



ORIENTATION PACKET



June 28, 2023

Dear EGE Columbia Student Participant,

Enclosed please find the orientation materials for the Entrepreneurship in the Global Economy program being held July 24-30, 2023 at Columbia University. This packet should prepare you for the program and answer any questions you may have.

We have included the following items:

- Program orientation information summarizing classroom, lodging, and dining hall locations and an overview of the program and student goals
- Tentative program schedule
- A campus map
- Ground transportation information

You are required to attend all program lectures, student activities, and accompanying meals outlined in the schedule. If there is an anticipated conflict, let us know immediately at (530) 757-4630. If there are any last-minute travel changes or emergencies ON OR AFTER MONDAY, JULY 24, please call our staff person on site, Jennifer Lueck, at (312) 848-1849.

We look forward to your participation in EGE Columbia.

Sincerely,

Donna Montgomery

Donna Montgomery

Coordinator, Planning + Outreach

Foundation for Teaching Economics



STUDENT ORIENTATION INFORMATION



ENTREPRENEURSHIP IN THE GLOBAL ECONOMY (EGE) – July 24-30

Columbia University

Registration/Check-In:

Monday, July 24, 2023 between 2:00 - 4:00 PM at the front desk of Hartley Hall, located at 1124 Amsterdam Ave, New York, NY 10027. Room keys and meal cards will be distributed during this time. FTE staff will be on site from 2:00 PM on Monday, July 24th through 11:00 AM on Sunday, July 30th.

Parking:

Parking options are scarce at Columbia University. Metered and non-metered parking is available on New York City streets. Parking information and traffic advisories on the New York City Department of Transportation can be found [here](#).

If students drive themselves to the program, it is important to understand they will not be permitted use of the car during the program, nor will parking passes be available for the weeklong stay on campus.

Housing:

Students will stay in McBain Residence Hall. Students will be housed two per room and separated by gender. Bathrooms are gender specific and communal. FTE Program Coordinators reside in adjacent rooms to the students and are available 24 hours a day. Upon departure from the program, the dormitory room should look as it did when the student arrived.

Meals:

Students will eat their meals together throughout the program in Ferris Booth Commons in Lerner Hall (2920 Broadway), except for Thursday night's dinner – this meal is at the participant's own expense. Any extra snacks, outside of the program meals, will be at the participant's expense.

Meeting Room:

International Affairs Building, room 403

Recreation Options:

FTE is currently working with Columbia University to gain access to the Dodge Fitness Center for use by participants during the EGE with adult supervision. Updates regarding specific rules and access will be

provided at the program. Activities will be planned during scheduled recreation time by the Program Coordinators.

Off Site Excursion:

On Thursday afternoon, the group will leave for an off-site activity, traveling via private bus. Dinner is at your own expense.

Expenses:

Program expenses, including room and board, will be paid for by the Foundation for Teaching Economics (FTE). Participant expenses include travel to and from the program site, and any additional incidental expenses. It will be your responsibility to have enough cash to handle incidentals. Neither FTE staff nor Columbia University will cash any checks. Please do not bring a large amount of cash to the program.

All keys and access/meal cards must be returned at the end of the program. The FTE will not cover lost or unreturned keys. Participants will be charged \$75-\$125 for lost or unreturned room keys.

Personal Supplies:

Bring items that will make your stay comfortable, including personal hygiene items and shower slippers/flip flops. All bedding, linens and towels are provided by Conference Services. All classroom supplies will be provided by FTE. Neither Columbia nor FTE can assume responsibility for your personal belongings - Laptop computers are not required and bringing them is at the discretion of the participant.

Dress Code:

Classroom-appropriate, casual, comfortable clothing is the rule on campus. Shorts, t-shirts and jeans are acceptable. Shoes, sandals or flip flops must be worn to the classroom and dining room. Bring appropriate clothing and closed-toed shoes (that can get dirty) for the outdoor leadership activities and the optional recreation activities such as swimming, basketball and volleyball. Include a sweatshirt or warm jacket as it can be chilly in the evenings.

Emergency Phone Numbers:

Columbia University Public Safety: (212) 854-2797 (non-emergency)

Police: 911 (emergency)

Parents are always notified in the event of a medical emergency

Program Overview:

The Entrepreneurship in the Global Economy program represents a unique experience in economics and entrepreneurship education and is designed for high school students who have been selected for their leadership potential and have demonstrated a desire to learn more about entrepreneurship and business. The EGE one-week program encompasses approximately 30 hours of instruction, plus small group sessions and

workshops. The combination of classroom instruction, question and answer sessions, small group discussion, and workshops presents information in a rich and varied format, encouraging active student and teacher participation. Economics professors selected nationwide for their expertise and teaching effectiveness lead classes using case studies to illustrate economics/entrepreneurship principles and leadership concepts.

EGE is designed to create a diverse learning environment for students. In addition to study sessions, the program also includes leadership components which emphasize self-exploration through teamwork exercises. These activities provide a physical outlet and an enjoyable diversion from the economics lessons.

Student Goals:

1. Become familiar with the fundamentals of entrepreneurship and leadership, and the commonalities behind successful entrepreneurs.
2. Learn about the key aspects of a successful business.
3. Gain leadership skills.
4. Foster a commitment to continued learning about entrepreneurship and leadership.

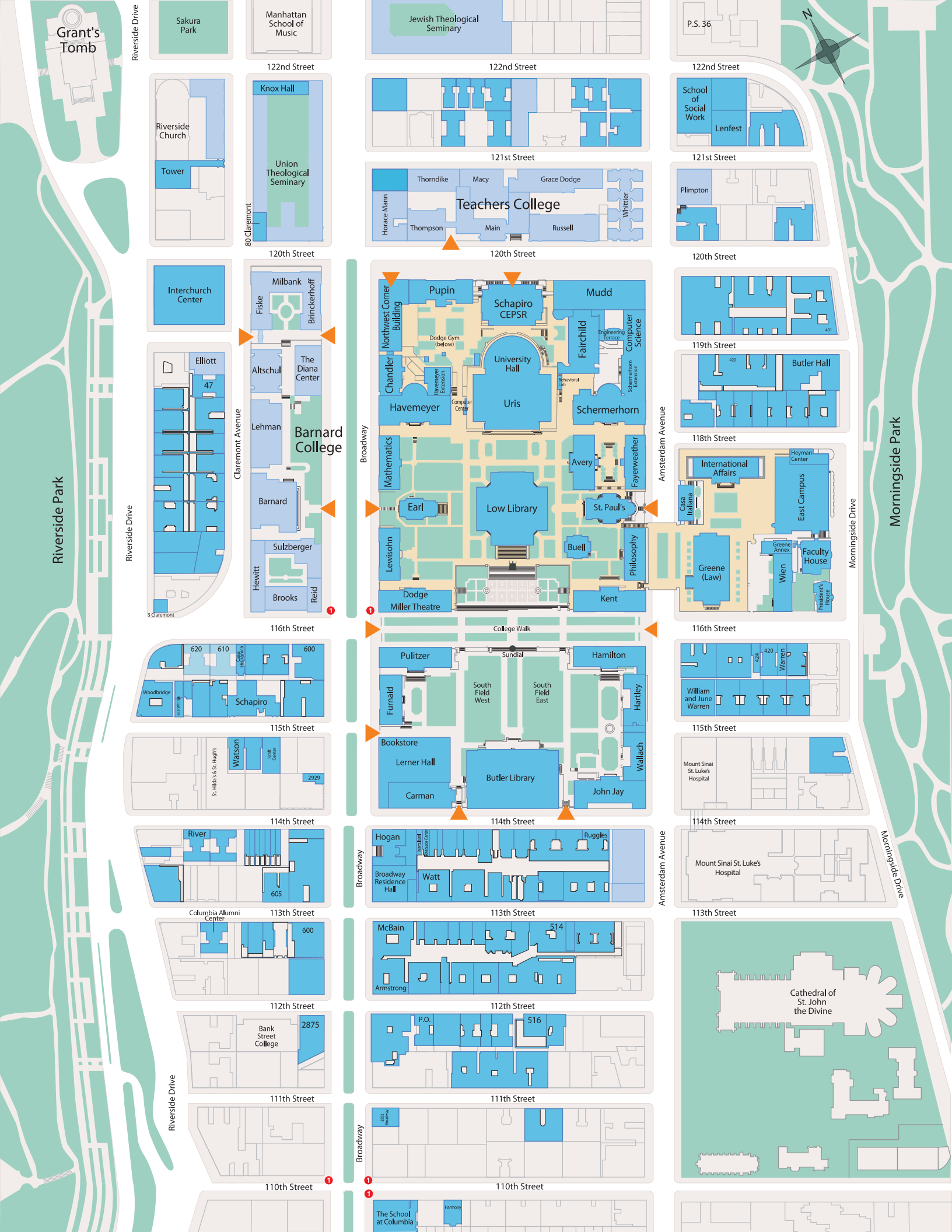
Schedule:

A final schedule will be distributed at program registration on Monday. The start and finish times of the program will not change whatsoever.

Questions:

Prior to the start of the program, contact the FTE directly at (530) 757-4630 with any questions. For a travel change or emergency on MONDAY, JULY 24 only, you can call the on-site Student Administrator, Jennifer Lueck at (312) 848-1749.

<p align="center">Entrepreneurship In The Global Economy Columbia University, New York, NY July 24-30, 2023</p>							
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
	Breakfast 7:30 - 8:30 am	Breakfast 7:30 - 8:30 am	Breakfast 7:30 - 8:30 am	Breakfast 7:30 - 8:30 am	Breakfast 7:30 - 8:30 am	Breakfast 7:30 - 8:30 am	
International Affairs Building - 403							
	<p><i>Foundations for Entrepreneurship</i> 8:30 - 9:40 am</p> <p>Guest Speaker Cate Gutowski <i>How Do I Get There</i> 9:50 - 10:30 am</p> <p><i>Developing Insights as an Entrepreneur</i> 10:40 - 11:50 am</p>	<p>Ah! Ha! Session 8:30 - 8:40 am</p> <p><i>Types of Business Organizations</i> 8:40 - 9:30 am</p> <p><i>Supply Chains</i> 9:40 - 10:40 am</p> <p><i>Business Plan Development</i> 10:50 - 11:40 am</p> <p><i>The Adam Smith Order</i> 11:40 - 11:50 am</p>	<p>Ah! Ha! Session 8:30 - 8:40 am</p> <p><i>Market Structures 1</i> 8:40 - 9:30 am</p> <p>Guest Speaker John Lee <i>Learn to Manage It</i> 9:40 - 10:30 am</p> <p><i>Market Structures 2</i> 10:40 - 11:40 am</p> <p><i>The Adam Smith Order</i> 11:40 - 11:50 am</p>	<p>Ah! Ha! Session 8:30 - 8:40 am</p> <p><i>Magic of Markets</i> 8:40 - 9:40 am</p> <p><i>International Markets</i> 9:50 - 10:30 am</p> <p>Guest Speaker Siva Saravanan <i>Adapting to Change</i> 10:40 - 11:40 am</p> <p><i>The Adam Smith Order</i> 11:40 - 11:50 am</p>	<p>Ah! Ha! Session 8:30 - 8:40 am</p> <p><i>Networking</i> 8:40 - 9:40 am</p> <p><i>Your Questions</i> 9:40 - 10:30 am</p> <p>Guest Speaker Pam Isom <i>Consummate Entrepreneur</i> 10:40 - 11:30 am</p> <p><i>The Adam Smith Order</i> 11:40 - 11:50 am</p>	Check-out 8 - 11 am	
	Lunch 12:00 - 1:00 pm	Lunch 12:00 - 1:00 pm	Lunch 12:00 - 1:00 pm	Lunch 12:00 - 1:00 pm	Lunch 12:00 - 12:45 pm		
International Affairs Building - 403							
Check In Location: Hartley Hall	Leadership Exercise #1 1:00 - 3:00 pm	Leadership Exercise #2 1:00 - 3:00 pm	Entrepreneur Workshop 3 <i>Determining Your Product</i> 1:00 - 3:00 pm	Entrepreneur Workshop 4 <i>Building the Network</i> 1:00 - 3:00 pm	Group Photo 12:45		
Registration 2:00 - 4:00 pm	Leadership Debrief 3:15 - 4:00 pm	Leadership Debrief 3:15 - 4:00 pm	EXCURSION 4:00 - 7:00pm	Leadership Debrief 3:15 - 4:00 pm	Business Plan Preparation 1:00 - 1:50 pm		
IAB 403	Recreation Time 4:00 - 5:30 pm	Recreation Time 4:00 - 5:30 pm		Recreation Time 4:00 - 5:30 pm	Business Plan Presentations 2:00 - 4:00 pm		
Welcome & Ice Breakers Location 4:00 - 6:00 pm				Dinner 5:30 - 6:30 pm	Dinner 5:30 - 6:30 pm	Recreation Time 4:00 - 5:30 pm	
Dinner 6:00 - 7:30 pm	Dinner 5:30 - 6:30 pm	Dinner 5:30 - 6:30 pm					
International Affairs Building 403				International Affairs Building - 403			
Leadership & Goal Setting 7:30 - 9:30 pm	<p>Entrepreneur Workshop 1 <i>Communicate Your Vision</i> 7:00 - 9:00 pm</p> <p>Check in Group 9:15 - 9:45 pm</p> <p>Social Time 9:45 - 11:00 pm</p>	<p>Entrepreneur Workshop 2 <i>Who are your customers?</i> 7:00 - 9:00 pm</p> <p>Business Plan Prep 7:00 - 9:00 pm</p> <p>Check in Group 9:15 - 9:45 pm</p> <p>Social Time 9:45 - 11:00 pm</p>	<p>Business Plan Prep 7:30 - 9:00 pm</p> <p>Check in Group 9:15 - 9:45 pm</p> <p>Social Time 8:00 - 11:00 pm</p>	<p>Leadership Exercise #3 7:00 - 9:00 pm</p> <p>Leadership Debrief 9:15 - 9:45 pm</p> <p>Social Time 9:45 - 11:00 pm</p>	<p>Program Evaluation</p> <p>Student Awards Closing Ceremony 7:00 - 9:00 pm</p> <p>Student Party 9:00 pm - 11:30 pm</p>		
Room Check - 11:00 pm	Room Check - 11:00 pm	Room Check - 11:00 pm	Room Check - 11:00 pm	Room Check - 11:00 pm	Room Check - 12:00 pm		



Grant's Tomb

Sakura Park

Manhattan School of Music

Jewish Theological Seminary

P.S. 36



122nd Street

Riverside Church

Tower

80 Claremont

120th Street

Knox Hall

Union Theological Seminary

122nd Street

121st Street

Horace Mann

Thompson

Thorndike

Macy

Main

Grace Dodge

Russell

Whittier

Teachers College

120th Street

122nd Street

School of Social Work

Lenfest

121st Street

Plimpton

120th Street

Interchurch Center

3 Claremont

47

Claremont Avenue

Milbank

Fiske

Brinckerhoff

Altschul

The Diana Center

Lehman

Barnard

Sulzberger

Hewitt

Brooks

Reid

Barnard College

Northwest Corner Building

Pupin

Schapiro

CEPSR

Mudd

Dodge Gym (below)

University Hall

Fairchild

Engineering Terrace

Computer Science

Chandler

Havemeyer

Uris

Schermerhorn

Behavioral Lab

Schlesinger Extension

Mathematics

Earl

Low Library

Avery

Fayerweather

Lewisohn

Buell

Philosophy

St. Paul's

Dodge

Miller Theatre

Kent

Amsterdam Avenue

401

119th Street

400

Butler Hall

118th Street

International Affairs

Heyman Center

East Campus

Casa Italiana

Greene Annex

Faculty House

Wien

President's House

116th Street

620

610

600

Woodbridge

Schapiro

115th Street

Watson

St. Hubert & St. Hugh's

North Center

2929

114th Street

College Walk

Pulitzer

Sundial

Hamilton

Furnald

South Field West

South Field East

Hartley

Bookstore

Lerner Hall

Butler Library

Wallach

Carman

John Jay

114th Street

420

Warren

William and June Warren

115th Street

Mount Sinai St. Luke's Hospital

114th Street

River

605

Columbia Alumni Center

113th Street

600

112th Street

Hogan

Broadway Residence Hall

Watt

Ruggles

113th Street

514

Armstrong

112th Street

Mount Sinai St. Luke's Hospital

114th Street

113th Street

Bank Street College

2875

111th Street

110th Street

P.O.

516

112th Street

111th Street

110th Street

The School at Columbia

Harmony

Cathedral of St. John the Divine

110th Street

Riverside Park

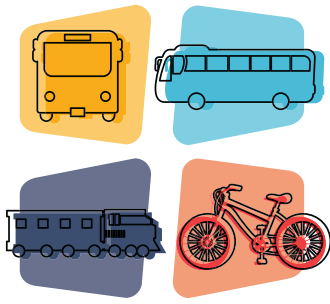
Riverside Drive

Broadway

Amsterdam Avenue

Morningside Drive

Morningside Park



2023 GROUND TRANSPORTATION

ENTREPRENEURSHIP IN THE GLOBAL ECONOMY

Columbia University

McBain Residence Hall

562 W 113th St, New York, NY 10025

Conference participants are responsible for arranging and paying for their own transportation to and from the program. The campus is approximately 30 minutes from the LaGuardia Airport.

A variety of other ground transportation options are available from the airport to Yale, including taxis, buses, and shuttles. For more information on ground transportation you can visit the airport websites listed below.

LAGUARDIA AIRPORT (LGA)

<https://www.laguardiaairport.com/>

Taxi Services

Metered taxi service is available at all LaGuardia Airport terminal buildings. Please follow terminal wayfinding signage or speak to an Airport Customer Experience Specialist to locate the taxi pick-up area.

Ride Share

If You're Arriving at Terminal A the passenger pick-up area for Car Services and App-based Rides is located directly outside of, and across the street from, Terminal A.

If You're Arriving at Terminal B the Car Service and App-Based Ride pick-up area is located on Level 2 of the Terminal B Parking Garage, located directly adjacent to Terminal B. Please follow the "Car Services" signs in Terminal B to the pick-up area and contact your car service/app-based ride provider when you reach the pick-up area.

If You're Arriving at Terminal C the Car Service and App-Based Ride pick-up areas are located at Terminal C arrivals (ground) level. Terminal C pick-up is at the arrivals inner lane. Please follow the "Car Services" signs in Terminal C to the pick-up area and contact your car service/app-based ride provider when you reach the respective pick-up area.