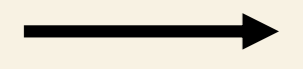




**HULT**  
INTERNATIONAL  
BUSINESS SCHOOL

**20**  
**24**

**Summer  
Business  
Bootcamp**



**Boston**

# LEVEL UP YOUR SUMMER

---



You're doing great with your undergrad. But what's next? Gear up for post-grad success with Hult! Develop global business skills, build a worldwide network, and excel in your career or business master's. Think like an entrepreneur in a four-week Business Bootcamp.



# LOCATION & START DATE

Hult's cutting-edge campus in downtown Boston for your fully immersive, four-week Business Bootcamp.



## **Boston**

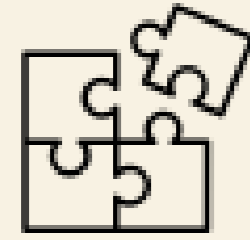
Dive into innovation in the educational capital. Hult's Summer Business Bootcamp in Boston combines world-class business education with real-world challenges, empowering you to thrive. Gain essential skills, build connections, and step confidently into your future career.

Starting from: **Monday, 8<sup>th</sup> July – Friday, 2<sup>nd</sup> August 2024**

# WHAT YOU'LL LEARN

---

Enhance global business, cultural awareness, and technical skills. Develop business acumen to spot opportunities in emerging trends. Collaborate in diverse teams, tackling real-world challenges for global clients. Enjoy a rewarding journey with Hult students, staff, alumni, and lifelong friends.



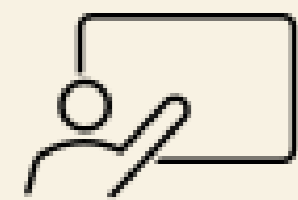
## Business Fundamentals

Connect with world-class Hult professors on topics such as Market Research & Branding, Sales, Finance, Data, Innovation, and People Management. Hone your Presentation, Collaboration, Communication, and Storytelling skills through hands-on workshops—and apply it all as you go to your team consulting challenge.



## Client Consulting

Gain industry insight and professional experience as you work in diverse teams with peers from all over the world to solve a pressing challenge facing global companies today. Pitch your ideas to industry experts and compete in your teams to win the challenge.



## Skills Workshops

Build a better understanding of yourself and your ability to work with anyone from anywhere. With the help of Hult's expert mentorship and coaching, learn how to tell compelling stories that communicate your ideas clearly and inspire others—whether with your team, the client, or for a presentation.



## Collaboration & Networking

As well as gaining in-demand teamwork and collaboration skills, your networking opportunities will extend far beyond the classroom. Participate in events with peers, professors, and current Hult students both on- and off-campus to grow yourself personally, socially, and culturally. Create a network that spans the globe as well as memories to last a lifetime.

# SAMPLE SCHEDULE

Complete the program, gain insight into data use in business, enhance financial decision-making. Receive a certificate and four academic credits.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Airport Arrivals & Accommodation Move-In	Class 1 (3 hrs) Design Thinking & Innovation	Class 2 (3 hrs) Design Thinking & Innovation	Hult Enrollment / Masters Information Session	Class 3 (3 hrs) Design Thinking & Innovation	Co-Curricular / Cultural Experience	Student Freetime
L U N C H						
Program Orientation & Community Development (Starts at 3:30 PM to allow time for arrivals settling in)	Class 1 (3 hrs) Developing Business Acumen	Storytelling Workshop 1 (3 hrs)	Class 2 (3 hrs) Developing Business Acumen	Applied Project / Business Challenge Kick-Off Session (2 hrs)	Co-Curricular / Cultural Experience	Student Freetime
Welcome Dinner & Activity	D I N N E R				Group Dinner	

# PROGRAM CURRICULUM

4

Academic Credits

Week 1 | 1 Credit | 10 Hours

Collaboration in a Diverse Global Context + Public Speaking Skills

Week 2 | 1 Credit | 10 Hours

Navigating Business Environments & Opportunities + Business Writing Skills

Week 3 | 1 Credit | 10 Hours

Entrepreneurship + Business Ideation + Pitching Skills

Week 4 | 1 Credit | 10 Hours

Innovation Challenge

40

Contact Hours

4

Week Schedule

## COURSE LEARNING OBJECTIVES

**CLO1:** Demonstrate effective business communication skills including public speaking, presenting, pitching, and writing

**CLO2:** Understand the fundamental components of the business environment and how to identify opportunities

**CLO3:** Identify competing interests among stakeholders and how to resolve/pivot when challenges are encountered

**CLO4:** Apply tools of creative thinking and innovation to make business impact

## TOPICS

- Team Building, Collaboration, and Conflict Management
- Communication Across Differences - Personality, Culture, Gender, Generational, Style
- Public Speaking, Business Presenting, Pitching And Business Writing
- Understanding Customer Needs & The Customer Journey
- Introduction To Entrepreneurship & Business Ideation Strategies
- Development An Understanding Of Disruptive Innovation And How To Capitalize On Opportunities
- Understanding Influence Of Sociocultural, Demographic, Ethical (Sustainable Development Goals), Political, And Legal Environments On Innovation And Entrepreneurship
- Defining Opportunity And An Emerging Market Analysis
- Understand The Key Components Of A Business Plan
- Understand The Consequences Of Failure And How To Executive Pivots
- Understanding The Mega Trends And The Gig Economy
- Understanding How Market Research Is Conducted And How Insights Are Used
- Exposure To Design Thinking Methodology & The Ideation Cycle For New Products
- Product Testing & Positioning In The Market



## WHY CHOOSE HULT'S SUMMER BOOTCAMP?

On successfully completing this program, you'll understand how data is used across all major business functions and the financial tools and frameworks to make better business decisions with greater certainty. You'll be awarded a completion certificate and four academic credits.



### **Build your global business skillset**

Immerse yourself in global business fundamentals, enhancing your understanding of international markets and trends.

### **Entrepreneurial thinking**

Cultivate an entrepreneurial mindset, enabling you to identify opportunities within emerging trends and innovate fearlessly.

### **Hands-on problem solving**

Work collaboratively in diverse teams, solving real-world challenges for global clients and gaining practical experience.

### **Networking and lifelong connections**

Forge invaluable connections with other global students, faculty, and professionals, building a global network for future opportunities.

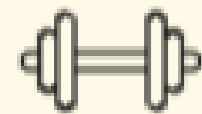
# HULT HOUSE | BOSTON

## Your home away from home

**Address:** Hult House, 10 Education Circle, Cambridge, MA 02141.  
([Google Maps](#))



# Onsite Amenities



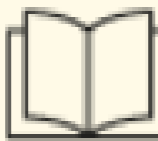
**On-site gym and climbing wall<sup>1</sup>**



**Laundry facilities on each floor<sup>1</sup>**



**Social lounges**



**Quiet common study areas**



**High-speed internet throughout building<sup>2</sup>**



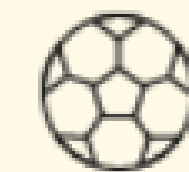
**Central air conditioning<sup>2</sup>**



**Auditorium for events and movies**



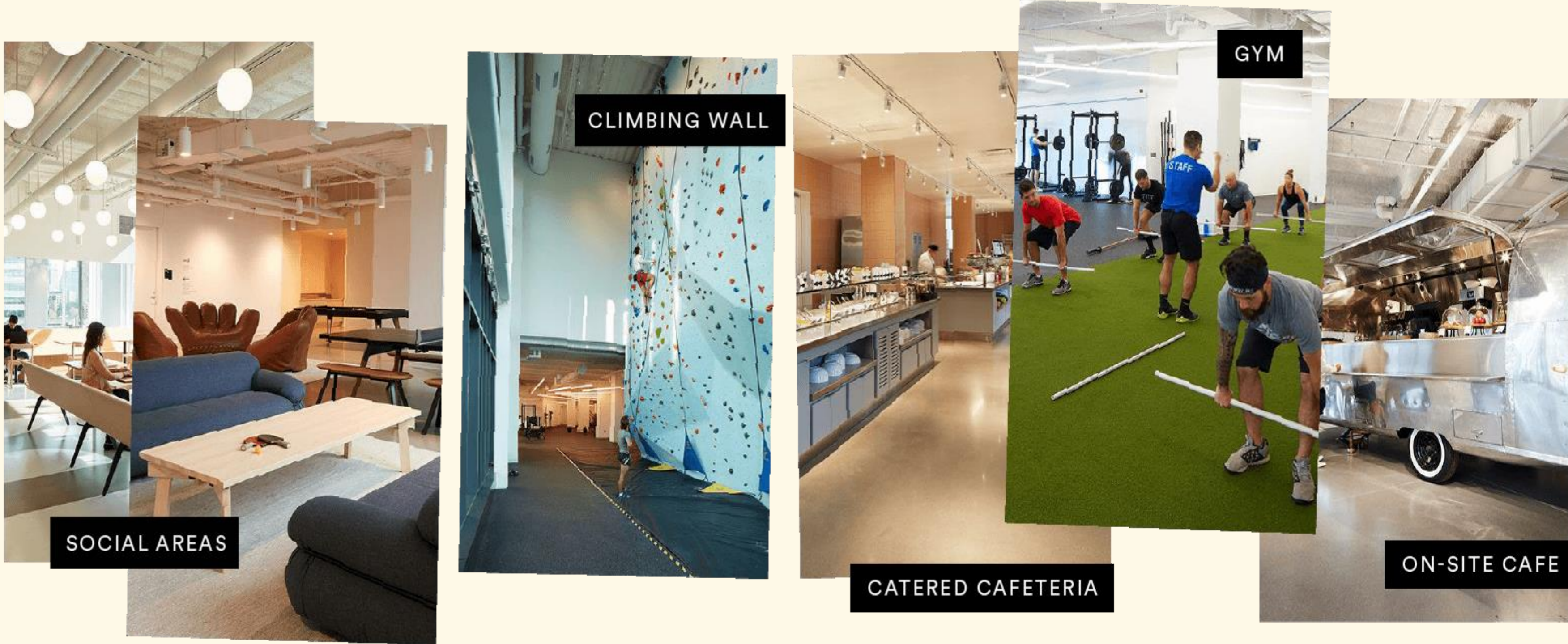
**24-hour security**



**Access to 5x5 soccer field**



**Dedicated mail room to receive mail**



<sup>1</sup> These amenities come at an additional cost.

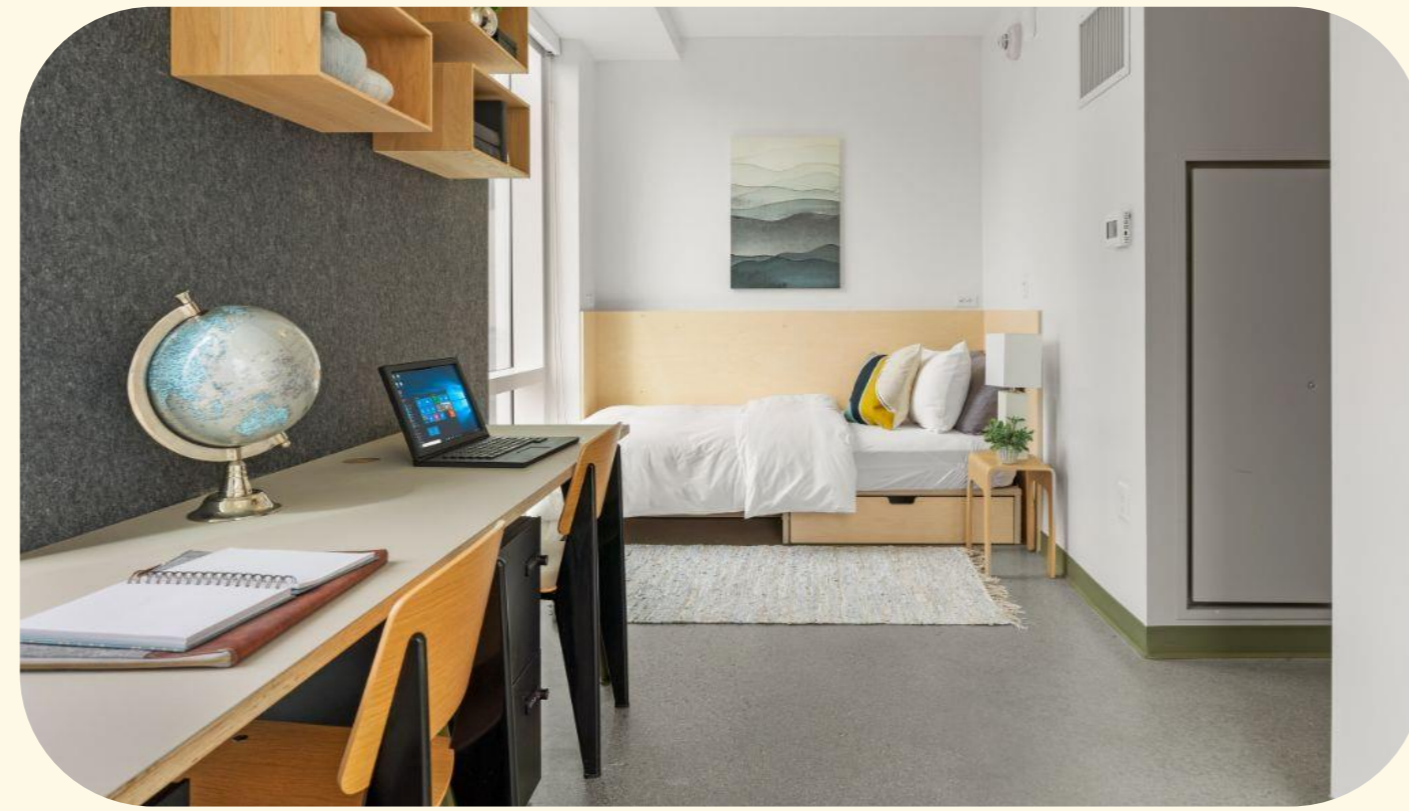
<sup>2</sup> For all dorms and apartments utilities such as high-speed internet, central heating and cooling, and hot water are included.



# Dorm Accommodations

---

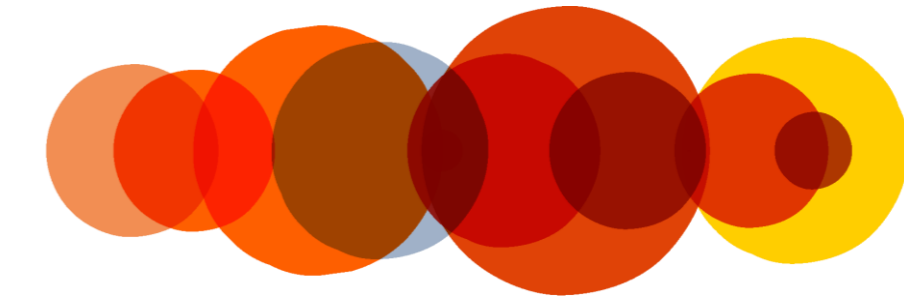
As room types are limited, we encourage students who are interested to reserve their place as soon as possible. Our Dorm types range from **Standard Double Room**.



# Meet Hult Boston in person

---

Hult's Boston campus embodies the city's unique status in the US as a welcoming community of high achievers. Perfectly positioned and beautifully designed, it's an inspiring setting to study business in.



## Key highlights

- Collegiate campus comprised of multiple purpose-built facilities
- Located in the heart of Cambridge on the banks of the Charles River
- Minutes from innovation hotspot Kendall Square, historic Beacon Hill, and transport links to the whole city
- Onsite restaurant and social spaces backing onto North Park
- Five-a-side soccer pitch, outdoor basketball court, and gym with climbing wall
- On-campus, high-spec student accommodation, Hult House

# LIFE IN BOSTON

Get involved in Boston's large and diverse student community to make the most of the opportunities available here. You can participate in intercollegiate competitions, academic events, and career fairs. Boston's businesses are always looking to connect with bright students, and you'll have opportunities to get involved in local hackathons and case challenges.

Hult House is the perfect student base. You will live alongside Hult classmates, offering you fantastic opportunities to socialize with like-minded students. Modern student rooms come with high-speed internet access and include basic furniture, making them the perfect place to study and relax.

Residents can also enjoy the dedicated social areas and facilities, where there is always something different to do.



# Why attend Hult in Boston

---

Study business in Boston—a stimulating city where forward-thinking people from all over the world come to exchange ideas, collaborate, and innovate. Boston has long been a pioneer in the field of education and more recently has emerged as an innovation hotspot.

Boston has a global reputation for academic prestige and is home to more than 250,000 students. It is widely considered the academic capital of America, providing rich networking opportunities and enticing major corporations to its events and recruitment fairs every year. Home to many of the world's largest companies including Bain, Google, Facebook, BCG, Fidelity, and State Street, Boston leads the way in the healthcare, management consultancy, finance, and venture capital industries.

**Hult Boston**  
1 Education Street  
Cambridge, MA 02141  
USA  
+1 617 746 1990

**1<sup>st</sup>**

Boston's ranking among the top 25 startup hubs in the US

**550**

biotech firms based in Massachusetts

**\$4b**

biotech firms based in Massachusetts in spending for tech research and development in Cambridge alone

# We're ranked by the best in the Business

Hult is accredited by the top three international bodies in business education: AACSB International, AMBA, and EQUIS. Our programs consistently rank among the world's best according to leading publications such as the Financial Times, the Economist, Forbes, and Bloomberg Businessweek. We proudly received the **Best Business School Careers Strategy award in 2020 from AMBA** and BGA, following our 2014 win of the AMBA Innovation award. Explore Hult's other programs at [www.hult.edu](http://www.hult.edu).



2<sup>nd</sup>

for Student and Faculty Diversity, *The Economist*, Full-Time MBA Ranking, 2022

3<sup>rd</sup>

for International Students, *Financial Times*, Master's in Management Ranking, 2023

11<sup>th</sup>

for Education Experience, *The Economist*, Full-Time MBA Ranking, 2022

37<sup>th</sup>

*The Economist*, Full-Time MBA Ranking, 2022

39<sup>th</sup>

Overall Ranking, *Financial Times*, Master's in Management Ranking, 2023

Through classes, clubs, careers events, and coaching, I discovered my passion for the finance industry— an industry that’s practically non-existent in my home country.

**Jolly Ndikumana**

Burundian

Class of 2017





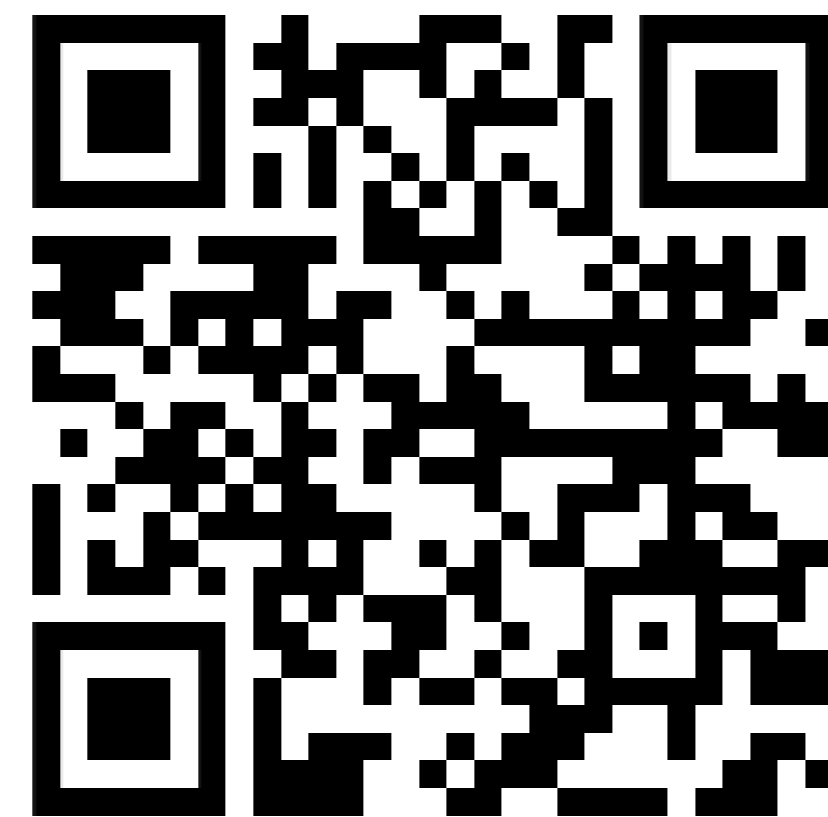
## Apply For Summer Bootcamp **2024**

This fully immersive 4-week program offers a transformative educational experience featuring Hult's world-class faculty and award-winning, practical approach to business learning.

Let's get started!



**START YOUR APPLICATION**



### **Downtown Campus Locations:**

Immerse yourself in the vibrant academic atmosphere of Hult's state-of-the-art campuses in central London or Boston.

### **Accommodation Included:**

The program fee covers accommodation, making your experience hassle-free and focused on learning.

### **Credit And Exchange Opportunities:**

Earn four US-accredited academic credits and the opportunity of an exchange experience abroad at either our London or Boston campuses.

### **Limited seats available:**

We keep our cohort sizes optimal and expect seats to fill up quickly.