



SILICON VALLEY PROGRAM

CLAREMONT MCKENNA COLLEGE

Companies like Google, Intuit, Atlassian, and eBay are as much about entrepreneurship as they are about technology, and individuals with a liberal arts education help to drive innovative cultures in this global hotspot. The mission of the Silicon Valley Program (SVP) is to provide the students of the Claremont Colleges with an off-campus study alternative that marries the liberal arts to challenges facing technology firms in Silicon Valley. Students on the program will explore theoretical organizational structures and will apply classroom lessons to the daily tasks associated with an internship in technology. Students will meet corporate executives—and early-career professionals—who will provide insights into current challenges.

BACKGROUND

Open to students from all five Claremont Colleges, the SVP is rooted in the mission of Claremont McKenna College, and shares a foundation with the Evans ITAB Networking Trip, a one-week networking immersion trip held annually the week prior to the spring semester. This trip has introduced over 175 CMC students to careers in one of the most innovative regions of the world, and, more importantly, has inspired an understanding of how a liberal arts education will serve them well in future endeavors.



SVPERS GATHER AT GOOGLE FOR A BREAK BETWEEN CLASSES

LOCATION

The program is centered in the greater Mountain View, CA area. Classes are held at the Plug and Play Tech Center in Sunnyvale. Program staff secures housing for students in Mountain View, while students with internships in San Francisco may seek housing in the City.

INTERNSHIPS

Alumni and parents who lead successful careers in Silicon Valley serve as mentors and internship sponsors at scores of Silicon Valley companies. Internships vary depending upon the needs of the sponsoring organizations and the skills of the students. Generally speaking, internships are secured in engineering, finance, human resources, product development, customer service, marketing, and other corporate functions. Many internships feature significant

quantitative and analytical duties. All internships must provide students with the types of experiences that would be afforded to early-career professional staff.

Internship sponsors have included: Atlassian, eBay / PayPal, Edmodo, Electric Imp, Equinix, Hewlett Packard, Intuit, Retail Next, Tegile, Uber, and Zynga. Students are encouraged to identify qualified companies of their choosing for potential internship opportunities and work with the Program Director for introductions to hundreds of interested contacts.



SPRING 2013 SVPERS AT A RECEPTION IN THEIR HONOR WITH INTERNSHIP HOSTS, ALUMNI, PARENTS, AND FRIENDS

CURRICULUM

The curriculum includes four courses presented by the Robert Day School of Economics and Finance at Claremont McKenna College. Courses will be taught by faculty from the Robert Day School.

ECON 123 CM: “Quantitative Data Analysis” will give students an introduction to advanced data analysis. The main objective of the course is to allow students to apply statistical concepts to large data sets using both spread sheet software and statistical packages. Emphasis will be placed on acquiring programming skills within these programs. There will be an emphasis on real life applications both from data source publically available and from companies in the Silicon Valley, addressing both public policy questions and topics related to internships.

ECON 165 CM: “Industrial Organization” uses economics to study industries and firms. We will explain why imperfect competition is pervasive, discuss how to describe and compare imperfectly competitive industries and firms, consider alternative strategies firms employ, examine how industries evolve over time, evaluate the implications for profitability and welfare, and assess the impacts of public policies on firm strategy and industry performance. The insights are particularly useful for prospective consultants and entrepreneurs, and prospective investors, managers, and policy makers will benefit from the course as well.

ECON 198 CM: “Independent Study on Innovation Management” guides the student through an independent study of several topics related to the management of innovation. The readings describe and analyze the key strategies and practices recent technology-based firms use to manage innovation along with the context that innovative firms operate in; with a focus on how appropriate management combined with an understanding of surrounding circumstances can help firms generate innovations and appropriate returns. Some students will be required to seek academic supervision from a faculty member at their home campus.

ECON 030 CM: “Internship” will allow each student, in consultation with the program director, to secure an internship at a Silicon Valley firm. The internship should be with a technology company, or should be in a field closely related to technology innovation in Silicon Valley. Internships must have a corporate sponsor or supervisor who understands that this is first and foremost an academic undertaking, and will be supervised by the program director. Students from some campuses may not earn credit for the internship.

CO-CURRICULAR ACTIVITIES

Students on the SVP semester will be afforded opportunities to meet informally with corporate executives in a number of companies, as well as recent graduates who can provide insights into how Silicon Valley works. The CMC Alumni Association’s Silicon Valley Chapter has adopted the SVP students, and will organize networking and social functions. The program director will reach out to the alumni offices of the other four colleges as their students participate in the program.



FALL 2012 SVPERS GATHER AT ORACLE ARENA FOR A WARRIORS GAME

ELIGIBLE STUDENTS

All students of the Claremont Colleges are eligible to participate, so long as they have completed ECON 050 CM or an equivalent course Juniors, first-semester Seniors, and second-semester Sophomores will be considered. Students must have attained at least a 9.0 cumulative GPA. Exceptions to these criteria may be made by the Executive Director of the Robert Day School. Students from Pomona, Scripps, Harvey Mudd, and Pitzer colleges must consult with their home campus' off-campus study professionals.

PARTNERSHIPS

The Silicon Valley program is managed by the Robert Day School of Economics and Finance at Claremont McKenna College. The College’s Center for Global Education supports the organization of the off-campus study program, and the director of the Washington Program has served as a valuable resource. In addition, the program director has established key relationships with the CMC Office of Alumni & Parent Relations, as well as faculty and staff of Pomona, Scripps, Harvey Mudd, and Pitzer colleges.

DATES

The program operates on the same schedule as the Claremont Colleges. It includes a three-day orientation session prior to the start of the internship / classes. The program operates in the fall and spring semesters.

FURTHER INFORMATION

More detailed information may be found on the program website (www.cmc.edu/svp).