

# Innovation & Entrepreneurship Fundamentals and Global Immersion Summer School

## 全球大学生创新创业交流实践及课程学习暑期项目

Duke Kunshan University

主办方：昆山杜克大学

2018 年昆山杜克大学

全球大学生创新创业交流实践及课程学习暑期项目

Innovation & Entrepreneurship Fundamentals and Global  
Immersion Summer School

招生简章



2018 年 7 月 29 日-8 月 18 日 (3 周) July 29-August 18, 2018 (3 weeks)

Phase 1: Duke Kunshan University: July 29-August 4, 2018;

Phase 2: Duke University: August 5-18, 2018

**2018 年昆山杜克大学**  
**全球大学生创新创业交流实践及课程学习暑期项目**  
**Innovation & Entrepreneurship Fundamentals and Global**  
**Immersion Summer School**

### About Duke Kunshan University

Duke Kunshan University is a Sino-American partnership of Duke University and Wuhan University to create world-class liberal arts and research university offering a range of academic programs for students from China and throughout the world.

- Heavy commitment to developing global citizens through “rooted globalism”
- Joint venture structure embodies multicultural collaboration
- A great achievement of China-US People-to-people culture & exchange
- Delivering academic programs designed to address society’s future needs through a curriculum based in the liberal arts tradition
- Global learning environment that challenges students to apply their knowledge during the learning process

### Program Overview

Duke Kunshan University (DKU) will provide the Innovation & Entrepreneurship Fundamentals and Global Immersion Summer School (“IEFGI”) to 35 outstanding students from outstanding universities in China and all over the world. The IEFGI will be conducted from July 29, 2018 to August 18, 2018. The overall length of the program will be three weeks, including one week at Duke Kunshan University of P. R. China and two weeks at Duke University of the USA. The contents of the IEFGI include coursework and case study on entrepreneurship and innovation, on-site official visits, improvement of English language skills, and cultural exchange activities. Upon successful completion of the program, the participants will get an official certificate jointly delivered by Duke Kunshan and Duke University.

### What you will learn during the program

1. Understand the global and China context of innovation and entrepreneurship;
2. Recognize a set of tools such as intellectual property law, leadership, cost-benefit analysis to accelerate the development of innovation and entrepreneurship;
3. Identify a variety of enterprises and evaluate their roles and positions;
4. Discuss how to identify opportunities, develop products and manage a startup finance;
5. Express how to make a marketing strategy and build a business plan;

### Benefits for attending the program

- Since the program will be conducted in both Duke Kunshan University and Duke University, the participants will achieve a great global learning experience in China and US;

- In the first week of lectures and field trips in Kunshan of China, Participants who take this summer program will learn an overall concept on Innovation and Entrepreneurship development. In addition to lectures on leadership, strategy and innovation, students will visit traditional manufacturers, high-tech companies, start-ups and venture capital funds, to get an overview of a variety of enterprises and start to learn how to evaluate opportunities.
- The 2-week at Duke University will focus on the successful creation and early execution of a new venture. It will teach students marketing, finance and business planning within the context of forming a start-up. Core concepts include: establishing a value proposition; identifying an opportunity; intellectual property and technology management; marketing & financing a start-up; and exiting a company. The course has a technology focus, but many of the concepts apply to any start-up activity. Students will form teams to go through all the steps required to form a business, stopping short of executing legal agreements to do so. The experience is an ideal springboard for students who want to start a company or be part of an early-stage company in the future.

## Important Dates

### Application Open

**February 26, 2018**

### Early Decision Deadline

**March 30, 2018**

Early Decision Interview for the Applicants without qualified TOEFL or IETLS scores

April 9-13, 2018

Early Decision Admission Decision Announcement

April 17, 2018

Early Decision Payment Deadline

April 27, 2018

### Normal Application Deadline

**April 20, 2018**

Application Interview for the Applicants without qualified TOEFL or IETLS scores

May 3-8, 2018

Application Admission Decision Announcement

May 17, 2018

Normal Application Payment Deadline

May 27, 2018

### Program Dates

**July 29-Aug 18, 2018**

Phase 1: Duke Kunshan University:

July 29-August 4, 2018

Phase 2: Duke University:

August 5-18, 2018

## Program Fee

**Including:** Tuition fee, local transportation, lodging (double-room), one meal per day, field trips, insurance, coffee break, welcome reception, graduation/ farewell dinner

**Not include:** International airfare, personal expenses and shopping, visa & passport, etc.

### Early Decision Application

**4,950 USD**

- 10% discount will be offered to all Early Decision applicants
- Seats are limited for Early application

### Normal Application

**5,500 USD**

## Requirements and Prerequisites

1. The undergraduates from the outstanding universities worldwide; no limitations on majors or disciplines;
2. Strong interests in Innovation & Entrepreneurship issues;
3. High English proficiency required for non-native English speakers, TOEFL (80) or IELTS (6.5) preferred; online interviews will be conducted for the students without TOEFL or IELTS scores;
4. Excellent academic performance, minimum GPA 3.0;
5. Previous Internship Experience preferred;
6. A proposal describing your ideas on Innovation & Entrepreneurship issues is required to submit online (maximum 600 words)

## How to Apply

Please refer to our official website for online application:

<https://dukekunshan.edu.cn/en/iesh>

## Contacts

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## Innovation & Entrepreneurship Fundamentals and Global Immersion Summer School Course Outline and Schedule

Time		Content
29/7 Sun	AM	Shuttle from Kunshan South Railway Station to DKU; Registration & On campus Hotel Check-in; Venue: Conference Center, DKU
	PM	15:00-16:30 Orientation & Kick-off Remarks; 16:30-17:30 Campus tour; Getting familiar with campus facilities
	Night	Welcome Reception; Movies & Videos on Innovation Venue: Executive Dining Hall, DKU
30/7 Mon	AM	Lecture 1: Strategy & Innovation 9:00-11:30 (Including Coffee Break) Prof. Denis Simon, Executive Vice President of DKU
	PM	Guest Lecture: Social Entrepreneurship and Intellectual Property 9:00-11:30 (Including Coffee Break) Mr. William Lu, Chairman of Legal Center for NGO
	Night	Individual Writing Assignment
31/7 Tue	AM	Lecture 2: Entrepreneurial Leadership 9:00-11:30 (Including Coffee Break) Mr. Liang Yu, Associate Director of Executive Education Program, DKU
	PM	Lecture 3: Presentation & Writing in English 14:00-16:30 (Including Coffee Break) Prof. Don Snow, Director of Language Training Center, DKU
	Night	Brainstorming on Entrepreneurship (Group Discussion)
1/8 Wed	AM	Official Visit: Investment and venture capital

	PM	<b>Official Visit: Tesla and New Energy Vehicles</b>
<b>2/8 Thu</b>	AM	<b>Lecture 4: Cost Benefit Analysis and Sustainable Development</b> <b>9:00-11:30</b> <b>Prof. Junjie Zhang, Associate Professor at Duke &amp; DKU, Director of Environmental Research Center, DKU</b>
	PM	<b>Field Trip: Incubators &amp; Manufactures in Kunshan</b> <b>14:00-17:00</b> Kone Kunshan Park/Giant Factory (Kunshan); Tsinghua Science Park; iCool Space in Kunshan (Makers Space)
	Night	<b>Immersion Discussion with DKU Faculty &amp; Students</b> <b>19:30-20:30</b>
<b>3/8 Fri</b>	AM	<b>Group Assessment:</b> <b>Presentation &amp; panel discussion</b>
	PM	<b>Free &amp; Package;</b>
<b>4/8 Sat</b>	AM	<b>Coach from DKU to Pudong Airport;</b> <b>Depart for North Carolina Durham, USA</b>
	PM	<b>Airport pick-up;</b> <b>Arrive at Duke, Check-in</b>
<b>5/8 Sun</b>	<b>Whole Day</b>	<b>Preparation &amp; Supermarket</b>
<b>6/8 Mon</b>	AM	<b>Lecture 5: Product Development</b> <b>9:00-12:00</b> <b>Instructor: David Koester, Product Development Manager, Zenalux Biomedical</b>
	PM	<b>Official Visit: Duke Innovation and Entrepreneurship Initiative</b> <b>13:30-15:30</b>
<b>7/8 Tue</b>	AM	<b>Lecture 6: Marketing and Communications I</b> <b>9:00 – 12:00</b> <b>Instructor: Karl von Gunten</b> Adjunct Professor, Duke University; Marketing Manager for Laird Technologies
	PM	<b>Official Visit: The NC State Council for Entrepreneurship</b> <b>15:00-16:30</b> Theme of Visit: Helping entrepreneurs build and grow successful companies. Venue: <b>NC Triangle Science Park</b>

<b>8/8</b> <b>Wed</b>	<b>AM</b>	<b>Lecture 7: Innovation and Wealth Creation</b> <b>9:00-12:00</b> <b>Instructor: Jesko von Windheim</b> Adjunct Professor, Duke University; Marketing Manager for Laird Technologies
	<b>PM</b>	<b>Official Visit : NC Biotechnology Center</b> <b>13:30-15:30 PM</b> Theme of Visit: Connecting companies, university researchers and funders to create innovation Venue: <b>NC Triangle Science Park</b>
<b>9/8</b> <b>Thu</b>	<b>AM</b>	<b>Lecture 8: Introduction to Entrepreneurship &amp; New Business Creation</b> <b>9:00 -12:00</b> <b>Instructor: Prof. Jesko von Windheim</b> Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>PM</b>	<b>Lecture 9: Case Study- Tyrata, Inc. – Value Proposition</b> <b>2:00 -5:00</b> <b>Instructor: Prof. Jesko von Windheim</b> Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	<b>Night</b>	<b>Group Discussion</b>
<b>10/8</b> <b>Fri</b>	<b>AM</b>	<b>Lecture 10: Corporate Legal Structure in the USA</b> <b>9:00 – 12:00</b> <b>Instructor: John Fuscoe</b> Senior Lecturing Fellow, Duke University Law School; Attorney, Wyrick Robbins Yates & Ponton LLP
	<b>PM</b>	<b>Lecture 11: Product Development, Nextreme, Inc.</b> <b>2:00-5:00</b> <b>Instructor: David Koester</b> Product Development Manager, Zenalux Biomedical
<b>11/8</b> <b>Sat</b>	<b>Duke Forest and Duke Garden</b>	
<b>12/8</b> <b>Sun</b>	<b>Optional Field Trip/Break</b>	
<b>13/8</b> <b>Mon</b>	<b>AM</b>	<b>Lecture 12: Marketing and Communications II</b> <b>9:00-12:00</b> <b>Instructor: Karl von Gunten</b>

		Adjunct Professor, Duke University; Marketing Manager for Laird Technologies
	PM	<b>Official Visit: Center for Technology and Innovation</b> <b>14:00-16:00</b> Theme of Visit: Research and collaboration opportunities with large top tier research universities  <b>Followed by Discussion with the Duke Faculty and Students</b>
	Night	<b>Group Discussion</b>
14/8 Tue	AM	<b>Lecture 13: Marketing and Communications III</b> <b>9:00-12:00</b> <b>Instructor: Prof. Jesko von Windheim</b> Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	PM	<b>Official Visit : American Underground Entrepreneurs Tech Hub</b> <b>2:00-4:00</b> Theme of Visit: Tour or unique workspaces and the Google Entrepreneurs Tech Hum that accommodate any stage of the business lifestyle.
15/8 Wed	AM	<b>Lecture 14: Scaling Up Your Business</b> <b>9:00-12:00</b> <b>Instructor: Stephen Brooks</b> Industry Consultant
	PM	<b>Official Visit: Research Triangle Park Foundation</b> <b>15:00-16:30</b> Theme of Visit: The Creation and Model of a Successful Innovation Research Park
16/8 Thu	AM	<b>Lecture 15: Startup Financing</b> <b>9:00-12:00</b> <b>Instructor: Prof. Jesko von Windheim</b> Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke University
	PM	<b>Official Visit: North Carolina Office of Science, Technology &amp; Innovation</b> <b>15:00 - 16:30</b> Theme of Visit: Using science, technology, and innovation to improve the economic well-being and quality of life of public citizens. Venue: Raleigh
	Night	<b>Group Discussion</b>
17/8 Fri	AM	<b>Closing Session– Next Steps for Entrepreneurs</b> <b>Instructor: Prof. Jesko von Windheim</b> Professor of the Practice of Environmental Innovation and Entrepreneurship, Duke

		University
	PM	12:30 - 2:00: Closing lunch and Certificate Ceremony 2:00-4:00: Program review and evaluation session
18/8 Sat	Whole Day+1	Return to China from Durham, North Carolina

Note: the above course outline might be subject to change.

## Faculty Bio

**Denis Simon, Ph.D. Executive Vice Chancellor of DKU, Professor at Duke & DKU**



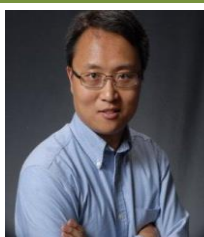
Dr. Simon previously held international affairs leadership positions and faculty appointments at several universities in the United States and China. An expert on the role of science and technology in international relations, he also has extensive private sector experience, having held China-based leadership roles at both Monitor Consulting Group and Andersen Consulting (now Accenture). He has written and lectured widely regarding innovation, high technology development, foreign investment and corporate strategy in the Pacific-Rim and is frequently quoted in the Western and Asian business press regarding commercial and technology trends in China, Hong Kong and the Asia-Pacific region.

**Junjie Zhang, Ph.D. Associate Professor at Duke & DKU, Director of Environmental Research Center, DKU**



Junjie Zhang is Director of Environmental Research Center and Master of Environmental Policy (iMEP) Program at Duke Kunshan University, Associate Professor of Environmental Economics at Duke Kunshan University and in the Nicholas School of the Environment at Duke University. He is also a Senior Adviser of Asia Society. Zhang's research centers on empirical issues in environmental and resource economics. He adopts an interdisciplinary approach that integrates social sciences, engineering and natural sciences to deal with environmental policy problems. His research topics cover air pollution, water resources, energy and climate change.

**Liang Yu, Associate Director of Executive Education Program, DKU**



Liang Yu currently works in Duke Kunshan University to build its executive education service offerings. He graduated from Fuqua School of Business, Duke University with an M.B.A. degree in 2013. At Fuqua he was a COLE leadership fellow and co-chaired Fuqua's Leadership and Ethics Conference in 2013.

Liang is passionate about improving the business performance through leadership advantage, and has worked in the leading corporations in these fields, such as

Deloitte Consulting LLP and Duke Corporate Education.

Prior to his M.B.A. program Liang worked for Robert Bosch GmbH in China where he set up a corporate academy and introduced the German vocational education system to Bosch's operation in China.

### Don Snow, Ph.D., Director of Language Training Center,



Don Snow holds a BA in History from the College of Wooster, an MA in English (TESOL) from Michigan State University, and a PhD in East Asian Languages and Cultures (Chinese Linguistics) from Indiana University. He has taught language, culture, and linguistics for over two decades in China, and is currently Director of Language and Writing Programs at Duke Kunshan University. In addition to his books and articles on language teaching, he does research on the history of social roles of languages, and has published journal articles on topics such as diglossia and written forms of East Asian vernaculars. A number of his articles examine the history of written Cantonese and his monograph *Cantonese as Written Language: The Growth of a Written Chinese Vernacular* was published by Hong Kong University Press in 2004.

### Jesko von Windheim, Ph.D. (marketing, operations)



Dr. von Windheim is a technology entrepreneur who is focused on early-stage innovations in the physical sciences. He has played a key role in a number of manufacturing companies based on new materials, processes and functionality. He helped form Unitive Electronics, which was later acquired by Amkor and remains a leader in its field. He was a co-founder of Cronos Integrated Microsystems, a microelectromechanical systems (MEMS) company. Cronos was acquired by JDS Uniphase. Dr. von Windheim was also CEO of Nextreme Thermal Solutions. He founded Nextreme in 2004 with technology acquired from RTI International and licensed from the Jet Propulsion Laboratory (JPL). Nextreme was acquired by Laird Technologies in 2012. A current project is Zenalux ([www.zenalux.com](http://www.zenalux.com)) which is commercializing technology developed at Duke University that uses white light to measure response to therapy and diagnose disease such as cancer.

Dr. von Windheim holds bachelor's degrees in chemistry and physics (McMaster University, Canada), a master's degree and a Ph.D. in chemistry (University of Guelph, Canada), and an MBA from the Kenan-Flagler business school. Dr. von Windheim holds 8 patents and has numerous publications in the fields of solar cell research and diamond thin film materials.

### Stephen Brooks (manufacturing)



Stephen has more than 34 years experience in starting up and sustaining manufacturing operations for new technologies and products developed here in North Carolina. He has an extensive background in the design, construction and operation of ISO and TL certified production lines for IVD Medical Device, VLSI wafer fabrication, MEMS fabrication, IC assembly/test, SMT assembly, chip-scale packaging, and micro-scale thermoelectrics. Formerly, as vice president of operations, Stephen managed the construction and start-up of a microfluidics production facility for Advanced Liquid Logic in 2011 which was acquired by Illumina Inc in 2013 for \$100M. Prior to joining the ALL venture, Stephen was director of operations at Nextreme Thermal Solutions and he set up a manufacturing facility there in 2008 (later acquired by Laird). Stephen was with Unitive Electronics for 4 years (acquired by Amkor Tehcnology) where he was responsible for scaling its chip scale packaging capability from zero to 1M units-per-day within one year. Prior to Amkor, Stephen served as director of operations for Cronos Integrated Microsystems (acquired by JDS Uniphase Corporation) where he was responsible for constructing a new \$60M wafer fabrication facility for the production of MEMS (micro-electro-mechanical-systems). Stephen began his career at Mitsubishi Semiconductor America where he held multiple management positions in manufacturing and business operations in both NC and Japan. Collectively, the companies where Stephen has been engaged in the start-up have financially exited with a combined value of almost \$1B.

### David Koester (engineering)



Mr. Koester is a start-up company and early-stage product development executive with over 28 years' experience in maturing and commercializing nascent technologies, engineering management, new business development, and technical sales. He is the Vice President of Business Operations at Zenalux Biomedical. At Zenalux he oversees the commercialization of Zenalux's core technology—non-invasive, UV-VIS diffuse reflectance spectroscopy for monitoring biomarkers. Before joining Zenalux he worked in the field of thermal management, with an emphasis on technology development and new product introduction. As VP of Technology for Laird's Engineered Thermal Systems division, he had oversight of thermoelectric and compressor-based cooling systems development in North

America, Europe and Asia. Prior to Laird, as VP of Engineering at Nextreme Thermal Solutions, he developed the first-to-market thin-film thermoelectric coolers including market and application development. Earlier, his emphasis was on the commercializing MEMS products addressing a multitude of product areas including optical switching, attenuation and modulation, RF and DC switching, safing and arming, bio applications, printing, fluidics and inertial sensors. He is a founder of Nextreme Thermal Solutions, a thin-film thermoelectric start-up company sold to Laird in 2013. Prior to Nextreme he held key technical and managerial positions with RTI International, MEMSCAP, Inc., JDS Uniphase, Cronos Integrated Microsystems, and the Microelectronics Center of North Carolina (MCNC). At Cronos he was a principle member of the technical staff. Cronos was sold to JDSU in 2000. He holds 11 patents and has authored or co-authored over 20 technical articles and peer-reviewed publications. He has an M.S. in Materials Science from North Carolina State University and a B.S. in Ceramic Engineering from Iowa State University.

### John Fuscoe (law)



John concentrates his practice in intellectual property, strategic partnerships, venture capital financings, and the representation of technology-based and early-stage businesses, and his primary clients are software and Internet-related companies and consumer products skin care companies. He counsels clients in all aspects of creating, protecting, maintaining, licensing and monetizing intellectual property. John is a Senior Lecture Fellow at Duke University School of Law where he teaches a course on intellectual property transactions. John has also been a guest lecturer at the Duke University Nicholas School of the Environment for the Entrepreneurial Experience and Entrepreneurial Execution classes. After working for

two years as a management consultant, John was employed by IBM for ten years in marketing and management positions.

John received a B.S., with distinction, from the University of Virginia, and an M.B.A. (with concentration in finance) from the Carnegie Mellon Tepper School of Business. He received a J.D. from Duke University School of Law.

### Karl von Gunten (marketing)



Mr. Karl von Gunten served as Director of Marketing at Laird Durham, Inc. Mr. Gunten serves as Vice President of Marketing and Communications at Maverick Biofuels, Inc. With more than 25 years of experience in marketing and public relations, Mr. Gunten has a deep knowledge of products and trends to the communications business. Prior to joining Maverick, he was director of business development, managing supervisor, at Gibbs & Soell Public Relations and vice president at Brodeur Worldwide, where he oversaw the regional office and managed PR efforts for industry leaders such as IBM, Nortel, Acterna and Internet Security Systems. He began his career at IBM where he helped launch the IBM PC

in the early 1980s. He serves as an adjunct professor for Duke University Pratt School of Engineering. Mr. Gunten holds a BA in Physics from Wittenberg University.

### Ed Lee (sales)



Ed Lee is Founder and President of Accu-Tech USA. Throughout his career he has been an accomplished sales leader in the automation space working in senior positions within Danaher and Danher Motion prior to starting his own slaes and distribution company, Accu-Tech USA. He has deep experience in setting up entire sales operations, including inside sales, engineering , production, finance and marketing. Accu-tech offers Low Cost Region (LCR) manufactured parts through exclusive distribution channels with in NA.