

Gateway to Business

Business fundamentals and career preparation for high school students

No matter what career path you follow, understanding the business world is key to your future success. Open to rising high school sophomores to rising seniors, WashU Olin's Gateway to Business course was created to provide a comprehensive introduction to business, leadership and teamwork skills development, and career preparedness.

- Develop an understanding of business concepts and the ability to apply them to solve real, unstructured problems for organizations.
- Engage in self-assessment and use the results to create a professional development plan.
- Further leadership skills that allow you to more effectively work on team-based and peer-led projects.
- Strengthen your communication skills, including your ability to write a compelling resume and cover letters.

Choose your concentration:

The **sports business concentration** provides an overview of the major industry aspects, including revenues, collective bargaining, media rights, sponsorships and endorsements.

The **entrepreneurship concentration** curriculum includes real-world examples of founding, operating and exiting a startup, how to think like an entrepreneur, and potential career paths.

Who should take this class?

This class is designed for high school students who want to gain a fundamental understanding of business and enhance career preparedness, whether or not you plan to study business in college.

Why take this class?

- Earn college credit while developing business savvy.
- Create a professional development plan to position yourself for a successful career.
- Become familiar with different fields within business.
- Problem solve for real-world clients through experiential learning projects.
- Deepen your leadership and teamwork skills.

6-week course

JUNE 28 to AUGUST 5

M/T/TH

3:00 to 5:45 p.m. CT

Zoom format

Tuition **\$3,540**

2 Experiential Learning
Projects

3.0

credits

**No prerequisites
to participate**

Two Concentrations

Sports Business

MGT 110E: Introduction to
Gateway to Business

MGT 111E: Introduction to
the Business of Sports

Entrepreneurship

MGT 110E: Introduction to
Gateway to Business

MGT 112E: The Art and Science
of Entrepreneurial Thinking

Course Highlights

Elevator pitch creation, self-assessment, professional development plan, innovation & entrepreneurship, introduction to strategy, marketing overview, resume & cover letter development, presentation & interviewing skills

Register today!

For more information, email
OlinGatewayStudies@wustl.edu or call 314-935-7159.
olin.wustl.edu/summergateway



**WashU Olin
Business School**