

美国加州大学伯克利分校

2019·夏季创新领导力课程

UCB Innovation and Leadership Summer Program (2019)

项目类型：暑期学术

费用区间：5280 美金起（早鸟价）

项目名额：60 人（全国）

项目时段：2019 年 7 月 21 日至 8 月 11 日（3 周）

报名截至：最早 2019 年 4 月 30 日起

培养方向：创新创业、领导力

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美国加州大学伯克利分校夏季创新领导力课程

2019 年度招生简章

📌 基本信息 | Basic Information

(一) 项目标题: 美国加州大学伯克利分校夏季创新领导力课程 (代码: OM26T-UCB-CIL)

(二) 主办单位: 加州大学伯克利分校罗伯逊领导力中心、环球翔飞教育集团

📌 项目简介 | Program Introduction

(一) 选择 ILS (Why this program?)

1. To Become a Leader

UCB 领导力创新课程致力于培养下一代的领导者。

你是否还在人群里沉默? UCB 领导力创新课程将帮助学生发现并充分挖掘自己的独特价值。你是金子, 就一定会发光; 你是否一直跟随别人的脚步? UCB 领导力创新课程将鼓励学生打破常规, 并培养学生使用批判性思维来审视、思考眼前的世界, 从而走出属于自己的一条创新之路。你有破浪的帆船, 就一定能发现蓝海; 你是否在为未来感到迷茫? UCB 领导力创新课程将帮助学生明确全局需求和目标, 进一步强化学生的时间观念和执行效率, 凝聚团队力量, 冲击最终的目标。你是旗帜, 就一定能引领未来。

2. Confidence Without Attitude

UCB 领导力创新课程永远鼓励学生自信而不自满, 秉承“路漫漫其修远兮, 吾将上下而求索”的求知精神, 孜孜不倦地追求和探索真理; 学生将领会“有所求, 有所学, 有所得”的学习真谛。

3. Students Always and Beyond Yourself

UCB 领导力创新课程永远支持学生展现真我风采, 重塑自我, 超越自我; 学生将在这一学习过程中学会如何审视自我, 完善自我, 从而突破自我。



(二) 项目获得 (What to get from this program?)

- Identify strengths and opportunities in one's own ability to innovate
- Put into practice all of the leadership and innovation skills
- Identify baseline for understanding leadership
- Build resilience in successfully navigating the ambiguity inherent in leading
- Deepen understanding of the complexity of leading
- Develop strategies for leading teams effectively under intense pressure
- Build the skill of questioning one's own interpretations of events and appreciating diversity of opinions
- Develop awareness of how leadership relates to values
- Build the skill in adapting leadership style in ambiguous situations

(三) 项目初探 (How this program looks like?)

1. 学术拓展

该项目依托罗伯逊领导力中心，主旨在于强化领导力在实践中的应用课程内容紧密围绕创新和领导力主题，主要培养创新意识、跨文化交流能力、团队合作精神和团队领导技；授课形式新颖，除了授课以外还安排了比较多的团队合作、头脑风暴、小组竞赛和户外实践。

2. 课堂体验

课程由加州大学伯克利分校知名教师授课，感受世界顶尖的学术理论和理念。

3. 开拓视野

参加项目的学生将有机会走访旧金山著名企业和工厂，使学生对行业发展、产品生产等方面有全面认识。

4. 寓教于乐

在学习的同时，学生将会参与各项活动体验加州的生活，并游览旧金山湾的著名景点。在充满乐趣的同时获得更多更深层次的学习和生活体验，拓展视野。

5. 多元文化

项目期间学生将与来自日内瓦商学院等国外院校的学生一同参与项目学习，在多元文化环境中更加深刻地体会跨文化交流的内涵，碰撞出更璀璨的火花。

6. 名校认可

该项目所有课程均为加州大学伯克利分校认可的课程。项目结束后，学生获得的项目证书，都与加州大学伯克利分校这个名字闪耀着同样的光芒。



(四) 项目亮点. (Program Highlight)

UCB 领导力创新课程融合了美国式授课形式 Lecture 和 Workshop, 同时又加入更多的创新互动元素, 目的在于让学生在实际行动中领会“Leadership and Innovation”的真谛。Lecture 由加州大学伯克利分校知名教授或企业等机构在职人员为学生讲授专业知识, 并使用幻灯片、多媒体等多种方式展示课题内容。

在课堂上, 老师会随机提问学生, 学生亦可随时提出问题或陈述自己的见解。积极的教学互动会让学生更好的融入课堂氛围。Workshop 一般会抛出一个争议性的话题, 采取头脑风暴、小组讨论、团队 PK、个人演讲、或者两方辩论的形式, 让学生成为讲台的主角。

学校简介 | University Introduction

加利福尼亚大学伯克利分校 (University of California Berkeley, 简称 UCB) 是美国最负盛名且是最顶尖的一所公立研究型大学, 与斯坦福大学、麻省理工学院等一同被誉为美国工程科技界的学术领袖。此外, 伯克利的研究生教育一直被认为是美国最为顶尖的水平。

USNEWS 发布的 2018 美国大学排名中, 加州大学伯克利分校位于全美综合排名第 21 位。同时该校的工程学院排名第 3, 环境科学排名第 1, 计算机科学排名第 2, 化学院排名第 2, 材料科学排名第 2, 生物科学排名第 2, 地球地质科学排名第 3; 经济学、商学、法学、社会学等专业领域排名均在前 10 名。

日程安排 | Program Schedule

(一) 项目开始: 2019 年 7 月 21 日

(二) 项目结束: 2019 年 8 月 11 日 (3 周)

(三) 报名截至:

第一批次: 2019 年 4 月 30 日

第二批次: 2019 年 5 月 31 日

(四) 接送机安排:

1. 学生应当于当地时间 7 月 21 日抵达旧金山, 项目从 7 月 21 日起提供住宿
2. 学生应当于 8 月 10 日从项目住宿地离开前往洛杉矶机场回国, 通常 8 月 11 日抵达国内。



(五) 项目行程

Date	Morning	Afternoon
Jul 21 Sun	Arrival in Berkeley	Residence Check-in
Jul 22 Mon	UCB Welcome & Information Session	UCB Campus Visit
Jul 23 Tue	Lecture/workshop	Lecture/workshop
Jul 24 Wed	Lecture/workshop	Communicate with Local Students
Jul 25 Thu	Lecture/workshop	Lecture/workshop
Jul 26 Fri	Lecture/workshop	BBQ Party
Jul 27 Sat	Stanford + Silicon Valley + Intel Museum	
Jul 28 Sun	San Francisco City Visit	
Jul 29 Mon	Berkeley Courses Auditing	
Jul 30 Tue	Lecture/workshop	Lecture/ workshop
Jul 31 Wed	Design Thinking Workshop	Design Thinking Workshop
Aug 1 Thu	Design Thinking Workshop	Design Thinking Workshop
Aug 2 Fri	Guest Lecture	Closing Ceremony
Aug 3 Sat	San Francisco City Visit	
Aug 4 Sun	Jelly Belly & Napa	
Aug 5 Mon	Visit to Commercial Center	
Aug 6 Tue	Travel to Los Angeles	
Aug 7 Wed	UCLA & Santa Monica Beach	
Aug 8 Thu	San Diego Day Trip: Old Town, Naval Base San Diego	
Aug 9 Fri	Universal Studio (optional, fees not included)	
Aug 10 Sat	Depart from LAX	
Aug 11 Sun	Arrival in China	

*以上行程仅供参考，实际行程可能因天气、课程安排等原因进行调整

👉 往期课程 | Previous Course

1. Lecture Day 1 Morning

Introduction: Welcome and course overview

Goals and Strengths: Identify one personal goal for the course and one strength each person brings. Group discussion. Instructors share group goals.

What Makes a Good Leader? Discussion in small groups to identify good leadership skills, characteristics, and examples of real world leaders. Group leaders report out to the whole class.

2. Lecture Day 1 Afternoon

“Freeze”: Leadership simulation to highlight the experience of confronting unfamiliar situations and also demonstrate insider/outsider dynamics in group situations.

Approaching Differences Model: Introduction of a model that highlights the physiological responses of humans to unfamiliar settings

Video Clip: Viewing of a movie scene with a cross-cultural encounter. Small-group application of the Approaching Differences Model with the events and characters from the scene.

Homework: Recall and write down an experience with ambiguity and your personal response.

3. Lecture Day 2 Morning

Share Homework: Discuss homework (experiences) in pairs.

Iceberg Model Of Culture: Visual demonstration of one model of human interaction with elements inside and outside our awareness. Examples.

Model for Effective Cross-Cultural Interaction: Presentation of model that demonstrates awareness of self, awareness of others, and strategies to bridge cross- cultural differences.

One Culture or Many: Worksheet with personal reflection on the layers of culture within oneself.

4. Lecture Day 2 Afternoon

Marshmallow Challenge: Experiential activity in small groups to practice team- leading skills while solving a challenging problem. The problem-solving requires innovative techniques and leadership skills. Discussion of leadership and team- building following activity.

Intercultural Dimensions: Presentation of five dimensions that vary across cultures. Illustration with instructor examples:

1. Individual and Collective
2. Direct and Indirect Communication
3. Egalitarian and Hierarchical
4. Risk and Certainty
5. Task and Relationship

Each student plots his/her location on each of these dimensions (self-awareness).

Feedback: Instructors collect student feedback on course mid-way.

5. Lecture Day 3 Morning

Country Profiles: Illustration of the five intercultural dimensions using the country profiles for the United States and China.

Introduce DIVE model: Teach the model that includes: Description, Interpretation, Verification and Evaluation to be used in ambiguous situations.

6. Lecture Day 3 Afternoon

DIVE in teams: Students travel to three locations in Berkeley and on campus to practice using the DIVE model.

Debrief: Class discussion on the findings from the DIVE activity. Link the class findings to principles of leadership.

Homework: Complete the DIVE activity individually using one event from the upcoming weekend. Write a reflection paper.

7. Lecture Day 4 Morning

Class Discussion: Share reflection papers and explore shared themes in papers.

Values: Lecture on how values influence behavior and leadership style.

Proverb Activity: In pairs, analyze proverbs from around the world distilling the values underlying the proverb as well as behavior that could result from those values.

Leadership and Values Lecture: General values from the United States and how they influence Leadership and Innovation: Video example from Amazon.com. Video example from Jack Ma and Chinese values.

8. Lecture Day 4 Afternoon

Global Leadership Simulation: Experiential activity in which leaders have to instruct teams on how to build challenging structures (under time pressure) while using particular leadership styles. Leaders must practice style-switching skills.

Group Discussion: Debrief of leadership activity.

9. Lecture Day 5 Morning

Innovation Practice: Brainstorming innovative uses for objects in small groups.

Demonstration of Four Leadership Styles: Theater students act out four types of leadership.

Leadership Style-Switching Practice: Leadership skill-building through theater. Xiangfei students practice leading theater students with short tasks. If their leadership style does not work, they need to switch styles for better results.

Lunch with UC Berkeley Students

10. Lecture Day 5 Afternoon

Discussion: Class discussion of leadership practice activity. Identification of one's own leadership style and also three values that influence leadership behavior.

Lateral Thinking: Presentation of puzzles (visual and word puzzles) to free habitual thinking. Practice with assumptions that exist in everyday statements.

Homework: Take the Berkeley Innovation Index

11. Lecture Day 6 Morning

Team Discussion: In teams from former Marshmallow Challenge – discussion of team members' strengths, areas for improvement, intercultural dimension ratings, and values. Given this information, how can the team be most effective?

Marshmallow Challenge: Second round of experiential activity. Debrief of activity in terms of the process (in addition to the outcome) and teamwork.

12. Lecture Day 6 Afternoon

Review: Summary of models, tools, theories used in course. Synthesis of Principles of Leadership and Principles of Innovation.

What Makes a Good Leader? Second round with new insights.

Group commitments and Affirmations: Sharing of personal commitments.

Closing Ceremony: Award of certificates and group photos.

Evaluations

13. Design Thinking 设计思维课程

For the last few years, companies across the world have been obsessing over 'design thinking' to solve complex problems. Design thinking, as the name suggests, derives its basic principles from the discipline of design. Unlike most previous problem-solving approaches, it is human-centric, collaborative and driven by experimentation.

Design Thinking 设计思维课程由加州大学伯克利分校 HAAS 商学院提供。课程中学生将分组研究课题，利用课堂所学的设计思维理念提出解决实际问题的思路。课程由商学院教授、Berkeley Innovation Group 联合创始人 Clark Kellogg 讲授，并有数名教学助理一同参与学生的学习和讨论环节，高达 1:10 的师生比可以让学生们与老师充分交流。

➤ 研学生活 | Living Abroad

(一) 全程带队

1. 本项目期间将有带队老师和主办方现地服务人员全程带队。
2. 带队老师将在项目期间对学生的生活提供必要的指导，并在必要时向学生提供翻译服务。
3. 项目期间学生遇到任何困难或需要帮助，都可以与带队老师联系。带队老师的联系方式将在项目出发前告知学生。

(二) 住宿餐饮

1. 本项目期间会全程入住伯克利附近酒店或学校宿舍。
2. 本项目不含餐。外出参访及自由活动期间我们会带领学生到餐厅集中的地段用餐，学生可自行选择餐厅用餐，费用自理。

(三) 美国境内交通

行程安排内的交通全部由主办方准备，自由活动期间的交通方式及费用由学生自行安排、支付。

(四) WIFI

校园及酒店或宿舍内均有免费 WIFI 可以使用。

(五) 海外保险

由主办方统一为学生购买。

(六) 签证

该项目需要美国 B 类签证，主办方会协助学生办理签证。

(七) 国际机票

原则上由主办方统一为学生预定机票，机票费用学生自理。

项目费用 | Program Fee

(一) 报名费用

1. 2019 年 4 月 30 日及之前报名：5280 美元（项目代码：OM26T-UCB-CIL-1）
2. 2019 年 5 月 1 日至 5 月 31 日期间报名：5580 美元（项目代码：OM26T-UCB-CIL-2）

(二) 费用【包含】

项目期间的全部课程、接送机，住宿、访问预约、学生活动所需费用，以及项目所包含的交通费用。

(三) 费用【不含】

签证费，洛杉矶环球影城门票，学生在海外购物、自由活动产生的费用由学生自理。

报名须知 | Sign Up

(一) 申请条件

1. 全日制在读本科生及研究生，品行端正。
2. 建议大学英语四级或相应水平。

(二) 申请材料

1. 项目报名表
2. 护照扫描件 1 份
3. 签证所需材料将另行通知

(三) 报名通道

1. 报名链接：<http://apply.xf-world.org/>
2. 咨询邮箱：shdq@xf-world.org

*注：国内合作院校推荐名额请咨询各院校相关部门

