building. There is a recreation lounge, a fitness center, free laundry facilities, and 24-hour computer lab, all in the residence halls. Students will also have access to the university's new recreation center. See <http://reslife.missouristate.edu/ResHallsRates.htm> for more details.

## **Meals**

19 meals per week will be provided at campus dining centers. All meals are buffet style, with many meal options, including vegetarian foods. Participants will be responsible for meals during field trips. This is estimated to be 1-3 meals at approximately \$10-15 each.

## **Transportation**

Airport transfer from the Springfield-Branson Regional Airport (SGF) will be provided for both arrival and departure. Transportation and entrance fees are also included for practicum activities.

## **Insurance**

Participants are required to purchase their own medical travel insurance prior to leaving their home country.

## **Visa Requirement**

Participants with Chilean passports will not need a visa to attend this program because Chile is a tourist visa waiver country. Participants with passports from countries that are not part of the visa waiver program will need a B-2 tourist visa.

## **Testimony from previous participants**

- “I enjoyed it [the] classes. [The teachers showed] kindness, enthusiasm and above all, empathy with us.”
- “I enjoyed that she [the teacher] was interacting all the time with us. She was interested of our learning and she tried to helped us all the time.”
- I enjoy the class because I learned a lot in the presentations, activities, videos, vocabulary, pronunciation and also was very grateful for have ideas for a business. Christy is a very good teacher, I like how she always support us and with all the class was friendly and helpful for any questions we have! “
- “The classes were awesome, their [sic] were very proactive, we participate a lot with the teacher and classmates, she was very kind and she did everything to help us. I learned a lot!”
- “I loved every experience here. I hope come back in a future”
- “The water management center, shopping trips, museum and park were the best. They were new and pretty fun to do, and the times were just perfect. Not to much to be bored and not to less for not enjoying anything.”

**Cost\***

**The cost per participant is \$2500.\*\*** This price includes double or triple occupancy housing at a university residence hall, meals except for during off-campus day trips, program fees, airport transfers (SGF airport ONLY), recreation center access, transportation and entrance fees for program trips and activities, farewell reception, and completion certificate.

\*Program cost does not include airfare, health insurance, meals on field trips, or personal expenses (such as toiletries or souvenirs).

\*\*Minimum of 15 participants required to open program

Please address any questions to:

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