



YORK COLLEGE
OF PENNSYLVANIA

Global Education Initiative Summer Program:

Business Not As Usual!

**A program for US and International
college-bound high school students
(Grades 10-12 in fall 2020)**

Workshops in Cutting-Edge Management Programs for Strong Professional Careers.

A York College/Penn Hub-India Partnership to be held at York College of Pennsylvania, York, PA.

**June 14-22, 2020 at York College of Pennsylvania
York College of Pennsylvania, York, PA, USA**

BUSINESS, NOT AS USUAL!

An 8-night/9-day program for U.S. and international college-bound high school students! Participate in fully-integrated workshops in diverse disciplines of management, visit economic industry zones and gain cross-cultural experiences.

Led by York College faculty and industry leaders, this program provides hands-on, real-world experiences that will inspire exploration in expansive areas of developing, managing, and succeeding in business.

Program Workshops

- **Entrepreneurship and Innovation** – Develop a business from idea to results.
- **Supply Chain Operations Management** – Integrate material flow, financial flow, and information flow efficiently between suppliers, manufacturers, and customers for best products at lowest costs.
- **Cybersecurity Management** – Protect data systems using skills from criminology, criminal justice, and computer science.
- **Hospitality and Tourism Management** – Work in market-driven industries that serve global travelers and shape community economies.
- **Sport Management** – Apply business skills to an ever-growing market in sport industries and media.
- **Business Analytics** – Collect and analyze data so businesses can work smarter and more effectively.
- **Music Production and Industry** – Explore capitalism through creativity, professionalism, and the future.
- **Arts Administration** – Use the arts as economic drivers in the community while enriching the cultural society.

Some Additional Activities

Washington, D.C. – All participants will travel to Washington, D.C., to experience the United States capital city with visits to museums, national government buildings, and other monuments.

Hershey, PA! – Travel to Hershey, PA, the sweetest place on earth, to tour the historic Hotel Hershey, Hershey Lodge, and enjoy an afternoon of fun at a major regional theme park – Hershey Park!

Live in the York College Community

Participants will have access to the facilities and amenities available to all York College students including meals, on-campus housing*, transportation, instruction, and activities. The average day will include instruction in areas of business and economics with an emphasis on management, as well as structured recreation time and cultural activities.

**Students will be housed in the residence halls at York College of Pennsylvania with proper adult and residential assistant supervision.*

Welcome To Pennsylvania

Pennsylvania is among the most beautiful states with 140-miles of waterfront along Lake Erie and the Delaware Estuary. It has one of the largest economies in the United States, and is one of the 13 original founding colonies. York, Pennsylvania is located in the south central part of the state and is considered the “Snack Food Capital of the World” because of its many manufacturers and factories of food products. Its location is ideal, with easy access to New York, Pittsburgh, Philadelphia, Washington, D.C., and Baltimore.

State Facts

Governor: Tom Wolf

Capital: Harrisburg

Population: 12,823,989

Nickname: The Keystone State

Motto: Virtue, Liberty, and Independence

State Bird: Ruffed Grouse

Flower: Mountain Laurel

Tree: Eastern Hemlock



LEARN, EXPLORE, TRAVEL, GROW.

Sunday, June 14

Getting to know York College of Pennsylvania

Arrival and tour campus, get to know your residential counselors and program administrative staff, and learn about your surroundings by visiting a local York recreational area. The evening will include a special Welcome Dinner honoring all program participants.

Monday, June 15

What is Business Management

Review the basic foundations of different business areas and business analytics, and participate in activities based on the principles of management: planning, organizing, staffing, leading, and controlling.

Cybersecurity Management

Solve hacking and cyber issues by participating in cyber simulations.

Tuesday, June 16

Sport Management

Gain in-depth professional and technical skills that are applicable to the diverse opportunities in the sport management industry. Attend a professional baseball game in York.

Wednesday, June 17

So You Want to be an Entrepreneur

Developing a business from idea to results. Learn the process for developing new business firms and for formulating new business plans.

Hospitality and Tourism Management (Part 1)

Review the fundamentals of the hospitality and tourism system.

Thursday, June 18

Hospitality and Tourism Management (Part 2)

See Hospitality and Tourism Management in action! Travel to Hershey, Pennsylvania to tour the historic Hotel Hershey, Hershey Lodge, and enjoy an afternoon of fun at a major regional theme park - Hersheypark!

Friday, June 19

Supply Chain Operations Management

Tour the Harley-Davidson factory. The main factory for these internationally renowned motorcycles is located right in York, Pennsylvania! Participate in interactive sessions with faculty to learn about the basic concepts of supply chain management and the assembly line process commonly used in operations management.

Saturday, June 20

Trip to Washington, D.C.

Visit our nation's capital! See the wonderful sights of Washington D.C.; tour the Washington Monument and the Lincoln Memorial; visit the Air and Space Museum and the Museum of Natural History; attend an orchestral concert at the Kennedy Center, and much more!

Sunday, June 21

The Evolution of Music Production

Gain an understanding of the American music industry. Work in York College's state-of-the-art recording studio and create your own musical content.

Arts Administration

Research American art organizations, mission statements and marketing material. Work in teams to do season planning and hiring, create a marketing strategy, plan a fundraising event and create an educational program to engage the community.

Closing Ceremonies and Farewell Dinner

Monday, June 22

Departure

Pack and prepare to travel home. Hopefully this isn't goodbye forever and our program participants come back to campus soon!



The schedule outlined above is tentative and subject to change.

THIS PROGRAM IS ALL-INCLUSIVE.

Program cost: \$1,900 USD per participant (does not include personal expenses or airfare). From arrival through departure, this amount covers on-campus housing, meals, transportation, insurance, workshops and all additional activities, including trips to Washington, D.C, Hershey, P.A., and more. Deposit of \$1,000 USD is due by March 20, 2020. Remaining payment is due by April 30, 2020 to confirm participation.

REGISTER TODAY!

Please visit <http://bit.ly/summer-program-Jun2020> to register for this exclusive program.



Questions or Need Additional Information?

Contact Dr. Daniel Green, Vice President for Enrollment Management, at +1.717.815.1924 or greend@ycp.edu



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FROM
DAY ONE.

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