



STANFORD  
GRADUATE SCHOOL OF BUSINESS

# SUMMER INSTITUTE FOR GENERAL MANAGEMENT

JUNE 20 - JULY 17, 2010  
[www.gsb.stanford.edu/sigm](http://www.gsb.stanford.edu/sigm)



*Change lives. Change organizations. Change the world.*



June 20 - July 17, 2010

## FIND OUT HOW REAL-WORLD BUSINESS WORKS

The Summer Institute for General Management offers college juniors, seniors, and recent graduates a unique opportunity to build critical business skills. As a Summer Institute participant, you will learn from the same outstanding faculty who teach in Stanford's world-renowned MBA Program. You will emerge from the Summer Institute for General Management with a foundation in management disciplines, ready to excel in the workplace.

### ACADEMICS

- Accounting, finance, and statistics
- Analysis of case studies and business scenarios
- Leadership and organizational behavior
- Strategic marketing and management
- Nonprofit and negotiation strategies

### PROFESSIONAL DEVELOPMENT AND INTERPERSONAL DYNAMICS

- Communication and public speaking
- Career planning workshops
- Guest speakers from leading companies
- Weekend excursions with classmates



"The tuition was a small amount to pay compared to the overall experience at the Stanford Business School. I enjoyed meeting new people, and the professors were incredible. In addition, the subject matter was very relevant to today's growing economy. The Summer Institute teaches participants the necessary business skills to succeed, something I was unable to learn at my undergraduate university."

\* CHRIS WOODYARD / COLGATE UNIVERSITY



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## WHO SHOULD APPLY

The program is intended for undergraduates or recent graduates considering a career in business or nonprofit management.

Applicants must have completed at least three years of college studies and must be majoring in a non-business field (e.g., engineering, liberal arts, sciences). The program assumes no previous coursework in business-related subjects.

## HOW TO APPLY

The 2010 application form is available online only: [www.gsb.stanford.edu/sigm](http://www.gsb.stanford.edu/sigm).

The cost to attend the Summer Institute for General Management is \$10,000 which includes tuition, housing, meals, and all program materials.

## APPLICATION DEADLINE: MARCH 9, 2010

"SIGM was simply an amazing experience! I gained a confidence in myself from participating in the program that I never knew I could feel in a business setting. Through the amazing help of the professors and advice from the career counselors, SIGM helped me to figure out what kind of job fits me best and gave me the tools to obtain it. I cannot recommend this experience enough!"

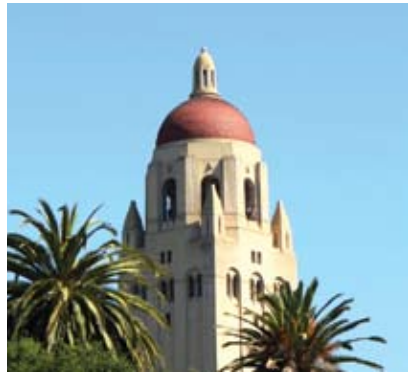
\* AMY HARVEY / BIOLA UNIVERSITY

" The Summer Institute provided my first toe-dip into the world of business, quickly convincing me that I did indeed want to jump all the way in. Summer Institute inspired me to round out my undergrad engineering degree with an MBA from Stanford. I am now headed off to a job in venture capital – and could not be more excited about the opportunities afforded by the GSB."

\* KELSEY LYNN / STANFORD UNIVERSITY

### **SPEND YOUR SUMMER AT STANFORD**

- Learn from top business school faculty
- Live on the beautiful Stanford campus
- Gain insights into the world of business
- Build a global network of friends



### **APPLY TODAY**

SCHOLARSHIP APPLICATION DEADLINE: **February 8, 2010**

APPLICATION DEADLINE: **March 9, 2010**

The 2010 application form for admission to the Summer Institute for General Management is available online only: [www.gsb.stanford.edu/sigm](http://www.gsb.stanford.edu/sigm).

TOLL FREE PHONE: **866.542.2205** (*U.S. and Canada only*)

PHONE: **650.723.3341**

FAX: **650.723.3950**

EMAIL: **summerinstitute@gsb.stanford.edu**

**[www.gsb.stanford.edu/sigm](http://www.gsb.stanford.edu/sigm)**

