



ICSB GLOBAL YOUTH ACADEMY 2020

Discover the entrepreneur within you with
the support of entrepreneurs, educators,
and mentors from across the world.



July 13 – 24, 2020

Register at www.ICSBGlobal.org

An incredible opportunity for high school students to introduce themselves to innovative and important ways of seeing the world through eyes of opportunity.



WELCOME TO THE 2020 ICSB GLOBAL YOUTH ACADEMY

Greetings!

The International Council for Small Businesses is preparing for our two-week Youth Academy! This is an incredible opportunity for high school juniors and seniors, during which they will experience perspective-shifting and changing presentations and activities. As entrepreneurs, we understand the value of the self. That is why this program teaches students ways in which they represent and embody their brand and company (You, Inc.). By investing in yourself, this academy will help students to begin preparing themselves for their futures ahead, which has never been more pertinent.

During such an unparalleled time, we will invite you to our understanding of and expectations for this new normal. The program works on a three-part model, known as "the 3 Ss." Within this framework, you will discover world Systems, your Skills, and yourSelf. Systems include those national and international organizations that uphold all of our current world relations and markets. These include, but are not exclusive to, the United Nations, the International Labour Organization, the World Bank Group, and the World Health Organization. Next, we will help you discover your skills, which will be heavily demanded in this new world of work. You will also learn the ways in which you can optimize your skills and build your portfolio. The last and innermost element is the Self. By learning how to become more proximate with your strengths and weaknesses, you will be able to promote yourself and your work even more than you imagined.

Entrepreneurship training is not restrained solely for entrepreneurs. Rather, entrepreneurship training introduces an innovative and important way of seeing the world through eyes of opportunity. This structural positivity will help you succeed in any and every space that your future life involves. In participating in a renowned, international program, you will begin your entrepreneurial journey by opening up to one of the many opportunities that are awaiting you!

Best,

Dr. Ayman El Tarabishy
ICSB Executive Director

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ENTREPRENEURSHIP AND CREATIVITY & INNOVATION

WEEK 1 • DAY 1
MONDAY
JULY 13



8:50 AM

Morning Announcements

9 AM

Introduction to Entrepreneurship

Students learn what entrepreneurship is and who fits the profile of an entrepreneur.

10 AM

Entrepreneurs as Artists

"Are artists entrepreneurs, or entrepreneurs artists?" Students dive into the arts and explore this question.

11 AM

Creativity & Innovation

Students learn the difference between creativity and innovation, and develop innovative thinking skills.

12 PM

Lunch Break

1 PM

Creativity & Innovation Workshop

Students will work together in groups in a C.I. Workshop.

2:45 PM

Closing Announcements





YOU INC.

WEEK 1 • DAY 2
TUESDAY
JULY 14



8:50 AM

Morning Announcements

9 AM

Introduction to Personal Branding

Students learn the importance of personal branding, and areas to focus on.

10 AM

Online Etiquette 101

Students learn the DOs and DONTs of managing their digital footprint, and ways to establish a professional online presence.

11 AM

Communication and Networking

Students learn the value of effective communication and the best networking practices.

12 PM

Lunch Break

1 PM

Improvised Elevator Pitch

Students practice selling themselves in different contexts with the guidance of college mentors.

2:45 PM

Closing Announcements





FINANCE

WEEK 1 • DAY 3
WEDNESDAY
JULY 15



8:50 AM

Morning Announcements

9 AM

Financial Literacy

Students learn the basics of fiscal responsibility and acquire financial management skills.

10 AM

Healthy Financial Habits

Students learn the keys to monetary success and stability.

11 AM

Investing & Savings

Students learn the difference between investing and savings and how they can do both responsibly.

12 PM

Lunch

1 PM

Stock Workshop

A crash course in common market stocks. Students learn about stocks, smart trading, and forecasting.

2:45 PM

Closing Announcements





SOCIAL ENTREPRENEURSHIP & FAMILY BUSINESS

**WEEK 1 • DAY 4
THURSDAY
JULY 16**



8:50 AM

Morning Announcements

9 AM

Introduction to Social Entrepreneurship

Students are introduced to social entrepreneurship and the role it plays across the globe.

10 AM

The Solidarity Economy

Students will discover a new system of thinking based on the principles of equity, solidarity, sustainability, participation, and inclusion.

11 AM

Introduction to Family Business

Students will learn about family business management and will gain the tools to become family business leaders.

12 PM

Lunch

1 PM

Succession Case Debate

Students will investigate a controversial family business case and debate.

2 PM

Social Enterprises

Students learn first-hand from a MBA student-led start-up about social enterprises and their positive impact.

2:45 PM

Closing Announcements





PITCH PREPARATION

WEEK 1 • DAY 5
FRIDAY
JULY 17



8:50 AM

Morning Announcements

9 AM

Pitching 101

Students learn how to form effective pitches to sell products and services.

9:30 AM

Practical Pitching

Students practice personal selling by trying to sell generic items. Students switch roles as a buyer and seller.

10:30 AM

Group Project

Students are assigned groups to begin organizing a group pitch presentation set for the last day of the academy.

11 PM

Group Work

Students meet with their groups in private sessions and begin organizing their final projects.

11:45 AM

Closing Announcements





ENTREPRENEURSHIP IN AN EVERYDAY CONTEXT

**WEEK 2 • DAY 6
MONDAY
JULY 20**



8:50 AM

Morning Announcements

9 AM

UN Around the World with ICSB

Students explore the importance of entrepreneurship in the United Nations and the role MSMEs play in the world.

11 AM

Sustainable Development Goals

The impact of entrepreneurship and the future of sustainability. Students gain an understanding of the UN SDGs.

12 PM

Lunch Break

1 PM

Non-business Intrapreneurship

Students are introduced to intrapreneurship and how it can be incorporated into their future careers.

2 PM

Student Entrepreneur Panel

A Q&A with undergraduates with start-up ventures in college.

2:45 PM

Closing Announcements





STEM & ENTREPRENEURSHIP

WEEK 2 • DAY 7
TUESDAY
JULY 21



8:50 AM

Morning Announcements

9 AM

STEM & Entrepreneurship

Students learn how STEM and entrepreneurship mesh, and how to become a tech entrepreneur.

10 AM

Tech Entrepreneur Panel

Entrepreneurs share how they have solved complex problems with STEM.

11 AM

Management Information Systems

Students learn why data collection is important to manage and how it is an essential operation in any business.

12 PM

Lunch Break

1 PM

Code Academy

Students learn basic C.S. ideas and are introduced to coding.

2:45 PM

Closing Announcements





COLLEGE PREPARATION

WEEK 2 • DAY 8
WEDNESDAY
JULY 22



8:50 AM

Morning Announcements

9 AM

College Preparation

College mentors share their tips and tricks for getting the most out of your college experience.

10 AM

Admission Officers Panel

From the perspective of admission officers: an inside look into the college admission process.

11 AM

Scholarships Hacks

Students learn about identity, how to present their life story, and are shown the many ways scholarships can be found.

12 PM

Lunch Break

1 PM

Internships, Organizations, and Clubs

Students learn how to navigate career and org fairs, and how to balance a lofty school/work schedule.

2 PM

College Student Reflection

A panel of college students sharing their experience and debunking college myths.

2:45 PM





TEAM PREPARATION DAY

WEEK 2 • DAY 9
THURSDAY
JULY 23



No synchronous session
today.

Team Pitch Preparation

Students can meet with
groupmates independently to
prepare for the final pitch
presentation.





PRESENTATIONS & GRADUATION

**WEEK 2 • DAY 10
FRIDAY
JULY 24**



8:50 AM

Morning Announcements

9 AM

Group Presentations

Students combine skills mastered during the academy and present a business proposal to their peer classmates and a friendly panel of judges.

12 PM

Lunch Break

1 PM

Graduation

Judges announce the winners of the best group presentation and certificates are distributed virtually.

2 PM

Closing Remarks

End of the ICSB Global Youth Academy

Thank you!

