



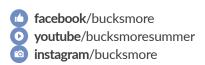
# University of Pennsylvania

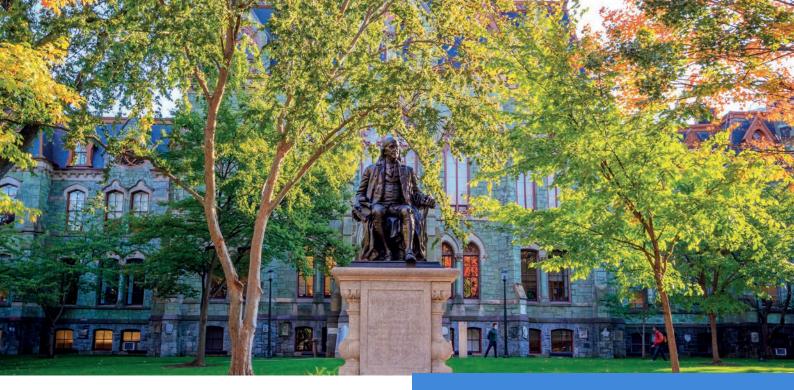
Philadelphia, USA

# **Information Guide 2019**









# 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.

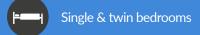
Today, the University of Pennsylvania is ranked 10<sup>th</sup> in the world (*Times Higher Education*, 2018), and its business school is consistently ranked amongst the best across the globe.

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



#### **KEY POINTS**









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









#### 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

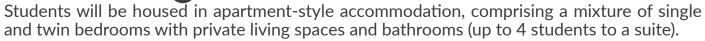
## Did you know..?

Philadelphia is a city with rich history and culture. The site of to the Declaration of Independence and 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 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.

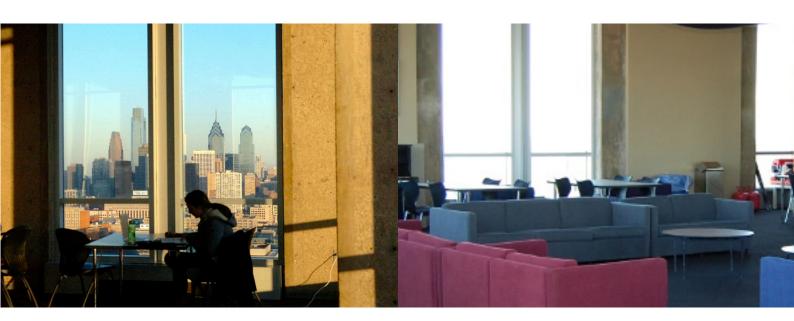


#### **'LEAFY' CAMPUS**

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**



2<sup>nd</sup> - 30<sup>th</sup> 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 likeminded students from around the world in a series of business based challenges.

Each week contains 15 hours of classroombased 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.

# **Young Entrepreneurs**

Ages 14-17

#### **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.



Create and implement a strategy to save a failing business



- 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

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:		Full-Day Excursion:		Full-Day Excursion:
	New York City		New York City		New York City
Friday	Lesson: Using Data	Lesson: Financial	Team Challenge	Local Company	Activity:
	for Prediction	Risk in Business	Session 2	Visit	Trash Fashion
Saturday	Full-Day Excursion:		Full-Day Excursion:		Activity:
	Ocean City		Ocean City		Sports Tournament
Sunday	Lesson: The First	Lesson: Statistics &	Case Study:	Team Challenge	Activity:
	Steps of Optimization	Quantative Data	Coca-Cola	Session 3	Chill Club
Monday	Lesson: Simulating the Future	Lesson: Data-Based Decision Making	Team Challenge Finale	Free Time	Activity: Casino Night

# Young Entrepreneurs University of Pennsylvania, USA

### 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.



Launch a guerrilla marketing campaign for the World Series of Baseball



- 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

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:		Full-Day Excursion:		Full-Day Excursion:
	Washington DC		Washington DC		Washington DC
Friday	Lesson: Consumer	Lesson: Targeting &	Team Challenge	Local Company	Activity:
	Behaviour	Marketing Strategy	Session 2	Visit	Sports Tournament
Saturday	Full-Day Excursion:		Full-Day Excursion:		Activity:
	Six Flags Theme Park		Six Flags Theme Park		Quiz Night
Sunday	Lesson: Constructing	Lesson: Marketing on	Case Study:	Team Challenge	Activity:
	a Marketing Plan	a Global Scale	KBC Bank	Session 3	Chill Club
Monday	Lesson: 21st Century Consumerism	Lesson: Advertising, Promotion & PR	Team Challenge Finale	Free Time	Graduation Ceremony & Party

# **Young Entrepreneurs**

Ages 14-17

#### **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.



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



- 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

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.



Navigate a global trade war



- 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

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