



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 15 天(14 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 ESL 课程。

15 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,大学生及成人

• 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。
- 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。
- 15 天(14 晚)由哈佛大学商学院教授 Dr. Noam T. Wasserman

<http://www.hbs.edu/faculty/m/Pages/profile.aspx?facId=2978> 以及波音及洛马资深经理专门授

课。 Jim Wang, Retired Lockheed Martin Senior Manager, Principle Engineer and Chief Designer for Satellite Systems.

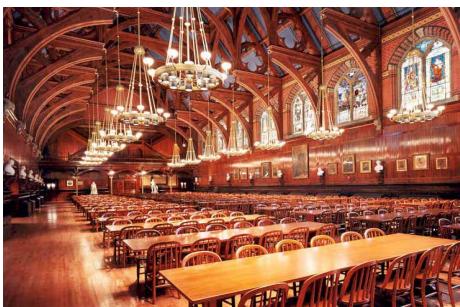
https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public_profile, other

possible teaching staff will be determined later when the class has been finalized. The teaching staff will come from the following

link: <http://www.hbs.edu/entrepreneurship/facresearch/>

- 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。
- **用餐：**上课期间，每天一日三餐在哈佛大学餐厅用餐。旅游期间因多在外用餐，因此由学生自行解决三餐，可选种类繁多，价格便宜。(一天三餐总共约\$25-\$30美金)。
- 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。
- 旅游期间一屋四生，男女生分开住,因旅行期间全入住四星级宾馆，每房有二个很大的床，够住四人
- 所有教科书和课程所有辅导材料， 课程完成颁发结业证书
- 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，

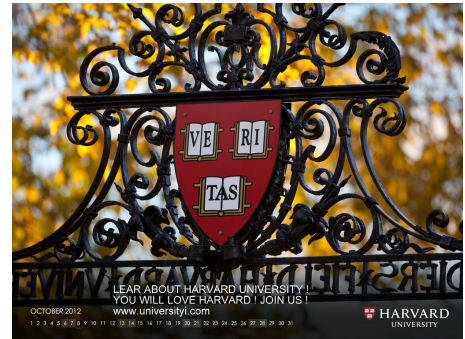
Meals at Harvard Cafeterial during the Classes



Day 1, Night 1,

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

第一天，机场专人迎接，到达定居@哈佛学生宿舍，欢迎大家！



Day 2, Night 2,

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

第2天，10:00 AM - 注册，在专人带领下，哈佛校园深度探索。

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

参观哈佛大学礼品店，图书馆，哈佛大学著名的雕像，然后步行游遍这个传奇式的校园。

12:00PM - LUNCH & Break

12:00 PM - 午餐及休息

2:00pm-4:00 pm– MBA Class # 1 The Most Prestigious Companies, Boeing and Lockheed Martin Bidding Process.

下午 2:00 - 4:00 PM-最杰出的波音航太及洛马客间部门的国际投标过程 (独家实例报道)

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

下午 4:00 - 下午 6:00 - MBA 课 # 2 国际商务管理，美国法律和出口管制 (独家实例报道)

6:00PM - DINNER

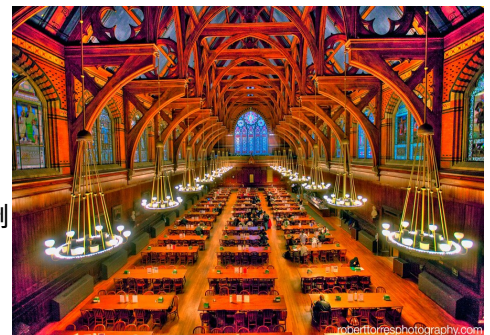
6:00 PM - 晚餐

8:00PM - RETURN TO Student Dorm

8:00 PM - 回学生宿舍

Day 3, Night 3

10:00AM-12:00AM – MBA Class #3 Business Strategies



第3天 10:00 AM - 上午12点 - MBA课#3 商务策略

12:00pm – Lunch

下午 12:00 - 午餐

2:00PM -4:00PM – MBA Class #4 Business Strategies

2:00 PM-4 : 00PM - MBA课#4 商务策略

4:00PM - Afternoon & Evening events: Boston Downtown Landmark, World Famous Quincy Market Tour, eat in world famous Quincy Market.

4:00PM 下午及晚间活动：波士顿市中心地标游，世界著名的昆西市场之旅，在世界著名的昆西市场吃晚餐

9:00pm - Return to Student Dorm

下午 9:00 - 返回学生宿舍

Day 4, Night 4

第四天 10:00AM-12:00AM – **WORKSHOP: *International Relations* by Stephen M. Walt**

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

10:00 AM - 12:00 AM -讲座：国际关系由 Stephen M. 沃尔特

哈佛大学国际事务与国际安全教授，贝尔弗中心的科学与国际事务。

12:00pm - Lunch

下午 12:00 - 午餐

2:00pm - 4:00pm – MBA Class # 5 Business Strategies

下午 2:00 - 下午 4:00 - MBA课#5 商务策略

4:00pm - 6:00pm – MBA Class #6, Business Strategies

下午 4:00 - 下午 6:00 - MBA课#6 商务策略

6:00pm – Dinner

下午 6:00 - 晚餐

8:00pm - Return to Student Dorm

下午 8:00 - 返回学生宿舍

Day 5, Night 5



10:00AM-12:00AM – MBA Class #7, Business Strategies

第五天 10:00 AM - 上午 12 点 -- MBA 课 # 7 商务策略

12:00pm – Lunch

下午 12:00 - 午餐

2:00pm - 4:00pm – MBA Class #8, Business Strategies

下午 2 时 00 分 - 下午四点 - MBA 课 # 8 , 商务策略

4:00pm - 6:00pm – Company Visit # 1, Well-known Boston software development company "Aternity" with management presentation. <http://www.aternity.com/>

下午 4:00 pm - 6:00pm - 公司参观 # 1 , 著名波士顿软件开发

公司“Aternity”并由管理阶层做介绍。

6:00pm – Dinner

8:00pm - Return to Student Dorm

下午 6:00 - 晚餐

下午 8:00 - 返回学生宿舍



Day 6, Night 6

10:00AM-12:00AM – MBA Class #9, **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**

第六天 10:00 AM - 上午 12 点 -- MBA 课 # 9 国际商物管理 , 美国法律及出口管制

12:00pm – Lunch

下午 12:00 - 午餐

2:00pm - 4:00pm – MBA Class #10, **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**

下午 2:00 - 下午 4:00 - MBA 课 # 10 , 国际商物管理 , 美国法律及出口管制

4:00pm - 6:00pm – Company Visit # 2, Real Estate Giant "Century 21" Boston Branch, and Market Overview in Boston Area by the management. <http://www.century21.com/>

下午 4:00 - 下午 6:00 - 公司参观 # 2, 房地产巨人 “21 世纪” 波士顿分公司, 管理人员作市场概况及波士顿地区的管理。

6:00pm – Dinner

下午 6:00 - 晚餐

8:00pm - Return to Student Dorm

下午 8:00 - 返回学生宿舍

Day 7, Night 7

10:00am-12:00pm – Company Visit #3

Boston Head office of Bank of America & management presentation. <https://www.bankofamerica.com/>

第七天上午 10:00 - 12:00 - 公司参观 #3

美国银行波士顿总部, 管理人员作报告。

2:00pm – Lunch

下午 12:00 - 午餐

2:00pm – 4:00PM – MBA Class #10, , **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**

下午 2:00 - 4:00 PM -- MBA 课 # 10 , 国际商物管理 , 美国法律及出口管制

4:00pm – 6:00PM – MBA Class #11 **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**

下午 4:00 - 下午 6 点 - MBA 课 # 11, 国际商物管理 ,

美国法律及出口管制

6:00pm – Dinner

下午 6:00 - 晚餐

8:00pm - Return to Student Dorm

下午 8:00 - 返回学生宿舍

Day 8, Night 8

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

第八天上午 10:00 - 12:00 - 研讨会：莎士比亚（哈佛世界著名）由哈佛大学艺术和戏剧专家：

雷莫 Airaldi 讲解。

2:00pm - 4:00pm – Workshop: Satellite Communications, Past, Present and Future by Jim Wang, Retired Chief Designer for Satellite Systems at Lockheed Martin Space Systems.

下午 2:00 - 下午 4:00 - 专题讲座, 卫星通讯的过去, 现在与将来

4:00pm - 6:00pm – MBA Class 12, **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**

下午 4:00 - 下午 6:00 - MBA 课#12, 国际商物管理, 美国法律及出口管制

6:00pm – Dinner

下午 6:00 - 晚餐

8:00pm - Return to Student Dorm

下午 8:00 - 返回学生宿舍

Day 9, Night 9

10:00am-12:00am MBA Class #13 **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**



第九天 10:00 AM - 上午 12 点 - MBA 课 # 13 国际商物管理, 美国法律及出口管制

12:00pm – Lunch

下午 12:00 - 午餐

2:00PM -4:00PM – MBA Class # 14 **INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL**

2:00 PM-4 : 00PM - MBA 课 # 14 国际商物管理, 美国法律及出口管制

4:00pm - 6:00pm – MBA Class 15, Program Summary and Present of Certificate

下午 4:00 - 下午 6:00 - MBA 课#12, 项目总结与发证书

9:00pm - Return to Student Dorm

下午 9:00 - 返回学生宿舍

1-Day Ivy League School Tour

Highlights: Boston University, Harvard University, MIT,

Northeastern University, Yale University, Brown University.

Description: In the morning, We will drive south to Providence, RI to visit the campus of Brown University. Afterwards, we will head to New Haven, CT and see Yale University, which has produced five U.S. presidents. After this, we will return to Boston, driving past the campuses of Northeastern University. Then, we will cross the Charles River into Cambridge to see the incredible campuses of the world-renowned Massachusetts Institute of Technology and Harvard University, which has produced eight U.S. presidents. Afterward, we will cross the Charles back into Boston to visit Boston University, a private research institution in the city. Guests will be returned to the pick-up location around 6:00pm.

Brown University is one of New England's prestigious Ivy League universities. It was established in 1764--before the United States even existed-- and has become one of the most renowned institutions of higher education in the world.

Yale University: Founded in 1701, this world-famous university is the third-oldest in the United States. This Ivy-League school is consistently ranked as one of the best institutions of higher learning in the entire world, and admission is extremely competitive.

Harvard University: One of the most famous institutions of higher learning in the world, Harvard University in Cambridge, MA has been standing since 1636, making it the oldest university in the United States. Tourists come for both history and the architecture.

MIT: The Massachusetts Institute of Technology in Cambridge, Massachusetts is a research university known the world over for its highly selective and intense academics, and MIT alumni include 24 Nobel Prize winners and 22 Rhodes Scholars.

Boston University is a large research university that spans a long stretch of Commonwealth Ave in Boston that counts civil rights leader Martin Luther King, Jr. and Alexander Graham Bell, inventor of the telephone, among its many notable alumni.

Northeastern's rank among the best universities in the country is rapidly rising, and its impeccable architecture and wonderful setting in an artistic area of Boston reflect this ascendance. The university offers degrees in fields spread across nine colleges.

第十天 : 新英格兰 6 大名校一日游

行程描述: 早上从波士顿出发驱车前往位于罗德岛州的布朗大学, 是美国东北部著名的常春藤八所大学之一。接着前往康乃狄克州耶鲁大学(常春藤盟校成员), 这里是 5 名美国总统的诞生地, 有“总统摇篮”的美誉。回波士顿途经以学术与实习结合课程著名的东北大学。接着前往理工学子梦想学

府 - 麻省理工学院，这里培养了众多对世界有重大影响的伟人，这里是全球高科技研究的先驱，也是世界理工菁英的聚集地。哈佛大学（常春藤盟校成员），孕育了 8 位美国总统，是世界顶尖的高等教育学府。最后前往以国际化闻名的波士顿大学，诺贝尔和平奖得主马丁路德金毕业于此。约傍晚 6:00pm 返回上车点。

布朗大学 (Brown University) 是世界闻名的美国“常青藤联盟”中的一员，1764 年创建，布朗大学设施完备、设备先进、技术领先、治学严谨、学风纯正，是美国著名的综合性私立大学。

耶鲁大学 (Yale University) 坐落于美国康涅狄格州纽黑文市，它和哈佛大学、普林斯顿大学齐名，为常春藤联盟的成员之一，在 2006 英国《泰晤士报》教育增刊上耶鲁大学排名世界第四。

哈佛大学 (Harvard University) 位于波士顿剑桥城的私立大学，常春藤盟校成员之一。在世界上享有顶尖大学声誉、财富和影响力的学校，被誉为美国政府的思想库，经常名列全球大学第一位。

麻省理工学院 (MIT) 位于波士顿的一所综合性私立大学，无论是在美国还是全世界都有非常重要的影响力，是全球高科技和高等研究的先驱领导大学。

波士顿大学 (Boston University) 作为一所大型研究型学校的波士顿大学，其整个校区蔓延于波士顿联邦大街的两旁。波士顿大学曾培养出了民权领袖马丁路德金，电话之父贝尔等众多著名校友。

东北大学 (Northeastern University) 近两年在北美大学排名上升迅速的东北大学位于波士顿最繁华的商业区，紧邻著名的哈佛大学和麻省理工大学。其校园美丽宁静，闹中取静。学校先共设有九个学院。

Fascinating 5-Day Classic U.S. East Coast Luxury Tour

Highlights:

New York City, Empire State Building, Wall Street, Ground Zero, United Nations Plaza, Statue of Liberty, Time Square, Intrepid Museum, Fifth Avenue, Rockefeller Center, Corning Glass Center, Niagara Falls

暢遊六大名城 - 紐約市 - 費城 - 華盛頓 D.C - 尼加拉 - 波士頓

Day 11, Night 11 **Boston-NYC (Check out from Harvard Student Dorm)**

Description: Taking bus from Boston to NY City. Have A Night Tour of New York City* (* mean optional with extra fees)

There is an exciting **night tour of New York City** (optional) where you can experience the bright lights of the big city. You can see all of the wonderful NYC landmarks like never before in the beautiful night sky. The tour will take you to the South Street Seaport to enjoy the spectacular views of the NYC bridges at night. You will also see Midtown Manhattan which is the largest central business district in the world and is home to the NYCs tallest and most famous buildings like the Empire State Building and the Chrysler Building. The tour will also take you to see the world famous Rockefeller Center, an art deco

marvel covering 11 acres in midtown Manhattan and home to NBC studios, an outdoor ice skating rink (winter), and Prometheus. Then you will visit Times Square and Broadway which is known as the Theater District or the Great White Way.

Hotel: E Hotel Edison, Crowne Plaza Newark or similar

第十一天, 波士頓啟程到紐約。回旅館休息。

Day 12, Night 12, New York City Tour



Description: In the morning, tour will visit the New York City, Wall Street, famous "Charging Bull Statue", New York Stock Exchange, Federal Hall, South Street Seaport, Liberty Cruise (**Included**), New World Trade Center, USS Intrepid*, Empire State Building & Skyride*, UN Headquarter Building, Times Square, Rockefeller Center, Metropolitan Museum of Art*. After dinner, tour will head back to hotel in Philadelphia.

Hotel: Hyatt Regency Philadelphia at Penn's Landing or similar.

第十二天：紐約市內觀光

今天整天參觀世界首屈一指的大城市紐約市，到紐約市曼哈頓區用早餐過後，首先參觀全世界最繁忙金融地區華爾街，亦是紐約證券交易所及聯邦大樓的所在地，而在其不遠處，更可找到華爾街象徵銅牛雕像；隨後前往南街碼頭，登上自由女神環島游船(**費用包括**)，在船上不單可清楚觀賞自由女神，更可清楚觀賞到快將完成的新世界貿易中心及曼哈頓下城全景，遊船後坐著巴士更可近距離接近當年 911 遺址及欣賞到快將落成的新世界貿易中心；下一站沿著哈德遜河岸，帶大家登上花費超過一億美元重新修整的無畏號航空母艦*，航空母艦上有著各式各樣退役的戰鬥機及直升機，更可進入冷戰時代的潛水艇及太空穿梭機；之後帶大家從海上玩到天上，帶大家登上紐約最高摩天大樓帝國大廈*，首先觀賞虛擬動感直升機的紐約天空之旅，穿越天際，俯瞰紐約地標性建築，再到帝國大廈露天觀景台欣賞最壯觀的紐約全景，紐約五大區及鄰州盡收眼底；參觀帝國大廈後會再經過另一大廈聯合國總部大樓，之後到達紐約市的心臟地帶時報廣場，感受紐約燈光最燦爛時刻，在來自世界各地的巨型廣告液晶顯示屏的燈光閃爍下，真正感受到置身世界中心，

亦是每年世界有名的元旦倒數地點，來到紐約，千萬不能錯過在時報廣場中心拍照留念！之後參觀洛克斐勒中心，由十八棟商業大廈圍塑出來的洛克斐勒中心，同時亦是 NBC 電視台總部；最後一站會到達世界三大博物館之一的大都會藝術博物館*，館內共十九個館部，藏著超過二百萬件藝術品，是紐約數十個博物館最大的一個！晚餐後入住費城地區酒店。

酒店：Hyatt Regency Penn's Landing, Wyndham Garden Hotel Philadelphia 或同級



Day 13, Night 13, **Philadelphia-Washington D.C.**

Description: In the morning, tour will visit the Philadelphia, Independence Hall, Liberty Bell. In the afternoon, tour will be arrived in Washington D.C, White House, Madame Tussauds Presidents Wax Museum* , Smithsonian National Museum of Natural History, Capitol Hill, Capital Harbor Cruise*, Lincoln Memorial, Vietnam Veteran Memorial, Korean War Memorial.

Hotel: Marriot Gaithersburg or similar

第十三天：費城 - 華盛頓

美國歷史之旅的一天，首先參觀賓夕凡尼亞州最大最繁忙城市費城，在費城早餐後可漫步獨立廣場，參觀費城地標獨立宮及自由鐘，多位世界民權領袖亦曾特別參觀此鐘，意義重大，之後前往美國首都華盛頓 D.C.，來到美國首都，參觀美國總統官邸白宮，在白宮專門接待外賓的花園可清晰看到她的全貌，之後更參觀杜莎夫人總統蠟像館 (Included)，該蠟像館是全世界唯一收藏著美國歷任四十四任總統的一比一蠟像，仿如走進時光隧道，與所有美國總統合照，再到史密森國家自然歷史博物館，該博物館收藏超一億件有關動物、植物、化石、礦物和人類文物等標本；參觀兩大展館後，會到達美國最高權力象徵的國會山莊，白色圓頂的國會山莊正是美國參眾兩院議政、同時亦是每位總統宣誓就職的地方，及後更可乘坐華盛頓首都遊船*遊覽華盛頓主要運河及波多馬克河，沿途欣賞首都風光，在船上更可眺望對岸國防部五角大樓；最後參觀莊嚴的林肯紀念堂、越戰紀念碑和朝鮮戰爭紀念碑，向在歷史及戰爭上犧牲的前人作最崇高致敬。

酒店：Marriott Gaithersburg, Marriott Bethesda 或同級



Day 14, Night 14, Corning Museum of Glass - Niagara Falls (US Side)

Description: In the morning, tour will depart from Washington D.C. then pass by the state of New York to visit Corning Museum of Glass. The tour will be arrived in Niagara Falls in American side to enjoy boat tour all the way to the falls with "Maid of the Mist (**Included**)", Niagara Falls Illumination at night with laser lights on the falls, the then back to hotel.

Hotel: Sheraton at the Falls or similar

第十四天：康寧玻璃博物館 - 尼加拉瀑布

早上開始向北面的尼加拉大瀑布出發，再次回到紐約州，途經康寧市，參觀康寧玻璃博物館*，館內藏著超過四萬五千件從三千五百年前到現今的玻璃藝術品，更可欣賞熱玻璃表演，現場觀看玻璃製作過程；之後繼續北上，向美東第一大壯觀自然景點尼加拉大瀑布出發，到達大瀑布後，可以乘坐霧中少女號瀑布船*(4月-10月) (**費用包括**)，穿上由船公司提供的雨衣，與宏偉的美國瀑布、新娘面紗瀑布及馬蹄瀑布(加拿大瀑布)作超近距離接觸，之後更可欣賞當地印第安人現場真人表現的印第安民族表演*，感受原住民的舞蹈與熱情，欣賞表演後更可與印第安人一對一合照；入夜繼續留在大瀑布等待瀑布夜景，七彩繽紛的燈光效果影照著澎湃的大瀑布，份外壯觀！

酒店： Sheraton at the Falls 或同級。



Day 15, Niagara Falls-Boston

Description: In the morning, tour will visit the Goat Island views the Canadian Horseshoe Fall (American side), American Falls, Bridal Vile Falls, IMAX movie **(Included)** about the history of Niagara Falls. In the afternoon, the tour will take you to back to Boston International Airport (BOS) 9:30pm. (Book flight after 9:30 pm. such as British Airway)

第十五天：尼加拉瀑布-波士頓

早上繼續尼加拉大瀑布之旅，前往位於尼加拉河上的公羊島，欣賞白天的大瀑布及與馬蹄瀑布(加拿大瀑布)，更有機會看到掛在瀑布上的彩虹，之後到位於美國瀑布旁的電影院欣賞大瀑布IMAX 電影**(費用包括)***，在IMAX 電影院內感受震撼的音響及超大銀幕，作為遊覽尼加拉大瀑布的完美結局；之後從尼加拉大瀑布往回波士頓机场 (BOS) 大約晚上 7：30PM.

Price Includes:

- 4 nights hotel accommodations. All rates are 2 person per room in double sized beds.
- Round trip deluxe air conditioned bus transportation.
- Experienced tour leader for each tour to let you enjoy in-depth sightseeing.

Price Does Not Include:

- Laundry, valet, telephone calls, wines and liquors other than those specified.
- All admission fees and all other private expenses.
- Meal during the tour
- Service fees for your tour guide and bus driver (total \$8.00/day per passenger).
- **Admission tickets Table:** (many of them are optional, you don't have to enter everyone of them since most people don't)

Activity	Adult	Child
Liberty Cruise	\$30.00 (Included)	\$25.00
Empire State & SKYRIDE	\$45.00	\$34.00
USS Intrepid	\$31.00	\$24.00
Metropolitan Museum	\$25.00	\$0.00
Washington Boat Ride	\$23.00	\$18.00
Madame Tussauds President Wax Museum	\$23.00 (Included)	\$18.00
Corning Museum	\$15.00	\$0 (under 17yrs)
Spirit of Mist Show	\$20.00	\$13.00
Maid of the Mist + IMAX Movie	\$29.00 (Included)	\$18.00 (\$10.00+\$8.00)

	\$17.00+\$12.00	
--	-----------------	--

費用包括:

- 4 晚酒店住宿，房間以兩張床為主，全部附有私人浴廁。
- 雙人房。
- 當地交通。
- 當地導遊及司機。

費用不包括:

- 私人費用如洗衣、電話、汽水、酒類，個人保險費用。
- 領隊、導遊及司機小費，每人每天\$8.00 總額。
- 本行程之外各項遊覽門票。
- **各項遊覽門票如下: (只參加包括的活動入內)**

項目	成人	小童
航空母艦	\$31.00	\$24.00
紐約遊船	\$30.00 (包括)	\$25.00
帝國大廈 & SKYRIDE	\$45.00	\$34.00
大都會藝術博物館	\$25.00	\$0.00
華盛頓遊船	\$23.00	\$18.00
杜莎夫人總統蠟像館	\$23.00 (包括)	\$18.00
康寧玻璃中心	\$15.00	\$0 (17 以下)
印第安人民族表演	\$20.00	\$13.00
尼加拉瀑布船+電影	\$29.00 (\$17.00+\$12.00) (包括)	\$18.00 (\$10.00+\$8.00)

MBA Class: Business Strategies Brief Outline

1. Avoid Business Failure
2. Characteristics of Successful Businesses
3. Clarify Existing Business Strategies
4. Look into Future SWOTs (strengths, weaknesses, threats & opportunities) for Strategies
5. Basic Strategic Planning Approaches
6. Creating Strategic Combinations
7. Compiling Strategic Statements
8. Next Steps towards a Strategic Business Plan
9. Introducing PlanWare
10. Study Examples of Business Bidding Process and US Export Control and ITAR

MBA 727 - INTERNATIONAL BUSINESS MANAGEMENT, US LAW and EXPORT CONTROL

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).

Brief Description of Other MBA Courses Available

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 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