Objectives and General Outline

The summer program for the undergraduate students will take place over 4 weeks during the summer months at any time during June and July.

The objectives of the program are multi-faceted:

• To engage the students in an American business higher educational model which would focus and engage them in learning the fundamentals of specific business disciplines and the business culture in the United States

• To show these students relevant examples of the business culture in New York City during a day-long field trip

• To expose the students to the socio-cultural heritage and natural beauty of the Central New York region and surrounding areas

Format

The format will be a 4-week program where the students are housed on the Syracuse University campus in one of the residence halls, where all meals would be served and special dietary requests may be met.

During four weeks:

• Classes will be held for six hours Mondays through Fridays, from 9:00 a.m. until noon and then from 2:00 p.m. until 5:00 p.m. – a total of 120 hours of instruction during the four weeks on campus, with a two hour break over the middle of the day for lunch and relaxation

• A small group of instructors from different business disciplines will share the teaching responsibilities over the four week period

• One of the instructors will also be given the charge as Program Director to ensure that all the details of the students' experience were planned and effectively organized

• In addition, teaching assistants will be assigned to the program to aid in the success of the students' experience

Curriculum

• The following subject matters might all be considered as relevant curriculum material. Visiting institutions in conjunction with the Whitman School would edit and customize the curriculum in line with the students' learning objectives:
  - Accounting
  - Finance
  - Marketing
  - Supply Chain
  - Entrepreneurship
  - Retail Management
  - Real Estate
  - Management & Leadership
  - Global Business

Costs

For more information and a cost estimate, please contact Denise Lytle at the Whitman School at dlytle@syr.edu.

The cost of the program (excluding airfare to and from Syracuse New York) would vary depending on the number of students in attendance.

Extracurricular Activities

• In addition to the day long field trip to New York City, the students will also be taken on two separate trips of more general interest – e.g. one to Niagara Falls on the border with Canada, and one to the heart of the Adirondack State Park.

• Two official social events to welcome and say farewell to the students will also be planned, with the faculty and teaching assistants in attendance.

Syracuse University and the Whitman School of Management

The city of Syracuse is located approximately 250 miles north east of New York City, close to the Finger Lakes region of New York State. This region is a popular tourist destination, home to several notable museums and less than three hours driving distance from Niagara Falls, Canada.

Syracuse University, founded in 1870, is located in the heart of central New York State, and is home to some 13,000 undergraduates and 3,000 graduate students. The campus is composed of thirteen schools and colleges, which together house a faculty of distinguished scholar-teachers who attract outstanding students and faculty from all corners of the U.S. and the world.

The Martin J. Whitman School of Management was established as the College of Business Administration in 1919. In 1920, it was only the 16th collegiate business school in the nation to be accredited by the AACSB.

In 2003, the School was honored with a naming gift from Martin and Lois Whitman and the new 160,000 square foot, state-of-the-art Whitman School of Management building opened in 2005. In any given year, the Whitman School is home to nearly 2,000 graduate and undergraduate students.