

Travel Study Experience

San Francisco & Silicon Valley, California

January 16 - January 22, 2022



RIDER UNIVERSITY
Norm Brodsky
College of Business

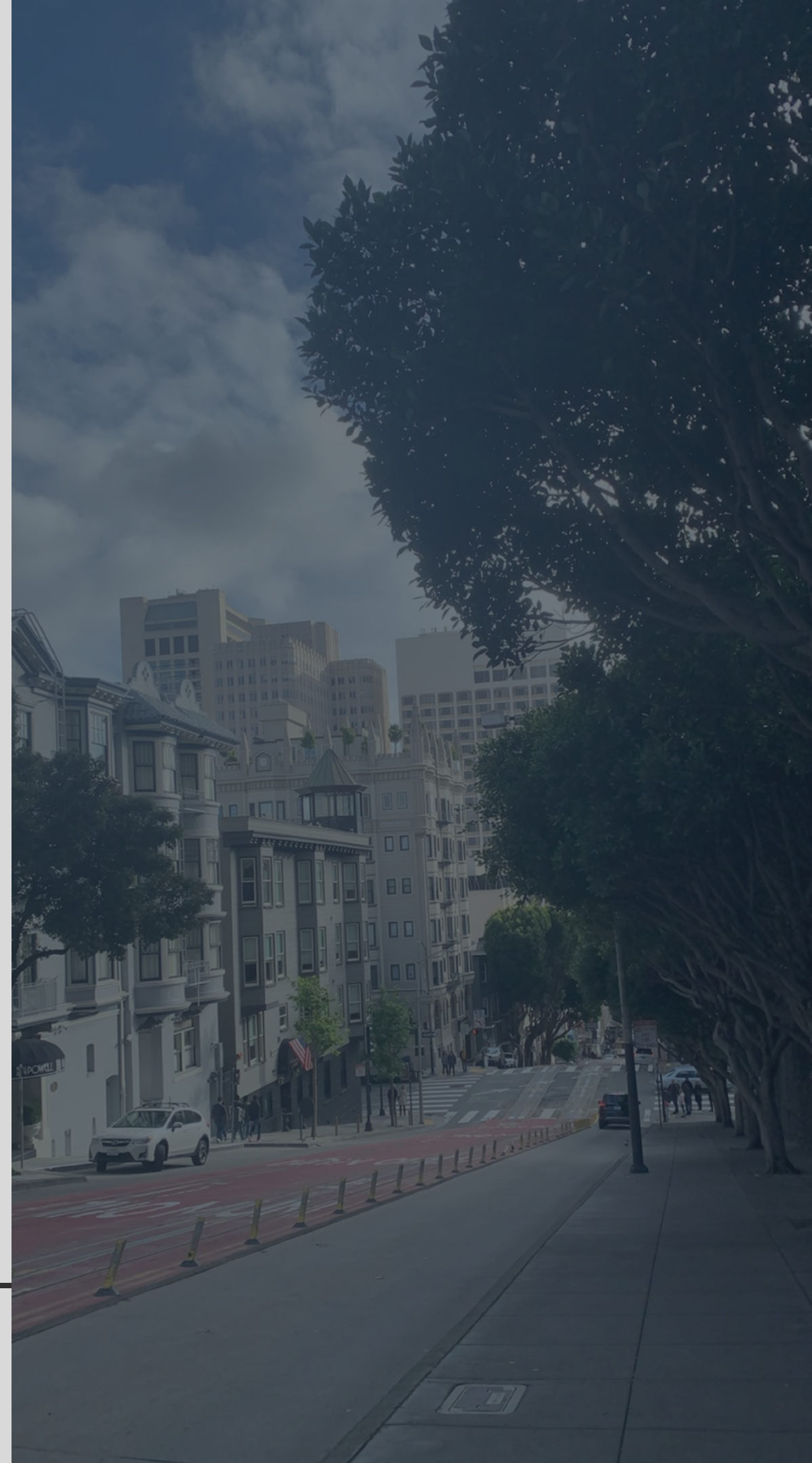
PROGRAM OBJECTIVES

WHY TAKE A TRAVEL COURSE TO SAN FRANCISCO – SILICON VALLEY?

This travel study experience immerses students in the most innovative technology hub in the world. Students will see the business culture of Silicon Valley first hand by visiting a variety of companies and engaging in discussions with business executives and entrepreneurs in Silicon Valley. Key program objectives are

- To gain a holistic view of the entrepreneurial life cycle of firms from inception to maturity and an understanding of supporting partners in the Silicon Valley ecosystem
- To decode how the unique culture of Silicon Valley fosters innovation and creativity
- To hone your problem solving skills by tackling a real business challenge for an organization in Silicon Valley

Please contact [Dr.Jaiswal](#) or [Dr.Nygren](#) with any questions



ENGAGED LEARNING

STUDENTS CAN EARN ENGAGED LEARNING POINTS IN THE STUDY ABROAD & CULTURAL EXPLORATION AND/OR GUIDED RESEARCH & SCHOLARSHIP CATEGORIES

ACADEMIC CREDITS

STUDENTS CAN REGISTER FOR CBA 367 SELECTED TOPICS IN BUSINESS, A 3-CREDIT COURSE FOR THE SPRING 2022 SEMESTER. THIS COURSE CAN COUNT AS A FREE ELECTIVE FOR ALL BUSINESS STUDENTS. IT MAY COUNT AS AN UPPER LEVEL BUSINESS ELECTIVE FOR BUSINESS ADMINISTRATION MAJORS. FOR INTERNATIONAL STUDENTS, THIS COURSE CAN COUNT AS AN INTERNATIONAL BUSINESS ELECTIVE. FOR STUDENTS WHO WANT TO APPLY THIS COURSE TOWARDS THEIR GLOBAL/CULTURAL LIBERAL ARTS ELECTIVES REQUIREMENT, THEIR RESEARCH PAPER MUST BE ON A TOPIC RELATED TO THE HISTORY AND CULTURE OF SILICON VALLEY AND SAN FRANCISCO. STUDENTS WHO WANT TO EARN ENGAGED LEARNING POINTS IN THE GUIDED RESEARCH & SCHOLARSHIP CATEGORY WILL REGISTER FOR CBA 490 IN THE SPRING 2022 SEMESTER. THERE WILL BE NO EXTRA TUITION CHARGE ASSUMING NO MORE THAN 18 CREDITS ARE BEING TAKEN IN SPRING 2022.



ESTIMATED COST

\$2,969 (based on 15 participants)

\$2,570 (based on 20 participants)

\$2,361 (based on 25 participants)



INCLUDES

- 6 nights of four star hotel with complimentary breakfast and internet
- Ground transportation to all business site visits; welcome and farewell dinner
- San Francisco city tour
- Organization of all logistics/academic activities/cultural activities/dinners/business meetings involved in the study trip
- Virtual conference orientation prior to study trip
- Online information and meetings kit.
- One group transfer in and out from Rider to the airport
- One group transfer in and out from the San Francisco airport to the hotel



DEPOSIT AND PAYMENT DUE DATE

A \$400 deposit to reserve your spot is due by September 15, 2021. The deposit will apply to your program payment. The rest of the payment is due by Friday, October 15, 2021.



NOT INCLUDED

Airfare (group airfare available if interested), most lunch and dinner, hotel extras not included in the standard room rate, most leisure expenses.

TENTATIVE ITINERARY: DAYS 1 & 2

DAY 1: AM

- Arrive in San Francisco
- Group Bus Transfer from Airport to Hotel
- Orientation Meeting (On Bus)

DAY 1: PM

- Guaranteed check-in to hotel at 4 pm.
- Bus and Walking Tour of San Francisco
- Group Welcome Dinner at Exclusive Restaurant.

DAY 2: AM

Business Meetings

Telecommunications, Technology, Accelerator, Strategy and Research, Startups, Innovation, Corporate Partnership and Entrepreneurship:

- Orange Silicon Valley, one of world's leading telecommunications operators.
 - Sample Speaker: Gabriel Sidhom, VP – Technology Strategy & Development
 - and/or

Innovation, Design Thinking, Social Impact, Product Design, Interaction Design, and Organizational Design:

- Ideo, an award-winning global design and innovation company
 - Sample Speaker: Kerry O'Connor, Design Director

DAY 2: PM

Business Meetings

Entrepreneurship, Economic Growth, Start-Ups, Technology:

- Wag Labs Inc., a pet care company that offers “the most efficient and best designed app” that supports dog walking, pet sitting, veterinary care, and training services across America
 - Sample Speaker, Garrett Smallwood, CEO
 - and/or
- Clara Foods, a venture-backed company making animal protein without animals.
 - Sample Speaker, Arturo Elizondo, CEO



TENTATIVE ITINERARY: DAYS 3 & 4

DAY 3: AM

Full Day of Business Meetings

Personal Finance, Investment Management, Portfolio Management, Software, and Financial Planning:

- Wealthfront, an up and coming US wealth management firm
 - and/or

Robotics, Machine Learning and Self-Driving Cars

- Zoox, an American autonomous vehicle company
 - Sample Speaker: Barrie Dickinson, Director, Vehicle Program

DAY 3: PM

Venture Capital, Banking Services for Technology and Life Science Companies, Credit Solutions and Banking for Startups:

- Emergence Capital, a leading venture capital firm focused on early and growth-stage enterprise cloud companies
 - Sample Speaker: Gordon Ritter, Founder & General Partner
 - or
- Silicon Valley Social Venture Fund (SV2), a non-profit organization that pools individual resources to invest in innovative nonprofits and social enterprises

DAY 4: AM

Full Day of Business Meetings

3D Design Software and Technology, Digital Prototyping, Sustainable Design Software, Media & Entertainment, Cloud and Mobile:

- Autodesk, an American software company that makes software for the architecture, engineering, construction, manufacturing, media, and entertainment industries
 - and/or

Microfinance, Micro-lending, Global Partnerships, Poverty Alleviation, Crowdfunding, Financial Inclusion and Social Impact:

- Kiva, a non-profit organization that allows people to let money via the Internet to low-income entrepreneurs and students in over 80 countries

DAY 4: PM

Free afternoon: Optional Cultural Activity (*at each participant's cost*).

- Alcatraz Island Visit
- Bike Tour of San Francisco
 - Fisherman's Wharf
 - Crissy Field
 - Presidio
 - Golden Gate Bridge



TENTATIVE ITINERARY: DAYS 5 & 6

DAY 5: AM

Full Day of Business Meetings

Consignment, Fashion Resale, E-Commerce, Secondhand Clothing, Technology, Operations and Distribution:

- ThredUP, the world's largest fashion resale platform
 - Sample Speaker: James Reinhart, Founder & CEO
 - and/or

Solar Energy, Solar Software and Financial Analysis:

- Aurora Solar, , a solar design software company
 - Sample Speaker: Christopher Hopper, Co-Founder

DAY 5: PM

Analytics and Cloud-to-Edge Technology:

- Intel, a leading semiconductor company
 - and/or

Sustainability, Recycling & Waste Collection:

- Recology, a waste management company

DAY 6: AM

Business Meetings

Artificial Intelligence, Technology & Business Growth:

- Birdie, an AI tool that turns consumer feedback into actionable insights
 - Sample Speaker: Patricia Osorio, Co-Founder
 - and/or

Design Engineering, Product Development, Manufacturing, Fulfillment, Supply Chain Management and End-to-end Supply Chain Orchestration Platform:

- PCH International, a global product development and supply chain company
 - Sample Speaker: Kathleen Dick, Director, Business Development Solutions, US West Coast

DAY 6: PM

Afternoon of Business Challenges Presentations:

- Student Presentations
- Business Challenge Debrief & Open Forum (AAR- After Action Review) with Faculty and Project Liaisons.
- Group Farewell Dinner at Exclusive Restaurant



TENTATIVE ITINERARY: DAY 7

DAY 7: AM

Free Morning to Explore the City:

- Optional Cultural Activities (*cost covered by each individual*)
 - Chinatown Walking Food Tour
 - Visit the California Academy of Science
 - Golden State Warriors- NBA Basketball game
 - Muir Woods Walking Excursion
 - Visit the Palace of Fine Arts Theatre
 - Visit the Coit Tower
 - Visit the Exploratorium

DAY 7: PM

- Group Transfer to San Francisco Airport



STUDENT TESTIMONY

"...Just wanted to give a little shoutout to Rider University, specifically Norm Brodsky College of Business for giving me this great opportunity...to see the business culture in Silicon Valley and learn the many different functions of various companies."

JESSE LIGUORI, CLASS OF 2020



Jesse Liguori • 1st
Area Manager at Amazon Logistics
1yr • Edited •

Happy Holidays everybody! Just wanted to give a little shoutout to [Rider University](#), specifically Norm Brodsky College of Business for giving me this great opportunity to expand my interests in San Francisco this past week. It allowed me to see the business culture in Silicon Valley and learn the many different functions of various companies. [#business](#) [#future](#) [Rider University](#), [Lan Nygren](#)

