




UNIVERSITY OF PENNSYLVANIA




Philadelphia, USA

Information Guide 2019



Bucksmore
EDUCATION

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UNIVERSITY OF PENNSYLVANIA

Philadelphia, USA

Founded by Benjamin Franklin in 1740, The University of Pennsylvania is the third oldest member of the prestigious Ivy League collection of American Universities.

Today, the University of Pennsylvania is ranked 10th in the world (*Times Higher Education, 2018*), and its business school is consistently ranked amongst the best across the globe.

Bucksmore students will experience life in a traditional 'leafy' Ivy League campus, with all classes, meals and accommodation taking place on-site.



KEY POINTS



Philadelphia, PA 19104, USA



Single & twin bedrooms



Shared bathrooms between 4-6 students



Wi-Fi available throughout



Philadelphia International (PHL) 0h 15min
Newark Liberty (EWR) 2h 00min



Electronic keys for access to accommodation
No deposit required



Linen provided, towels not provided



Laundry available free-of-charge



Separate male and female accommodation

Courses Available:

BUCKSMORE PHILADELPHIA 14-17 years
YOUNG ENTREPRENEURS 14-17 years



Bedrooms: Single & twin bedrooms
Separate male & female accommodation

Meals: All meals included
Packed lunch on excursion days

Internet: Wi-Fi available throughout

Laundry: Laundry service on-site

Facilities: Student social space, private lounge
areas in student apartments

Security: Keys required to access accommodation

Did you know..?

Philadelphia is a city with rich history and culture. The site of the Declaration of Independence and the United States Constitution, Philadelphia is home to many of the American 'firsts', such as the first hospital, library, post office, bank, stock exchange, and even the first zoo!





ACCOMMODATION

Students will be housed in apartment-style accommodation, comprising a mixture of single and twin bedrooms with private living spaces and bathrooms (up to 4 students to a suite).

Students are situated in the University of Pennsylvania's 'Hamilton Village', known as the main hub of residential life at 'UPenn'.

Not only do students live in the heart of the campus, but all meals and tuition take place a short walk away



LAUNDRY

Laundry is included and available on-site.

Students must load and empty the laundry machines themselves (with Bucksmore staff guidance), though laundry detergent will be provided by Bucksmore.

TRANSFERS

Bucksmore offers a free airport transfer service for all students in Philadelphia arriving and/or departing between 10:00-22:00 at:

- Philadelphia International (PHL)
- Newark Liberty (EWR)

Students requesting private transfers outside of these destinations and times will be subject to additional charges.

It is strongly recommended that students arrive to Philadelphia International Airport, as it is only a 15 minute drive from the campus.

Please see the transfer information page for more details.



'LEAFY' CAMPUS

UPenn has the quintessential Ivy League 'leafy campus' environment. Students will walk down the famous 'Locust Walk' (the University's main pedestrian route) when travelling to and from their housing.



BEDROOMS

Students are housed in a combination of single and twin bedrooms in student apartments. Each apartment is made up of up to four bedrooms with a shared living space.



CLASSROOMS

The maximum class size is only 11 students, ensuring that students receive plenty of attention and support. UPenn's classrooms are within the campus and located a short walk from the accommodation.



ROOFTOP LOUNGE









Students have access to UPenn's 'rooftop lounge' for social space and activities, which boasts stunning aerial views of the Philadelphia skyline from high in the sky.

Young Entrepreneurs

University of Pennsylvania, USA



KEY POINTS

-  2nd - 30th July 2019
-  Ages 14-17
-  15 hours of classroom tuition each week
10 hours of team challenges each week
-  Maximum class size of 11 students
-  2 full-day excursions each week
-  Bucksmore branded backpack, student card and water bottle for all students
-  Between 40-50 students (expected)
-  All students receive a personalised certificate & report card upon graduation

Home to one of the world's top business schools, the University of Pennsylvania is the perfect location for ambitious, competitive and entrepreneurial students to spend their summer.

Students will develop the skills they need to become the business leaders of tomorrow, whilst pitting themselves against like-minded students from around the world in a series of business based challenges.

Each week contains 15 hours of classroom-based tuition in business and innovation, with another 10 hours per week dedicated to team challenges, where students compete to find out who has the most entrepreneurial flair.

Each week follows a different theme, which contains two full-day excursions and a visit to a local business.

Week One: Business Analytics

Week Two: Marketing & Advertising

Week Three: Innovation & Enterprise

Week Four: Business Management

The aims of Young Entrepreneurs syllabus are to enable students to:

- Understand what it means to be enterprising, and the skills required to be a successful entrepreneur.
- Develop and apply knowledge, understanding and skills to modern enterprise issues encountered in local, national and global contexts.
- Formulate a business strategy for the entrepreneurial venture that can be communicated to external stakeholders.
- Launch and develop new business ventures inside established corporations, and make them survive in hostile business environments.
- Develop the ability to conduct research into business and management issues.
- Develop a range of cognitive, critical and intellectual skills, together with research and personal/interpersonal skills.
- Enhance oral and written communication of business reports and professional presentations.
- Develop effective performance within team environments and the ability to negotiate and persuade or influence others.

Business Analytics

Business analytics is the combination of skills, technologies, applications and processes used by organizations to gain insight into their business based on data and statistics to drive business planning.

This has become integral to business development and will form the basis of this week.

Students will study various techniques such as basic business intelligence that looks at historical data against performance and statistical analysis to predict future performance of products or services.

In addition, students will test how business analytics can be used to support tactical decision-making in response to unforeseen events.

The final lessons of the week link analytics to entrepreneurial opportunities to plan finances and opportunities for the future without guesswork.



Topics covered:

1. Introduction to big data
2. Linking entrepreneurship to analytics
3. Predicting and forecasting from data
4. Financial risks in business
5. Optimization using analytics
6. Statistics & quantitative data
7. Simulating future models & trends
8. Data based decision making

Team challenge!

Create and implement a strategy to save a failing business

Weekly Timetable	Morning		Afternoon		Evening
Tuesday	Arrivals		Arrivals		Welcome Games
Wednesday	Course & Challenge Introduction	Lesson: Introduction to Big Data	Lesson: Entrepreneurship & Analytics	Team Challenge Session 1	Philadelphia Walking Tour
Thursday	Full-Day Excursion: New York City		Full-Day Excursion: New York City		Full-Day Excursion: New York City
Friday	Lesson: Using Data for Prediction	Lesson: Financial Risk in Business	Team Challenge Session 2	Local Company Visit	Activity: Trash Fashion
Saturday	Full-Day Excursion: Ocean City		Full-Day Excursion: Ocean City		Activity: Sports Tournament
Sunday	Lesson: The First Steps of Optimization	Lesson: Statistics & Quantative Data	Case Study: Coca-Cola	Team Challenge Session 3	Activity: Chill Club
Monday	Lesson: Simulating the Future	Lesson: Data-Based Decision Making	Team Challenge Finale	Free Time	Activity: Casino Night

Marketing & Advertising

This week is designed to serve as an introduction to the basic principles of marketing practices, and the application of these practices.

Students will explore areas such as market research and target markets, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing.

The syllabus also examines present-day marketing strategies, and has a consumer behaviour component to help emphasize the marketing principles in today's business world.

Practical elements in the week allow students to research, create and present a working marketing plan.

Lessons involve discussions around the various solutions to marketing cases by the application of marketing principles.



Topics covered:

1. Foundations of marketing
2. The marketing mix
3. Consumer behaviour
4. Target marketing & strategy
5. Elements within a marketing plan
6. Global cultures & marketing to the world
7. 21st century consumerism
8. Advertising, promotion & public relations

Team challenge!

Launch a guerrilla marketing campaign for the World Series of Baseball

Weekly Timetable	Morning		Afternoon		Evening
Tuesday	Arrivals		Arrivals		Welcome Games
Wednesday	Course & Challenge Introduction	Lesson: Foundations of Marketing	Lesson: The Marketing Mix	Team Challenge Session 1	Visit: Independence Hall
Thursday	Full-Day Excursion: Washington DC		Full-Day Excursion: Washington DC		Full-Day Excursion: Washington DC
Friday	Lesson: Consumer Behaviour	Lesson: Targeting & Marketing Strategy	Team Challenge Session 2	Local Company Visit	Activity: Sports Tournament
Saturday	Full-Day Excursion: Six Flags Theme Park		Full-Day Excursion: Six Flags Theme Park		Activity: Quiz Night
Sunday	Lesson: Constructing a Marketing Plan	Lesson: Marketing on a Global Scale	Case Study: KBC Bank	Team Challenge Session 3	Activity: Chill Club
Monday	Lesson: 21st Century Consumerism	Lesson: Advertising, Promotion & PR	Team Challenge Finale	Free Time	Graduation Ceremony & Party

Innovation & Enterprise

Technology and innovation is increasingly the source of competitive advantage for businesses around the world. However, building an organization to successfully and repeatedly bring technological innovations to market is a daunting entrepreneurial challenge.

In this week, students will discover the practices and processes that entrepreneurs use to manage innovation effectively. The syllabus focuses on entrepreneurial firms and organisations that have been successful as well as unsuccessful in their innovation.

Innovation and enterprise includes a variety of topics such as approaching innovation issues, managing new concepts and accounting for future innovation.

These topics will be presented and studied from an entrepreneurial perspective.



Topics covered:

1. What is an enterprise?
2. Developing new ventures
3. Key components of a business plan
4. Market research & planning
5. Innovation through technology
6. Financial planning
7. NYSE-Buying & Selling
8. Implementation & delivery of new ideas

Team challenge!

Create a start-up company based in Philadelphia, and compete for investment

Weekly Timetable	Morning		Afternoon		Evening
Tuesday	Arrivals		Arrivals		Welcome Games
Wednesday	Course & Challenge Introduction	Lesson: Developing New Ventures	Lesson: What Is An Enterprise?	Team Challenge Session 1	Philadelphia Walking Tour
Thursday	Full-Day Excursion: New York City		Full-Day Excursion: New York City		Full-Day Excursion: New York City
Friday	Lesson: Creating a Business Plan	Lesson: Market Research & Planning	Team Challenge Session 2	Local Company Visit	Activity: Sports Tournament
Saturday	Full-Day Excursion: Valley Forge National Park		Full-Day Excursion: Valley Forge National Park		Activity: Games Night
Sunday	Lesson: Innovation Through Technology	Lesson: Financial Planning & Mitigating Risk	Case Study: Successful Start-Ups	Team Challenge Session 3	Activity: Chill Club
Monday	Lesson: New York Stock Exchange	Lesson: Implementing New Ideas	Team Challenge Finale	Free Time	Activity: Party Night

Business Management

Management issues are fundamental to any business: How do we plan to get things done, organize the company to be efficient and effective, lead and motivate employees, and put controls in place to make sure our plans are followed and our goals are met?

In the business management week students have the opportunity to discuss and uncover answers to these core questions.

Good management is basic to starting, growing, and maintaining a business once it has achieved some measure of success.

The aim of this week is to help young entrepreneurs understand how to be a better manager through planning, decision-making, motivating, leading, and communicating more effectively.



Topics covered:

1. Business objectives & ethos
2. The role of a manager
3. Managing resources & people
4. Cash flow and accounting
5. Boardroom negotiations
6. Quality management & production efficiency
7. Crisis management
8. Global markets & promotion

Team challenge!

Navigate a global trade war

Weekly Timetable	Morning		Afternoon		Evening
Tuesday	Arrivals		Arrivals		Welcome Games
Wednesday	Course & Challenge Introduction	Lesson: Business Ethos & Objectives	Lesson: The Role of a Manager	Team Challenge Session 1	Visit: Major League Baseball Match
Thursday	Full-Day Excursion: Washington DC		Full-Day Excursion: Washington DC		Full-Day Excursion: Washington DC
Friday	Lesson: Managing Resources & People	Lesson: Understanding Finances and Cash Flow	Team Challenge Session 2	Local Company Visit	Activity: Sports Tournament
Saturday	Full-Day Excursion: Hershey's World		Full-Day Excursion: Hershey's World		Activity: Banzai
Sunday	Lesson: Boardroom Negotiations	Lesson: Quality Management & Efficiency	Case Study: US Motor Industry	Team Challenge Session 3	Activity: Chill Club
Monday	Lesson: Crisis Management	Lesson: Global Markets & Promotion	Team Challenge Finale	Free Time	Graduation Ceremony & Party