



# Global Entrepreneurship and Innovation Program 2019

Seminar by: Muhlenberg College

Sponsored By: Tamkeen

Managed by: American Global Consulting

# American Global Consulting

American Global Consulting (**AGC**), headquartered in Manama, Bahrain, is a consulting firm that provides an entire range of educational and commercial services to the private and public sectors in the Arabian Gulf. Higher education and executive education are the top priorities of American Global Consulting. **AGC** has a large network of American and European universities with which it works closely to establish new and meaningful educational programs that fit the needs of countries in the Arabian Gulf.

Specifically, **AGC** is working with significant international institutions to bring globally-accredited advanced degrees and executive/management training programs to Bahrain and the Gulf Region. **AGC** believes it is also increasingly important to prepare citizens to compete in the "knowledge-based" and "creativity-based" global economy.

**AGC** is committed to providing Gulf citizens with new and innovative educational opportunities, we are currently working with TAMKEEN and Institute of Public Administration (Saudi Arabia) to create partnerships with Muhlenberg College (Pennsylvania), Syracuse University (New York) and American University Washington D.C, Indiana University, State University of New York at Albany.

American Global Consulting also works to improve education and culture exchange between the United States and countries in the Arabian Gulf through its extensive network of contacts within the U.S. public institutions. **AGC** is also well known for its ability to raise the positions and profiles of Gulf nations within the United Nations system.

# Muhlenberg College

Muhlenberg College is a well-known and highly reputable elite, liberal arts college in Allentown, Pennsylvania (near Philadelphia) and one of the few colleges in the United States that offers a degree in innovation and entrepreneurship. In 2017, *U.S. News & World Report* ranked Muhlenberg College #65 among liberal arts colleges in America. Forbes Magazine ranked Muhlenberg #36 on their list of the best liberal arts colleges in the United States. In addition, *Princeton Review* lists Muhlenberg as one of the best colleges in the northeast of the United States, out of a total number of 218 selected schools.

Innovative and entrepreneurial thinking excels among the faculty and campus at Muhlenberg College and plays a highly valuable role across all disciplines, whether the ultimate goal is a small business, a high-tech startup, a non-profit with a social mission, an art gallery, a performing organization, a research lab, or a school. In fact, Muhlenberg offers a more comprehensive array of pre-professional programs than almost any institution its size. Students don't have to choose between theory and practice or between ideas and their application. They are all integrated into what is simply called a "Muhlenberg education". Muhlenberg College is one of the few institutions in the United States that offers a formal degree in "innovation and entrepreneurship".



# Lecture 1

January 9th, 2019

Bahrain



## Johnny C. Taylor Jr.

Johnny C. Taylor, Jr., SHRM-SCP, is President and Chief Executive Officer of the Society for Human Resource Management (SHRM), the world's largest HR professional society, representing nearly 500,000 members in more than 165 countries. He previously served a two-year term as Chair of the SHRM Board of Directors in 2005 and 2006. Mr. Taylor is the immediate past President and Chief Executive Officer of the Thurgood Marshall College Fund, which represents nearly 300,000 students attending public Historically Black Colleges and Universities. In this role, he became a prolific fundraiser, amassing over \$100 million in grants and gifts. As an influencer in his field and community, he was named one of Ebony Magazine "Power 100" in 2011. In a 2018 White House ceremony, President Donald J.

Trump appointed Mr. Taylor Chair of the President's Advisory Board on Historically Black Colleges and Universities, and later that year he was named to the American Workforce Policy Advisory Board. Mr. Taylor holds both a Doctor of Jurisprudence and a Master of Arts with honors from Drake University. He obtained a Bachelor of Science with honors from the University of Miami. He is licensed to practice law in Florida, Illinois and Washington, D.C.

# Lecture 2

February 20th, 2019

Bahrain



## Thomas Ketchell

Thomas Ketchell is a young "education technology entrepreneur" who is doing some very interesting things in the field of education. He is the CEO and co-founder of Sutori. Ketchell has been recognized as a Forbes 30 under 30 honoree for education.

Mr. Ketchell has worked on environmental projects in Australia, Kenya, and China. He has a degree in History from the University of Nottingham with a Masters in Business and Development from the Vrije Universiteit of Brussels.

Sutori is a free digital learning tool which promotes collaboration and engagement in the classroom. Sutori enables teachers and students to create interactive stories which include not only text and images, but also video, audio, web resources and quiz questions.

# Lecture 3

March, 2019

Bahrain



## Robert Steel

Robert King Steel is an American businessman, financier and government official who has served as Deputy Mayor for Economic Development in the administration of New York City Mayor Michael Bloomberg, Under Secretary for Domestic Finance of the United States Treasury, chief executive officer of Wachovia Corporation and Vice Chairman of Goldman Sachs. Mr. Steel was on the board of directors of Barclays Plc, and served as chairman of the board of trustees at Duke University and the Aspen Institute. In May 2014, he was tapped to succeed Joseph R. Perella as chief executive officer of Perella Weinberg Partners, a private investment banking and asset management firm. In 2006 he was appointed the Undersecretary for Domestic Finance at the United States Department of Treasury.

# Bahrain Program

January 6th — January 17th 2019

February 24th — March 7th 2019

In preparation for the entrepreneurial world, local Bahraini entrepreneurs participating in the Muhlenberg program (to be scheduled 4 times over the life of the program) will learn cutting edge innovation and entrepreneurship ideas and practices through hands-on activities and discussions in a classroom environment that promotes creativity and learning. The primary goal of this course will be to develop the entrepreneurial mindset. Topic areas for the course will include learning the use of the Business Model Canvas, utilizing lean startup methodologies to further develop business ideas, and employing design thinking principles to promote innovation. The Business Model Canvas is a global standard used by millions of people in organizations of every size. Participants will use the Canvas to describe, design, challenge, and transform their business model through a graphical template depicting nine essential business components: partners, customer relationships, value propositions, channels, customer segments, revenue streams, key resources, activities, and cost structure.

## Day 1

- Defining Innovation & Entrepreneurship

## Day 2

- What is design thinking for business innovation?
- How can entrepreneurs ensure that their enterprises are drivers of innovation?

## Day 3

- What are the pathways to opportunity?

## Day 4

- The Lean Startup
- Identifying risks and mitigating them

## Day 5

- Leadership for entrepreneurs
- Program Assessment

# Summer Program USA

June 17th — 28th, 2019

Pennsylvania, Philadelphia, New York, Washington D.C., and Boston

This special intensive innovation and entrepreneurship session is specially designed for Bahrain's most promising entrepreneurs. Tamkeen will choose 20-25 candidates who will be automatically enrolled in the program. This intensive learning experience will expose Bahraini innovators and entrepreneurs to a wide range of thinking and focus on how government and industry can work together to promote the entrepreneurial mindset. The program will include trips to local business in and around Allentown, PA, as well as incubators, accelerator programs, and venture capital firms in major metropolitan hubs of innovation (e.g. New York City, Philadelphia, Boston, and Washington D.C). Participants will develop a plan to establish a culture of entrepreneurship in their workplace and in their country as a whole in preparation for the Global Entrepreneurship Congress in 2019.

## Module 1

- Public Programs to Promote Entrepreneurship

## Module 2

- Private Initiatives to Promote Entrepreneurship

## Module 3

- Driving Investments in Entrepreneurship

## Module 4

- Intrapreneurship

## Module 5

- Capstone Project