

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.



SCHOOL OF BUSINESS
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With Appreciation to the Founding Sponsor of the
Park Summer Business Academy:



PARK UNIVERSITY
SCHOOL OF BUSINESS

SUMMER BUSINESS ACADEMY

Scholarship Competition



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

JUNE 9-14, 2013

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

Activities will include team building at PowerPlay; trips to local businesses, such as the WireCo WorldGroup facility; and a business-formal etiquette dinner at The National Golf Club of Kansas City.

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.

Cancellation Policy

If you are paying full tuition and 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:

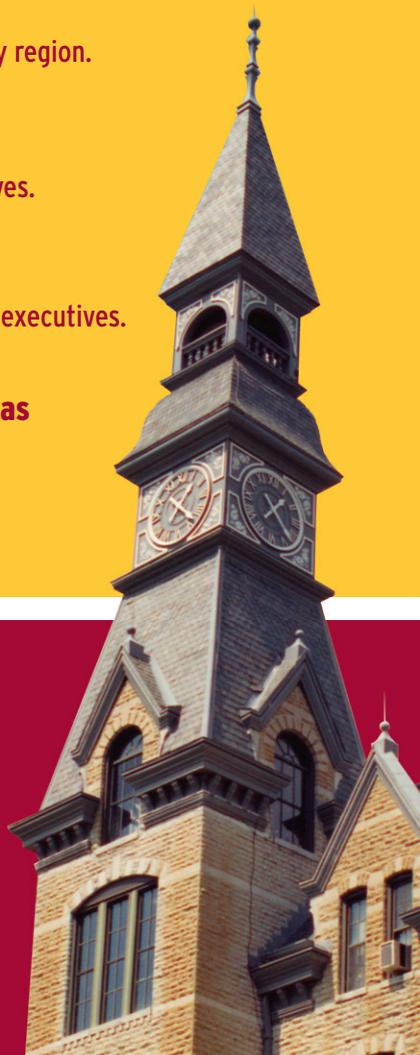
- Cancel on or before Saturday, May 18 — Tuition less a \$25 fee.
- Cancel after May 18 and before Sunday, June 9 — Tuition less a \$100 fee.
- After June 9 — Tuition less \$250 fee will be refunded for medical reasons only (documentation by a health care professional is required).



SCHOOL OF BUSINESS

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, such as the WireCo WorldGroup facility.
- Take part in discussions with successful entrepreneurs and top executives.
- Experience fine dining at an interactive etiquette dinner.
- Participate in innovative and fun team building activities.
- Participate in a team market plan competition judged by local business executives.
- Listen to motivational speakers who are sure to inspire you.
- **All work and no play? No way! Leisure time activities such as whirlyball, 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 2013 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 2.5 grade point average.
- This is a scholarship competition based on several factors, including a 500-word essay, interests and personal background.
- We do have a limited number of spaces available for those who can afford the full program tuition. The cost is \$895 and includes coursework, housing, transportation, all activities and meals. Please call our office at (816) 584-6308 for details.

Students are encouraged to apply via our online application at www.park.edu/businessacademy for a full scholarship that will be awarded based on financial need and academic accomplishments.

Minority students, students from economically challenged schools and students who will be the first generation in the family to attend college are encouraged to apply to attend the Summer Business Academy Scholarship Competition. We are actively recruiting students from these target backgrounds and have scholarship funding available from our School of Business benefactors.

SELECTION PROCESS

Interested students should apply online or contact the Park School of Business for a printed application. After review of your application and essay, you will be notified of your acceptance status. At that time, scholarship recipients will also receive medical, code of conduct and parental permission forms that must be completed and returned by June 1 to confirm your attendance to the Summer Business Academy.

APPLY ONLINE:

www.park.edu/businessacademy



Arrival On Campus

Plan to arrive on the Parkville Campus on Sunday, June 9, no later than 2 p.m., to unload your gear and get settled. The opening assembly begins at 2:30 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.



Daily Activities

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 14 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.

Payment Plan

While this is a scholarship competition, we do have a limited number of spaces for those who can afford full program tuition. The cost of attending the Park University Summer Business Academy is \$895 and is due in full by June 1. Payment is accepted by cash, check or credit card. A \$75 non-refundable deposit will hold your place until the payment deadline.

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

