

V I P P

SUMMER
SCHOOL

2024

AI IN TODAY'S WORLD



COURSE OUTLINE

AI is rapidly changing our world, sometimes in unexpected ways. This course provides students with an opportunity to deepen their knowledge and share their own views about artificial intelligence and the concept of the *digital mind*. We will examine the benefits, limitations and dangers of the new AI tools, including ChatGPT and generative AI for creating art and music. We will ask ourselves where these tools are taking us as a civilization and what they show us about ourselves and our own strengths and limitations as creative beings.

In this course students will acquire a basic understanding of the inner workings of Large Language Models such as ChatGPT, and how best to use these tools to increase creativity and productivity. The teaching style will involve wide-ranging non-technical material, and through presentations by the instructor, class discussions, and interactive student presentations, students will achieve the following additional learning outcomes.

- Develop intuitions for spotting and demythologizing catastrophist discourse that sometimes overstates the ultimate cognitive powers and dangers of AI;
- Develop a vocabulary for thinking about the future of AI and the question of artificial consciousness;
- Discover the history of the rise of the digital mind through the 20th century.

SUMMER SCHOOL HIGHLIGHTS

- More than 35 instructional hours including guest lectures, cultural activities, and field trips.
- Cultural excursions to Detroit, the University of Michigan in Ann Arbor, and the beautiful Lake Michigan shoreline and sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
- Opportunities to meet and share experiences with college students from all around the world.



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

VIPP.MSU.EDU
VIPPMSU@MSU.EDU
+1 517 432 3663



PROGRAM DATES • July 22 - August 10, 2024

JULY 21	Arrival in East Lansing and check-in at dorms
JULY 22 - AUGUST 2	Program at MSU East Lansing campus
AUGUST 3 - 10 <i>7 nights, 8 days</i>	East Coast Trip <i>Niagara Falls, New York City and Washington, D.C.</i>
AUGUST 10	Departure from New York City

DAILY SCHEDULE

- All morning sessions will take place from 9:00 to 11:30 a.m. unless noted otherwise.
- All afternoon sessions will take place from 2:00 to 4:00 p.m. unless noted otherwise.

INSTRUCTOR

Dr. Ivan Maksymyk, PhD, CFA teaches high level courses in machine learning and programming at the HEC Montreal Department of Information Technology, with a focus on deep learning and neural networks, and machine learning applications in finance. He holds a PhD in Theoretical Particle Physics from the University of Montreal, and is a Chartered Financial Analyst. Dr. Maksymyk has expertise in web development and programming, as well as cybersecurity and intellectual property protection.

FEES

- \$4,200 USD
- \$300 discount for previous VIPP Virtual School attendees
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, dinner, or any other living costs.

ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student at an accredited college or university
- Any major
- Intermediate English skills

SUMMER SCHOOL AWARD

MSU Certificate of Global Young Professional Program (GYPP) by the Michigan State University Visiting International Professional Program.

APPLICATION

Application opens on March 25, 2024 and closes on June 16, 2024.

Contact us at vippmsu@msu.edu for further information.

APPLY TODAY!

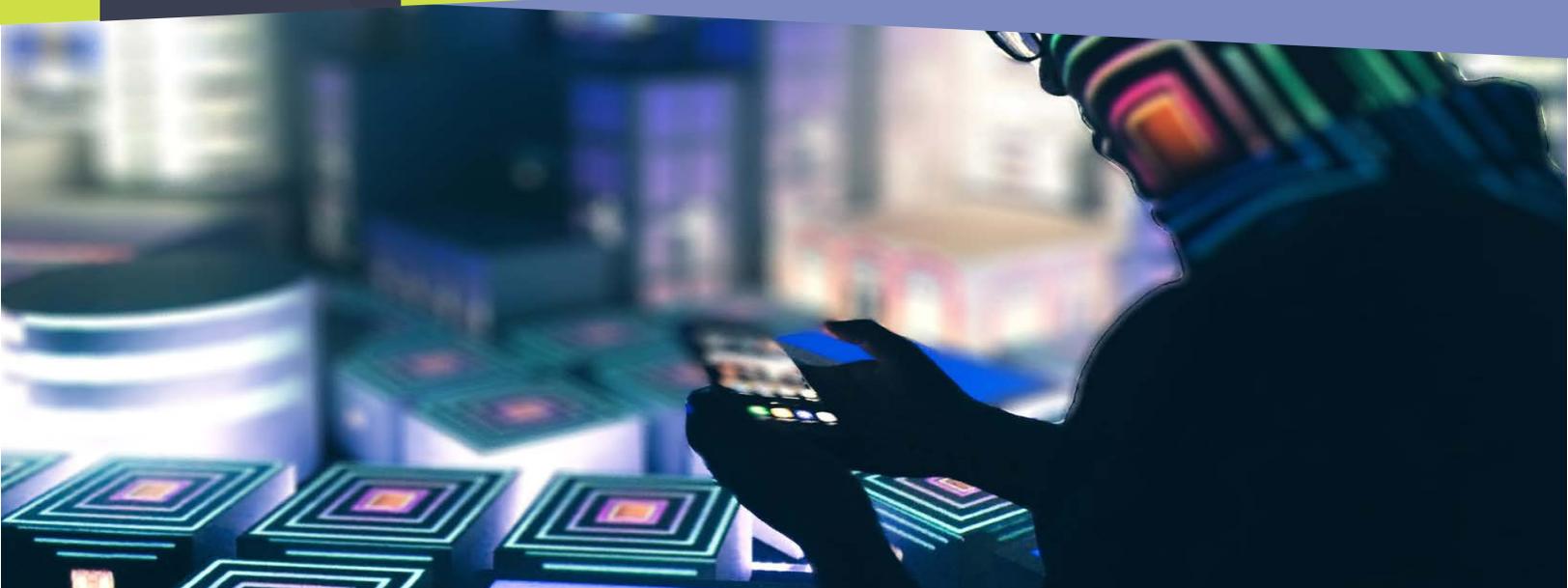
VIPP reserves the right to cancel the program or change the delivery to virtual.

V I P P

SUMMER
SCHOOL

2024

CREATIVE ENTREPRENEURSHIP



COURSE OUTLINE

Have you ever thought about starting your own business? Do you have a problem in your daily life or in your community you'd like to solve? Do you have an idea for a new product or a new system to help improve people's lives? **Creative Entrepreneurship** is a program designed to help you discover the mindset of an entrepreneur while exploring creative thinking strategies.

This broad view course will introduce students to the world of entrepreneurs and their principles and habits while teaching critical thinking methods. Students will prove to themselves that they can produce innovative solutions under pressure, and more than just once!

Students will gain understanding of situation evaluation, ideation of solutions, evaluation of solutions and how to share the solutions successfully to a wider audience (investors,) as well as how to read consumers (target markets) and how to market their innovation or start-up.

Through hands-on projects, students will explore various aspects of innovation needs or catalysts. German Fulbright Summer Institute students will take this course alongside Global Summer School students, presenting a unique opportunity for cultural exchange.

SUMMER SCHOOL HIGHLIGHTS

- More than 35 instructional hours including guest lectures, cultural activities, and field trips.
- Cultural excursions to Detroit, the University of Michigan in Ann Arbor, and the beautiful Lake Michigan shoreline and sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
- Opportunities to meet and share experiences with college students from all around the world.



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

VIPP.MSU.EDU
VIPPMSU@MSU.EDU
+1 517 432 3663



PROGRAM DATES • July 22 - August 10, 2024

JULY 21	Arrival in East Lansing and check-in at dorms
JULY 22 - AUGUST 2	Program at MSU East Lansing campus
AUGUST 3 - 10 <i>7 nights, 8 days</i>	East Coast Trip <i>Niagara Falls, New York City and Washington, D.C.</i>
AUGUST 10	Departure from New York City

DAILY SCHEDULE

- All morning sessions will take place from 9:00 to 11:30 a.m. unless noted otherwise.
- All afternoon sessions will take place from 2:00 to 4:00 p.m. unless noted otherwise.

INSTRUCTOR

Professor Ross Chowles is professor of practice in the Department of Advertising and Public Relations at Michigan State University where he teaches branding, the creative process, how to create commercial video, and ideation techniques. Chowles is co-founder of the Jupiter Drawing Room in Cape Town, Africa’s most awarded independent advertising agency. Chowles and his agency have received numerous awards from South African and international organizations, including Clio, Epica, and Cannes. In 2015, Ross was appointed to the international board of the One Club for Creativity and has since had the privilege of judging all over the globe, from Canada to South Korea and China.

FEES

- \$4,200 USD
- \$300 discount for previous VIPP Virtual School attendees
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, dinner, or any other living costs.

ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student at an accredited college or university
- Any major
- Intermediate English skills

SUMMER SCHOOL AWARD

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and the MSU College of Communication Arts and Sciences.

APPLICATION

Application opens on March 25, 2024 and closes on June 16, 2024.

Contact us at vippmsu@msu.edu for further information.

APPLY TODAY!

VIPP reserves the right to cancel the program or change the delivery to virtual.

V I P P

SUMMER
SCHOOL

2024

MODERN PACKAGING



COURSE OUTLINE

Although we should not judge a book by its cover, we have to admit that in today's competitive commercial world, appearance and presentation influence our decision on most of our purchases. Well-designed attractive packaging will boost sales. But packaging as a science goes beyond the look. It is about function, material, safety, environment and waste, as well as culture and cost. Different products come with different packaging in terms of size, weight, shape, color, and material.

This is an intensive summer school program with a focus on modern packaging and the fundamentals of packaging science. Students will be working on packaging science and design related projects in small teams, as well as exploring local packaging suppliers. The program offers full insight into all aspects of packaging, including function, materials, systems and processes, distribution, and more. The program will be delivered by MSU Packaging School's experienced faculty. Students will leave this course better prepared to implement virtual design and sustainability practices as they relate to packaging functions.

The course will help students prepare for graduate level study and research in any packaging, food science or material science related disciplines. Students will also receive professional development and leadership training, and participate in many fun activities. Various guided field trips, including a week-long East Coast trip, will be the highlight of the program, and provide great opportunities for students to understand and experience American culture.

SUMMER SCHOOL HIGHLIGHTS

- More than 35 instructional hours including guest lectures, cultural activities, and field trips.
- Cultural excursions to Detroit, the University of Michigan in Ann Arbor, and the beautiful Lake Michigan shoreline and sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
- Opportunities to share experiences with college students from around the world.



Visiting International Professional Program
MICHIGAN STATE UNIVERSITY

VIPP.MSU.EDU
VIPPMSU@MSU.EDU
+1 517 432 3663



PROGRAM DATES • July 22 - August 10, 2024

JULY 21	Arrival in East Lansing and check-in at dorms
JULY 22 - AUGUST 2	Program at MSU East Lansing campus
AUGUST 3 - 10 7 nights, 8 days	East Coast Trip Niagara Falls, New York City and Washington, D.C.
AUGUST 10	Departure from New York City

DAILY SCHEDULE

- All morning sessions will take place from 9:00 - 11:30 a.m.
- All afternoon sessions will take place from 2:00 - 4:00 p.m. unless noted otherwise.

INSTRUCTOR

Faculty and staff in the MSU School of Packaging will instruct the course, including Cimberly Weir, Dangkamol Wongthanaroj, and Amy Radford-Popp. **For over 65 years the School of Packaging at Michigan State University has been the leader in teaching, research and outreach focused on packaging containers, materials, and their functionality.** According to Universities.com, Best Colleges 2022 ranks MSU's School of Packaging as #1 in the U.S. and notes that MSU is the only school that offers a Ph.D. in this program.

FEES

- \$4,200 USD
- \$300 discount for previous VIPP Virtual School attendees
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, MSU dinner, or any other living costs

ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student at any accredited college
- Intermediate English skills

SUMMER SCHOOL AWARD

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU School of Packaging

APPLICATION

Application opens on **March 25, 2024** and closes on **June 16, 2024**.

Contact us at vippmsu@msu.edu for further information.



APPLY TODAY!

VIPP reserves the right to cancel the program or change the delivery to virtual.

