

Are you currently a 9th or 10th grader who wants to explore your business future?

Would you like to take a "test drive" of a university experience?

Have you thought about what you want to do after high school?

If so, Park University's School of Business Summer Business Academy offers a week-long, in-depth look at business, ethics, free enterprise, teamwork and personal skills that will better prepare you for life after high school and beyond.

Modeled after our popular "Introduction to Business" course, students will work with Park University faculty, Kansas City community business leaders and members of the Park University School of Business Advisory Board to learn firsthand how to succeed in the real world.

The Park Summer Business Academy will provide students an overview of business in our modern American society. Through a combination of classroom sessions, field trips, mentoring and team building, the Academy will examine the business system, social responsibility and the functions of management, marketing, personnel, production, accounting, finance

investments, insurance and business law. Students will also be engaged in a team competition project to develop a marketing plan for a "live" case to be presented on the last day of the Academy.

Students will be hosted on Park University's beautiful Parkville Campus in its new Copley Quad residential hall.

Activities will include team building at PowerPlay; trips to local businesses, including the Harley-Davidson motorcycle plant, and a business-formal etiquette dinner at The National Golf Club of Kansas City.

As an added benefit, students who successfully complete the program will receive a voucher for 3 hours of credit in Park University's MG 110 (Introduction to Business) course, should they enroll at Park University in the future.



Experience college living for a week in Park's new Copley Quad residential hall!



Cancellation Policy

If you must cancel for any reason, please notify the Park University School of Business as soon as possible, especially if you are awarded a partial scholarship so that another student may attend.

If you must cancel, all refunds are subject to a cancellation fee as follows:

- Cancel on or before Saturday, May 22 — Tuition less a \$25 fee.
- Cancel after May 22 and before Sunday, June 13 — Tuition less a \$100 fee.
- After June 13 — Tuition less \$250 fee will be refunded for medical reasons only (documentation by a health care professional is required).



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Contact Information

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www.park.edu

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Park Summer Business Academy:



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Arrival On Campus

Plan to arrive on the Parkville Campus on Sunday, June 13, no later than 12 p.m., to unload your gear and get settled. The opening assembly begins at 1 p.m. This event sets the stage for what you will experience during the week as you will be introduced to the Summer Business Academy's staff and volunteers, and the agenda for the week. Parents are encouraged to attend the opening assembly. At the conclusion of the opening assembly, participants will continue with the day's planned activities.



Program Highlights

- Learn about business and experience a week of college life.
- Make lasting friendships with like-minded students from the Kansas City region.
- Set personal short- and long-term goals.
- Tour area businesses, including the Harley-Davidson motorcycle plant and the WireCo WorldGroup facility.
- Take part in discussions with successful entrepreneurs and top executives.
- Experience fine dining at an interactive etiquette dinner.

The Park Summer Business Academy is about real-world experience for students interested in a career in business — students who have a desire to reach their goals. The Summer Business Academy will prepare you for the future, challenge you to develop an entrepreneurial spirit and help you appreciate why you're learning what you're being taught in school. You will leave the Summer Business Academy with a better understanding of the value of teamwork and self-determination, along with an awareness of the various opportunities available should you pursue a degree in business.

- Participate in innovative and fun team building activities.

- Participate in a team market plan competition mentored by a local business executive.

- Listen to motivational speakers who are sure to inspire you.

- **All work and no play?**

- **No way! Leisure time**

- **activities include laser tag, whirly ball, volleyball, ice cream social, movie night, awards ceremony and more!**



Qualifications And Scholarships

The Summer Business Academy is limited to 20 students who will be in the 10th or 11th grades in the Fall 2010 semester.

- You should have an interest in business and/or entrepreneurship, as well as learning how to develop your future.
- Attendees should have at least a 3.0 grade point average.
- The cost is \$795 and includes coursework, housing, transportation, and all activities and meals.

A limited number of full and partial scholarships are available and will be awarded based on financial need. The determination of funding decisions for those seeking financial assistance will begin after the April 15 deadline with receipt of your completed application and the non-refundable deposit fee of \$75.

Selection Process

Interested students should apply online or contact the Park School of Business for a printed version. If you wish to share a room with a friend, complete the "Roommate Request" section on the application. After review of your application, you will be notified of your acceptance status. At that time, you will also receive medical, code of conduct and parental permission forms that must be completed and returned by April 15 to confirm your attendance to the Summer Business Academy, along with payment options.

Daily Activities

The Park Summer Business Academy begins Sunday, June 13, at 1 p.m. (but plan to arrive by noon), and ends Friday, June 18, at 3:30 p.m. Each day will begin with breakfast at 7:15 a.m., followed by classroom sessions during the morning. Lunch and field trips are scheduled in the afternoon. Each evening, students will be served dinner and enjoy team activities, as well as have time to prepare for the marketing plan competition on Friday.

On June 18 at 1 p.m., parents and/or guardians are encouraged to attend the final presentations of the team projects prior to the conclusion of the event and departure from the Parkville Campus by 5 p.m.

Apply online at www.park.edu.



Payment Plan

The cost of attending the Park University Summer Business Academy is \$795 and is due in full by Saturday, May 15. Payment is accepted by cash, check or credit card. A \$75 non-refundable deposit will hold your place until the payment deadline.

Park University believes that any student should be able to attend the Summer Business Academy, even if they are not able to afford the entire tuition. For those who qualify, financial assistance may be available.

All families applying for financial assistance must request and complete the Financial Assistance Application before Thursday, April 15. Funds are available on a first-come, first-served basis. Park University is fortunate to have supportive corporate and individual sponsors who want students to attend its programs, and every effort will be made to assist those students who are in need of financial support. Each student receiving financial assistance will be sponsored by a member of our business and civic community.

Please see the back panel of the brochure for the Summer Business Academy's cancellation policy.



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