

# WT Gateway to Business in Los Angeles

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## Course Description

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### **BUS 1110 GATEWAY TO BUSINESS IN LOS ANGELES**

This is your opportunity to take this mandatory course during the J-term while in Los Angeles.

The course is designed to introduce students to the diverse and exciting world of business, which engages professionals in creative and analytical thinking to solve problems and seize opportunity. However, business is a multi-dimensional discipline, requiring professionals to understand societies, economic forces, and political philosophies as well as markets, money, people, and the overall environment in which “the firm” operates. In addition, students will explore the meaning of “work” and its role in business. Students will be introduced to the traditional business disciplines, including accounting, finance, marketing, and management, as well as the broad societal environments in which those disciplines operate and interact. Students will also develop the analytical skills and communication skills (written and oral) expected in the business environment.

### **GBL\*1711\* Fall Prep Seminar for LA Gateway to Business (required to enroll into winter term BUS 1110)**

Fall 2024, Instructor: Ms. Alyssa Martina

6-7:40 PM PM Mondays

This one credit Fall prep course prepares students for the Study USA Winter term course that will be based in Los Angeles. Students in the course will learn about the business ecosystem in LA and why it is such a hospitable environment for companies in a host of industries including entertainment, aerospace, gaming, fashion and more.

Students will also be introduced to the diverse and exciting world of business and examine what a business does, how it operates and is managed. The course will introduce students to traditional business concepts as well the broader societal aspects in which businesses operate.

If a student is unable to take the fall prerequisite preparatory seminar, they cannot take this Winter Term course.

# Dates, Itinerary and Housing

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Final Day to Enroll in the Prep Course is October 6th. October 6th is the deadline and after that date the non refundable program fee will be posted to your Elon account.

## Tentative Program Dates

Jan. 3 - 26, 2025

## Tentative Flight Arrangements

Students arrange their own transportation to Los Angeles for the start of the program and from Los Angeles at the end of the program

## Tentative Itinerary

With business visits, guest lectures and visiting economic, entertainment and cultural sites, students will be exposed to the entrepreneurial and innovation community in L.A. and learn about the ways that this region has cultivated an innovative mindset. We will be examining how history, geopolitics, and economic development have influenced L.A.s development as a leader in innovation and entrepreneurship. Students will be expected to compare their experiences in L.A. with their own business and entrepreneurial experiences of U.S. culture through daily interactions with both business and local leaders, guest speakers, cultural field trips, and company visits. We will learn about the entertainment history and its role not only in shaping Los Angeles but in creating an innovative ecosystem.

- Catalina Island & Avalon Tour
- Dreamscape @ Westfield
- TCL Chinese Theatre
- 4D Movie
- Warner Bros. or Sony Tour
- Several company visits such as Beyond Meat, Lion's Gate, Space X, Riot Games, Homeboy, Coco Delivery (subject to change)
- and more...

Optional / On own:

- Venice
- Universal Walk & Theme Park
- Hollywood Hills Hike
- Griffith Observatory
- Academy of Motion Pictures
- Malibu
- Santa Barbara

## Housing

Students will stay in apartment-style accommodations at Elon's Eddy location, double occupancy. Single occupancy can be requested for additional fees and subject to availability.

## Activity Level

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### Moderate

Activity levels are rated to fit into one of four categories: easy going, moderate, challenging and demanding.

This program is rated as moderate, which means students will spend much of the day exploring. Whether walking through historic neighborhoods at a moderate pace or out and about on a coach, the days will be full. Students will need to keep up with the group, including stairs and moderate movement.

## How to Enroll

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STEP 1: Enroll in the fall course, GBL 1711 Prep Seminar for Gateway to Business in Los Angeles for the Fall 2024 term.

Final Day to enroll in this course is **October 6th, 2024**

STEP 2: After enrolling in GBL 1711 you will receive an email with your My Elon Global registration. Complete your MyElonGlobal registration within 10 days of receiving it, but no later than October 6th.

**After October 6th the \$3200 program will be non refundable**

## Withdrawing or Changing from a Program

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Students can drop and add the course themselves until October 6th. On October 6th the program fee becomes non refundable and student can no longer drop the course.

## Cost

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Program Fee: \$3200 **This amount will be non refundable after October 6th.**

### Billable Costs

Global Engagement Program Fee: The Winter Term Global Program Fee is billed to the student account in September. If you are interested in setting up a payment plan, please contact the Office of the Bursar at 336-278-5300.

The program fee typically includes:

- Shared accommodations
- Transportation to all course-related activities
- Some meals
- Admission to all course-related sites, museums, and cultural events

### Non-billable/Estimated Costs

Transportation to Los Angeles is not included in the Program fee. Besides 3-4 group meals, most meals are not included in the program fee. Personal expenses and transportation costs to non program activities not included.

## Estimated Spending Money

The spending money estimate for this program includes baggage fees, gifts, entertainment, books, and miscellaneous.

## Estimated Connecting Flight

The cost of your transportation to Los Angeles is NOT included in the program fee.

Cost Sheet Winter 2023	
Billable Amounts	
Winter Term Program Fee (inc insurance)	\$3,200.00
<b>Billable Total: \$3,200.00</b>	
Non-Billable Amounts	
Transportation to and from Los Angeles	Amount * \$ 1,000.00
Meals not included in program	Amount * \$ 500.00
Estimated Spending Money	Amount * \$ 300.00
<b>Non-Billable Total: \$1,800.00</b>	
<b>TOTAL: \$5,000.00</b>	

## Scholarships

### Elon Global Scholarships

Students seeking need-based financial support are encouraged to apply for an [Elon Global Scholarship](#). The scholarship application is embedded in this program application. While the scholarship application is easy and straightforward, take time to read the conditions.

**Note: Elon Global Scholarships are ONE-TIME, FIRST-TIME awards.** In other words, if a student plans to study abroad or Study USA more than once while at Elon, they should apply for an Elon Global Scholarship for their FIRST program. Even if they did not apply for an Elon Global Scholarship for their first program, they are not eligible for consideration for any additional programs.

Also note that Non-Elon programs (i.e. programs applied for through a Non-Elon Petition) are not eligible for Elon Global Scholarships, and that if a student studies away through a Non-Elon petition, they are not eligible for Elon Global Scholarship consideration for future terms.

### Other Scholarships at Elon

**Students with a Fellows or Scholars travel grant** can request their grant be applied toward the cost of this program by contacting their Fellows or Scholars director or support staff.

**Students with an Elon Engagement Scholarship** can request their scholarship be applied toward the cost of this program by clicking "Elon Experiences Grant Form" from the [Koenigsberger Learning Center webpage](#).

Students can read more about budgeting, financial aid, and additional scholarships from the [Financial Planning for Global Engagement webpage](#), and the [financial planning section of the Global Engagement FAQs webpage](#).

# Health, Safety and Insurance

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Global engagement is a powerful learning experience, but it also carries the risks inherent in an unpredictable world. Students' health and safety is always our top priority.

## **Insurance**

As a domestic student program, no incremental health coverage is provided by Elon for this program. However, Elon books mandatory comprehensive travel protection through iNext for all students that has provisions cancellation. This cost is included in the Winter Term Global Program fee, listed in the budget sheet. More information on iNext comprehensive international travel protection can be found from their [website](#).

## **MySSP**

Morneau Shepell's Student Support program app (MySSP) is also included in a student's insurance coverage. MySSP allows a student to connect at any time with credentialed, on-site counselors with local language and cultural knowledge.

## **AlertTraveler**

All insured Elon travelers are registered for AlertTraveler, a risk management app that includes proprietary country intelligence and real-time alerts. The AlertTraveler app provides travelers with real-time alerts about critical events in their vicinity and allows the GEC to send check-in requests in the event of an emergency. Students receive detailed instructions on how to access AlertTraveler and their registration code after they have been admitted to the program.

# Contact and Questions

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Contact the Faculty Leader [Alyssa Martina](#)

Program leaders are the best resource for course- or itinerary-specific questions.