



## MISSION

*To provide educational enrichment programs*

*that develop and support youth*

*in overcoming barriers to achievement*

## EDUCATIONAL PROGRAMS

- Whitney M. YOUNG Scholars Program®
- Math & Science Program
- Project BUILD
- Western Library Reading Program
- Portland Library Reading Program
- Educational Opportunity Scholarship

## Steering Committee

### Dr. Jay T. Brandi

Chair and Professor, Department of Finance  
University of Louisville College of Business

### Otis F. Brown

Director, Business Technology  
Humana Inc.

### Elaine Johnson

Recruiter  
PNC Talent Acquisition Team  
PNC Bank

### Ben Langley

Specialist Community Support Services  
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## Project BUILD



## Business United In Leadership Development

University of Louisville  
College of Business  
June 10 - July 3, 2019  
Monday - Friday  
9:00 a.m. - 12:00 p.m.



*Overcoming adversity through education since 1910*

# BUILD A Successful Future

## Program

Project BUILD (Business United in Leadership Development) is a four-week summer program designed for high school juniors and seniors. This mini-MBA program is held in partnership with the University of Louisville College of Business.



## Purpose

The primary objectives of Project BUILD are to:

- generate interest in the world of business among high school students
- encourage more students to study business in college
- motivate students to pursue careers in business-related fields.

## Admission

Students entering the 11th or 12th grade with a GPA of 2.5 or higher may apply. Students selected for the program should demonstrate leadership ability, creativity, curiosity, and enthusiasm for learning. Career interest in the field of business and/or management is recommended, but not required.

Applications are available online at [www.lincolnfdn.org](http://www.lincolnfdn.org) or in the Lincoln Foundation office at 4322 Bishop Lane, Louisville, KY 40218.

## Curriculum

Students are introduced to the world of business through collegiate level business courses, fieldtrips, and interaction with corporations, executives, and entrepreneurs. Courses of study include:

- Accounting
- Computer information Systems
- Economics
- Entrepreneurship
- Finance
- Insurance & Risk Management
- Management
- Marketing
- Statistics.



Students are actively engaged in business research, case study analysis and group presentations/demonstrations of learning.

Field trips to area businesses provide students with networking opportunities and are part of the program's collaborative nature. Business ethics and leadership are woven throughout the curriculum.

Professors and volunteers provide countless hours of service in a variety of ways. This additional support helps ensure the program remains free of charge for all participants.

## History

Project BUILD was established in 1986 by Lincoln Foundation in partnership with BATUS Inc., Brown-Forman, GE, National City Bank and University of Louisville College of Business.



*Students discuss banking with executives at PNC Bank.*

The summer business program was modeled after the LEAD Program at the University of Pennsylvania Wharton School. This program would not have been a reality without the resources, extensive commitment, and leadership of Dr. Jay Brandi, and the UofL College of Business faculty and administration. A number of Project BUILD alumni pursued business degrees in college and have achieved significant milestones in their careers.

*“Project BUILD students have a little advance training and education above and beyond that of their peers when they get to college. They also have an opportunity to interact with members of the faculty and business community. In addition, the mere fact they are successful in their chosen fields adds value not only to them but to the communities in which they reside.”*

– Dr. Jay T. Brandi, Chair and Professor, Department of Finance, University of Louisville College of Business

## Partners



OLD NATIONAL BANK



Humana



The Mary E. Yarbrough Fund at the Community Foundation of Louisville