

Jeffrey Cheah Distinguished Speakers Series

Contributing Towards Lifelong Learning and
Intellectual Empowerment for the Community

SUNWAY
UNIVERSITY



Professor Thomas Kosnik

Adjunct Professor
Management Science and Engineering
School of Engineering
Stanford University

17th

NOV 2017

5.30 PM - 7 PM

Hall 3, Graduate Centre, Sunway University

Bridging the Education Gap

Many university students graduate without the skills employers want or skills that allow them to start their own ventures. After investing years of study and a lot of money for their education, they can neither find a job nor create one resulting in what is called the **Education Gap**. In this lecture, Professor Thomas Kosnik will provide examples of education programmes that bridge the gap between the ivory tower and the real world.

Professor Kosnik teaches global entrepreneurial marketing, technology entrepreneurship, and the Entrepreneurial Thought Leaders Program at Stanford's Department of Management Science and Engineering. He has taught marketing at Harvard Business School and launched its entrepreneurial marketing course, and co-authored *Gear Up: Test Your Business Model Potential and Plan Your Path to Success*.

- ALL ARE INVITED
- FREE ADMISSION

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