



**HARVARD**  
UNIVERSITY

## **MBA ACADEMY AT HARVARD**

### **项目宗旨**

2015 暑期商务管理夏令营将在剑桥市常春藤名府哈佛大学举办，进行 21 天(20 晚)的寓教于乐夏令营。学生们会在一个全浸泡英语环境，激发创造力和团队精神，注重实践的学术环境下，主攻有世界第一等商务管理特色的 MBA Academy 课程（独特的,高度学术风格及结合实际的 MBA 课程），并附有其他最具哈佛特色的辅助课程及 TOEFL 课程。

21 天哈佛校园夏令营会让学生一生受益，尤其对日后报考美国精英大学及研究生

并由专家提供每人定身入大学推荐信。

年龄组群:大专及大学生

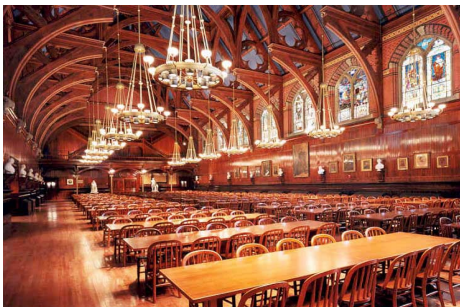
#### **❖ 项目特色**

- 体验名校哈大校园浓郁的学术气氛，全方位使用哈佛校园内课堂，图书馆，餐厅，咖啡休息厅，绿草坪等所有设施。
- 安全第一，出游等都配备足够老师陪同照顾。
- 接触顶尖高等学府的教育模式。
- 体验美国司法制度及讲解
- 游历哈佛大学附近博物馆，画廊，海滩，体育赛事，美国商场，电影院。

- 21 天(20 晚)由哈佛大学教授

<http://www.hbs.edu/entrepreneurship/facresearch/> , 以及波音及洛马资深经理专门授课。

- 美加教育专家, 现任 20 多所名校校长咨询讲解如何量体裁衣, 进入最适合的院校深造。
- 世界顶级卫星通讯专家, 曾任休斯航太公司(现波音航太公司)及国防航太巨头洛马空间公司总设计师及工程副总裁讲授卫星通讯的过去、现在、及将来。
- 住哈佛学生宿舍, 一屋两生, 男女分开。无缝隙体验长春藤生活。一天三餐和点心, 在校上课期间。
- 所有教科书和课程所有辅导材料, 课程完成颁发结业证书。
- 旅游期间一屋四生, 男女生分开住, 因旅行期间全入住三星级宾馆, 每房有二个很大的床, 够住四人。
- 旅游期因多停在公众饮食场所, 种类繁多, 价格便宜 (\$25-\$30 每天), 无法同时满足众多口味, 因此一概由学生自行解决。
- 波士顿、纽约、华尔街、前世贸中心遗址、无畏号航舰博物馆、自由女神像、联合国大厦、时代广场、洛克菲勒广场、纽约第五大道、帝国大厦、费城、独立宫、自由钟、华盛顿、林肯纪念堂、越南战争纪念碑、朝鲜战争纪念碑、杰弗逊纪念堂、白宫、国会山庄、自然历史博物馆、哈佛、麻省理工、赫氏巧克力城、康宁玻璃中心、昆西市场、尼亚加拉瀑布。
- 学生校内和出游全程意外和医疗保险。含机场接送。波士顿国际机场(BOS) Logan International Airport。不含国际机票与签证,



Day 1, Night 1 Monday July 13th, 2015

Arrival and Settle in @ Harvard Student Dorm, Welcome to All!

第一晚机场接人到达哈佛学生宿舍

Day 2, Night 2 Tuesday July 14th, 2015

10:00AM – Registration, Tour of Harvard Campus fully with Tour Guide.

第二天,注册及在导游带领下参观全部哈佛校园

Visit Harvard Gift Shop, Library, Famous Harvard Statue, and walk through this legendary campus.

参观哈佛礼品商店,图书馆,著名的哈佛雕像及美丽古老的举世最闻名的校园。

11:00AM –Mock TOEFL Test.

英语评估测试 TOEFL 模拟考试

12:00PM - LUNCH & Break

午餐,午休

2:00 -4:00 pm – Satellite Communications, Past, Current and Future by Lockheed Martin retired chief Designer

国际航太顶尖专家讲述卫星通讯的过去、现在、与未来

4:00pm-6:00 pm– Find the Best Fit for Your Future Higher Education in US

顶尖教育专家谈论如何量体裁衣,进入最适合本人情况的学校及专业深造

6:00PM - DINNER

晚餐

8:00PM - RETURN TO HOTEL

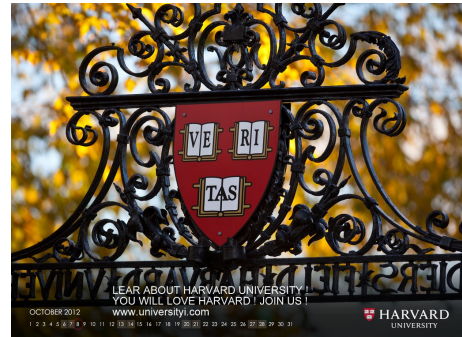
回学生宿舍

Day 3, Night 3 Wednesday July 15th, 2015

第三天

10:00AM-12:00AM – MBA Class #1 MBA Foundation

MBA 课程 1, MBA 基础



12:00pm – Lunch

午餐, 午休

2:00PM -4:00PM – MBA Class #2 Business Environment 1

MBA 课程 2, 商务环境 1

4:00PM -6:00PM – MBA Class #3 Business Environment 2

MBA 课程 3, 商务环境 2

6:00pm – Dinner

晚餐

8:00pm - Return to Student Dorm

回学生宿舍



Day 4, Night 4 Thursday July 16th, 2015

第四天

10:00AM-12:00AM – TOEFL CLASS #1 – (Overview of TOEFL & TOEFL Listening Comprehension)

TOEFL 课程 1: 综合介绍及重点讲授听力

12:00pm - Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 6, Marketing Management 1

4:00pm - 6:00pm – MBA Class 7, Marketing Management 2

6:00pm – Dinner

晚餐

8:00pm - Return to Student Dorm

回学生宿舍

Day 5, Night 5 Friday – July 17th, 2015

第五天

10:00AM-12:00AM – TOEFL Class 2 TOEFL Reading

TOEFL 课程 2 : TOEFL 阅读



12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 10, International Business Management , US Law and Export Control 1

4:00pm - 6:00pm – MBA Class 11, International Business Management , US Law and Export Control 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍

Day 6, Night 6 Saturday, July 18th, 2015

10:00AM-12:00AM — TOEFL CLASS #3 -(TOEFL Writing )

TOEFL 课程 3: 写作

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 8, Financial and Managerial Accounting 1

4:00pm - 6:00pm – MBA Class 9, Financial and Managerial Accounting 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍



Day 7, Night 7 Sunday, July 19th, 2015

10:00am-12:00PM – STEM CLASS #1 (APP Creating)

适合大、专生的手机及移动通信应用程序编写

12:00pm – Lunch

午餐, 午休



2:00pm – 4:00PM – – MBA Class #4 Operations and Project Management 1

MBA 课程 4 , 运行及项目管理 1

4:00pm – 6:00PM – – MBA Class #5 Operations and Project Management 2

MBA 课程 5 , 运行及项目管理 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍

Day 8, Night 8 Monday, July 20th, 2015

10:00am-12:00PM – **WORKSHOP: *International Relations* by Stephen M. Walt**

Professor of International Affairs International Security Program,  
Belfer Center for Science and International Affairs, Harvard University

专题讲座：国际关系综述，由哈佛国际问题专家讲授。

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 12, Human Resource Management 1

4:00pm - 6:00pm – MBA Class 13, Human Resource Management 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍

Day 9, Night 9 Tuesday, July 21th, 2015

10:00am-12:00PM – Workshop: Building Dynamic Websites By Harvard Web Expert:

[David C. Parkes](#)

Area Dean for Computer Science, <http://www.seas.harvard.edu/directory/parkes>



哈佛计算机科学院院长工作室，打造你自己的网页

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 14, Managerial Economics 1

4:00pm - 6:00pm – MBA Class 15, Managerial Economics 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍

Day 10, Night 10 Wednesday, July 22, 2015

10:00am-12:00PM – Workshop: Shakespeare (Harvard world famous) By Harvard Arts and Drama Expert:

## Remo Airaldi

Lecturer on Dramatic Arts, Harvard University

Remo Airaldi has been a member of the American Repertory Theatre (ART) Resident Acting Company since 1993. He has appeared in more than 60 productions, including *Romance*, *Endgame*, *The Seagull*, *Cardenio*, *Julius Caesar*, *Donnie Darko*, *Romeo and Juliet*, *The Miser*, *The Birthday Party*, *The Tempest*, *A Midsummer Night's Dream*, *Pericles*, *The Winter's Tale*, *The Wild Duck*, *Buried Child*, *The Merchant of Venice*, *Tartuffe*, *Henry IV and V*, and *Waiting for Godot*. He received the 2006 Best Actor in a Large Company Award from The Independent Reviewers of New England for his performance in Marivaux's *Island of Slaves* at the ART. In addition to teaching at Harvard

哈佛著名戏剧专家讲述莎士比亚戏剧艺术

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 16, Corporate Finance 1

4:00pm - 6:00pm – MBA Class 17, Corporate Finance 2

6:00pm – Dinner

8:00pm - Return to Student Dorm



回学生宿舍

Day 11, Night 11 Thursday, July 23, 2015

10:00am-12:00PM – Workshop: University Applications and Resume Building Workshop with Laura Nederhoff from Harvard.

专家教授大学申请秘诀以及个人简历的写作技巧

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 18, Strategic Management 1

4:00pm - 6:00pm – MBA Class 19, Strategic Management 12

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍



Day 12, Night 12 Friday, July 24, 2015

10:00am-12:00PM – Workshop : – STEM CLASS #2 Professional Movie Clip Making

专业视频拍摄技巧

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 20, Applied Marketing Communication Theory 1

4:00pm - 6:00pm – MBA Class 21, Applied Marketing Communication Theory 1

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍



Day 13, Night 13 Saturday, July 25, 2015

10:00am-12:00PM – TOEFL CLASS 4: TOEFL Writing



托福写作

12:00pm – Lunch

午餐, 午休

2:00pm - 4:00pm – MBA Class 22, Individual and Organization Intelligence 1

4:00pm - 6:00pm – MBA Class 23, Individual and Organization Intelligence 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍

Day 14, Night 14 Sunday, July 26, 2015

10:00am-12:00PM – TOEFL Class 5: – TOEFL writing

托福写作

12:00pm – Lunch

午餐, 午休



2:00pm - 4:00pm – MBA Class 24, Psychology of Marketing 1

4:00pm - 6:00pm – MBA Class 25, Psychology of Marketing 2

6:00pm – Dinner

8:00pm - Return to Student Dorm

回学生宿舍

Day 15, Night 15 Monday, July 27, 2015

10:00am-12:00PM – Summary of Program and Certificate Issuing

12:00pm – Lunch

午餐, 午休

2:00pm

### Start Exciting 7-Day/6-Nights Tour from Boston

入住酒店：Holiday Inn 或同级，



Day 16, Night 16 Tuesday, July 28, 2015

#### 第十六天：波士顿 - 新港 - 纽黑文（耶鲁）

**行程描述：**早上从波士顿出发，前往位于罗得岛上的新港，穿过著名的新港桥就可以看见奢华的云石别墅。在这里，我们可以亲身感受到美国淘金时期的财富荣耀。不管是整个屋子里的特色建筑，接着去位于康州最大的柯林顿 Crossing 品牌直销店，有 170 间精品名牌设计直销购物商店，让您在奥特莱斯尽享 25%至 65%的优惠折扣。下午前往纽黑文，参观绿树成荫的耶鲁大学，在这所属于常春藤联盟的古老大学校园里悠然漫步。然后回酒店。

入住酒店：La Quinta Inn 或同级



Day 17, Night 17 Wednesday, July 29, 2015

**第十七天纽约市行程描述：**一天的行程满满当当，游览中国城、华尔街、世贸中心遗址、自由女神像、帝国大厦、联合国总部、洛克菲勒中心、时代广场、第五大道等。晚餐后返回新泽西酒店。

**入住酒店：**La Quinta Inn 或同级



Day 18, Night 18 Thursday, July 30, 2015

**第十八天：纽约 - 费城 - 华盛顿**

**行程描述：**参观国家诞生地-费城，与美国国父-华盛顿凋像，旧国会大厦和独立宫合影留念，参观自由钟或者自由活动。华盛顿特区，参观林肯纪念堂和倒影湖，越战纪念碑，朝鲜战争纪念碑，在航天航空博物馆了解人类，征服天空和太空的伟大历程和对未来的展望。并与美国总统府-白宫和最高权力机构-国会大厦分别合影留念，乘坐游船沿着波多马克河和太斗湖饱览首都美景。途经杰弗逊总统纪念堂，华盛顿纪念碑，二战纪念碑，美国印钞厂等。

**入住酒店：**Comfort Inn 或同级



Day 19, Night 19 Friday, July 31, 2015

**第十九天：华盛顿-康宁玻璃中心-尼亚加拉瀑布**

**行程描述：**前往世界 500 强企业的总部-康宁玻璃中心，参观全球最大的玻璃收藏博物馆，欣赏现场制作玻璃表演技术。午餐后，参观尼亚加拉瀑布，游览瀑布国家公园，眺望「美国瀑布」，「马蹄瀑布」及「新娘面纱瀑布」，以及回到访客中心观看 Imax 电影，投资 1 千五百万的电影向

您描述了尼亚加拉瀑布多姿多彩的传奇故事。等待夜景来临，欣赏七彩瀑布夜景。结束后，A. 继续在尼亚加拉市，瀑布公园和瀑布赌场自由活动。B. 自费深度游（\$25/人），参观水力发电站，瀑布古堡，安大略湖，远观多伦多，夜景结束后，返回酒店休息。

**入住酒店：**Days Inn 或同级

**Day 20, Night 20 Saturday, August 31, 2015**

**第六天 尼亚加拉瀑布波士顿行程描述：**



上午游览尼加拉瀑布，白天的瀑布景色雄伟壮观，与五彩缤纷的夜景截然不同，远眺“美国瀑布”，水势一泻千里，雷霆万钧，气势宏伟，惊叹之余，可别忘了用照相机留下珍贵的镜头，“马蹄瀑布”及“新娘面纱瀑布”又是另外一番景象，成群的海鸥在白雾腾空之间穿梭盘旋悠閒自在与热闹杂沓，熙来攘往的游客，构成一幅有趣的画面，夏天游尼加拉瀑布，可搭乘着名的“雾中少女”号游船穿梭于波涛起伏的瀑布间，水花迎面扑来，刺激紧张，更添加一份震撼力，游玩公羊岛，尼亚加拉古要塞。之后离开尼加拉瀑布前往文化之都 - 波士顿，漫步于古老的昆西市场，享用闻名远近的龙虾大餐。

**入住酒店：**Quality Inn 或同级



**Day 21, Night 21, Saturday, August 1, 2015**

## 第二十天：波士顿市区游

**行程描述：**以参观两个世界级的高等学府 - 哈弗大学和麻州理工大学开始我们一天的行程。接下来参观波士顿著名的遗址：于1795至1797年间建在碧肯山的州议会大厦，在此可俯瞰波士顿公园。也有机会自费参加海上巡游，可领略波士顿壮观的地平线与查尔斯河风光。下午参观约翰·F·肯尼迪总统图书馆，这家图书馆是对国家第35届总统和那些通过政治追寻全新而更美好世界人们的纪念。接下来继续参观波士顿市中心，波士顿公园和昆西市场，也叫法尼维厅市场，它坐落在波士顿金融区域，是美国最古老的聚会场所之一。

**其它说明：**请安排下午1:30PM以后飞离的航班

### 团费包含

- 接送机
- 六晚酒店住宿
- 安全豪华巴士
- 中英文双语导游
- **纽约游轮：成人\$29.00，儿童\$17，老人(62岁以上) \$24（包括，本主办单位特别赠送）**
- **波士顿龙虾餐： \$30（包括，本主办单位特别赠送）**
- **尼加拉瀑布游船(每年4月-10月)： 成人\$17，儿童(3-11岁) \$10**
- **尼亚加拉瀑布 IMAX 电影： 成人\$12， 儿童(11岁以下) \$8**

### 团费不含（计划外项目，可另外添加）

- 所有私人费用如洗衣、电话、酒水
- 餐费
- 航班提早或延误所产生的一切费用
- 导游及司机小费，建议每人每天\$8.00
- 杜莎夫人蜡像馆：成人 \$30，儿童(11岁以下) \$25
- 纽约帝国大厦：成人\$29，儿童(3-11岁) \$23，老人(65岁以上) \$26
- 大无畏号航母：成人\$24，儿童(3-11岁) \$19，老人(65岁以上) \$20
- 大都会艺术博物馆：成人 \$25，儿童(11岁以下) \$17
- 波士顿港邮轮：成人\$22，儿童(11岁以下) \$17，老人(65岁以上) \$20
- 尼加拉古要塞：成人 \$12，儿童(11岁以下) \$8
- 尼加拉瀑布灯光照明夜景（美国）（必付）：\$6
- 印第安人真人秀：成人 \$20，儿童(11岁以下) \$13
- DC游船：成人 \$26，儿童(11岁以下) \$15
- 订三人房或四人房者，如有一人出团当日不出现罚款\$495。

- 以上自费项目费用请以现金的形式支付给导游，门票价格如有变动，恕不另行通知

## **Brief Description of the MBA Courses**

### **MBA 707- MBA FOUNDATIONS (2hrs)**

#### Course Description:

More than ever before, the ability to understand and be understood is critical for success in the corporate world. Communication is no longer limited by the narrow definitions of the past. Achieving a business leadership position today means not only being adept at both oral and written communication, but also understanding communication from a strategic point of view and knowing how to be effective.

### **MBA 711 - BUSINESS ENVIRONMENT (4hrs)**

#### Course Description

This course systematically explores the external environment in which businesses operate - legal and regulatory, macroeconomic, cultural, political, technological, and natural. Additionally, the course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in Business world.

### **MBA 731 - OPERATIONS AND PROJECT MANAGEMENT (4hrs)**

#### Course Description

In today's business environment, the success of organizations depends on the effective and efficient management of operations. Methods to select, plan, and improve organizational processes will be examined. The application of optimal capacity decisions in supply chains, development production, and inventory plans and schedules will be performed. The student will learn quality management and improvement of productivity skills.

### **MBA 721 - MARKETING MANAGEMENT (4hrs)**

#### Course Description

In today's business world, success can often be attributed more to the genius of a company's marketing efforts than to the genius of its products or services. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, is essential for anyone who wishes to achieve a position of leadership. You will gain a working knowledge of both marketing theory and its practice.

### **MBA 733 - FINANCIAL AND MANAGERIAL ACCOUNTING (4hrs)**

#### Course Description

Effective leadership in today's complex and highly regulated business environment demands more than a working knowledge of basic accounting practices. Managers must fully grasp sophisticated financial and managerial accounting concepts and be able to apply them with ease in handling day-to-day responsibilities. Managers must also be well versed in the intricacies of corporate governance and assets.

### **MBA 713 - HUMAN RESOURCE MANAGEMENT (4hrs)**

#### Course Description

Organizations are composed of groups of people who work together to achieve defined outcomes. Experience has proven time and again that the key factor which differentiates successful companies from those who struggle to survive is people who make up the employee base. While the human resources function is given the specific task of planning for and resolving many employee-related issues and needs.

### **MBA 723 - MANAGERIAL ECONOMICS (4hrs)**

#### Course Description

This course surveys the fundamental concepts and methods of economic analysis for managers. Real-world decision making is emphasized. Application of key economic concepts such as market demand, market supply, market equilibrium, marginal analysis, production, costs, revenue, profit, and market structure constitute the core material of the course.

### **MBA 727 - INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL (4hrs)**

#### Course Description

Globalization has opened the world marketplace to companies that were once merely regional or even local operations. This course is designed to equip you with the knowledge and decision-making skills to perform effectively as a leader within a company with global operations. Course content covers multinational business strategies, from exporting to foreign direct investment, as well as economic, US Export Law, The International Traffic in Arms Regulations (ITAR).

### **MBA 737 - CORPORATE FINANCE (4hrs)**

#### Course Description

Financial decisions made at the higher levels of a business organization can have far-reaching effects. Intended to achieve firm operating goals and create shareholder value, they must be made judiciously, with a thorough understanding of all the factors involved. In this course, you will learn to apply the analytical techniques required for developing effective and workable financial solutions.

### **MBA 741 - STRATEGIC MANAGEMENT (4hrs)**

#### Course Description

One of the keys to success for today's organizations is their ability to develop, implement, and accurately evaluate effective business strategies. In this course, you will integrate the knowledge you have gained from your prior MBA courses to develop and sharpen your skills for formulating, deploying, and assessing an organization's strategy for achieving competitive advantage in the marketplace.

### **MCM 731 - APPLIED MARKETING COMMUNICATION THEORY (4hrs)**

#### Course Description

Case studies, reflective exercises, advanced readings, and practical experiences are among the methods used in this course to illustrate how theorists and strategists will drive the continued evolution of the marketing communication professions.

### **PSYC 602 INDIVIDUAL AND ORGANIZATIONAL INTELLIGENCE (4hrs)**

#### Course Description

This course focuses on the application of systems theory, social psychology concepts, organizational lifecycles, and biological principles to the understanding of business operations. Includes a review of basic business principles, multiple intelligences, organizational intelligence, organizational culture, emotional intelligence, biomimicry and organizational DNA.

### **PSYC 605 PSYCHOLOGY OF MARKETING**

#### Course Description

This course provides an exploration of the use of behavioral science techniques to influence product and service creation, pricing, promotion and distribution channels. Includes a discussion on the use of functional magnetic resonance studies, psychological persuasion, subliminal cues, lie detection, and consumer color choice