

UCB Innovation and Leadership Winter Program

加州大学伯克利分校冬季创新领导力课程

项目概览

项目名称

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项目内容及特色

A. Why this program?

【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。

【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。

【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。

B. 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

C. How this program looks like?

【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。

【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。

【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。

【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。

【获名校认可】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。

D. 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、或者双方辩论的形式，让学生成为讲台的主角。

项目日程

3 周项目：2019 年 1 月 20 日至 2019 年 2 月 7 日

学生应于当地时间 1 月 20 日抵达旧金山国际机场。

学生于 2 月 7 日从洛杉矶机场回国。

报名截止日期

第一批截止日期：2018 年 10 月 19 日

第二批截止日期：2018 年 11 月 22 日

主办单位

加州大学伯克利分校罗伯逊领导力中心

Robertson Center for Intercultural Leadership (CIL), UC Berkeley

环球翔飞教育集团

XIANGFEI Global Education Group

加州大学 伯克利分校 简介

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 年美国大学排名中，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。

项目行程

Date	Morning	Afternoon
Jan 20 Sun	Arrival in Berkeley	Residence Check-in
Jan 21 Mon	UCB Welcome & Information Session	UCB Campus Visit
Jan 22 Tue	Lecture/workshop	Lecture/workshop
Jan 23 Wed	Lecture/workshop	Lecture/workshop
Jan 24 Thu	Lecture/workshop	Lecture/workshop
Jan 25 Fri	Jelly Belly+Sausalito	
Jan 26 Sat	Stanford + Intel Museum	
Jan 27 Sun	Lecture/workshop	Lecture/workshop
Jan 28 Mon	Lecture/workshop	Lecture/workshop
Jan 29 Tue	Lecture/workshop	Lecture/closing
Jan 30 Wed	San Francisco Visit	
Jan 31 Thu	Independent Studies	
Feb 1 Fri	Guest Lecture	BBQ Party
Feb 2 Sat	Travel to Los Angeles	Hotel Check in
Feb 3 Sun	Hollywood, Observatory	Santa Monica Beach
Feb 4 Mon	Visit to UC Irvine	Visit to San Diego
Feb 5 Tue	Visit to Commercial Center	
Feb 6 Wed	Closing Party	
Feb 7 Thu	Depart from LAX	
Feb 8 Fri	Arrival in China	
特别说明	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	

课程内容（模板）

Date/ Time	Topic/ Description
Lecture Day 1 Morning	<p><u>Introduction</u>: Welcome and course overview</p> <p><u>Goals and Strengths</u>: Identify one personal goal for the course and one strength each person brings. Group discussion. Instructors share group goals.</p> <p><u>What Makes a Good Leader?</u> Discussion in small groups to identify good leadership skills, characteristics, and examples of real world leaders. Group leaders report out to the whole class.</p>
Lecture Day 1 Afternoon	<p><u>"Freeze"</u> : Leadership simulation to highlight the experience of confronting unfamiliar situations and also demonstrate insider/outsider dynamics in group situations.</p> <p><u>Approaching Differences Model</u>: Introduction of a model that highlights the physiological responses of humans to unfamiliar settings</p> <p><u>Video Clip</u>: 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</p>

	<p>scene.</p> <p><u>Homework</u>: Recall and write down an experience with ambiguity and your personal response.</p>
Lecture Day 2 Morning	<p><u>Share Homework</u>: Discuss homework (experiences) in pairs.</p> <p><u>Iceberg Model Of Culture</u>: Visual demonstration of one model of human interaction with elements inside and outside our awareness. Examples.</p> <p><u>Model for Effective Cross-Cultural Interaction</u>: Presentation of model that demonstrates awareness of self, awareness of others, and strategies to bridge cross- cultural differences.</p> <p><u>One Culture or Many</u>: Worksheet with personal reflection on the layers of culture within oneself.</p>
Lecture Day 2 Afternoon	<p><u>Marshmallow Challenge</u>: 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.</p> <p><u>Intercultural Dimensions</u>: Presentation of five dimensions that vary across cultures. Illustration with instructor examples:</p> <ol style="list-style-type: none"> 1. Individual and Collective 2. Direct and Indirect Communication 3. Egalitarian and Hierarchical 4. Risk and Certainty 5. Task and Relationship <p>Each student plots his/her location on each of these dimensions (self-awareness).</p> <p><u>Feedback</u>: Instructors collect student feedback on course mid-way.</p>
Lecture Day 3 Morning	<p><u>Country Profiles</u>: Illustration of the five intercultural dimensions using the country profiles for the United States and China.</p> <p><u>Introduce DIVE model</u>: Teach the model that includes: Description, Interpretation, Verification and Evaluation to be used in ambiguous situations.</p>
Lecture Day 3 Afternoon	<p><u>DIVE in teams</u>: Students travel to three locations in Berkeley and on campus to practice using the DIVE model.</p> <p><u>Debrief</u>: Class discussion on the findings from the DIVE activity. Link the class findings to principles of leadership.</p> <p><u>Homework</u>: Complete the DIVE activity individually using one event from the upcoming weekend. Write a reflection paper.</p>
Lecture Day 4 Morning	<p><u>Class Discussion</u>: Share reflection papers and explore shared themes in papers.</p> <p><u>Values</u>: Lecture on how values influence behavior and leadership style.</p> <p><u>Proverb Activity</u>: In pairs, analyze proverbs from around the world distilling the values underlying the proverb as well as behavior that could result from those values.</p> <p><u>Leadership and Values Lecture</u>: 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.</p>
Lecture Day 4 Afternoon	<p><u>Global Leadership Simulation</u>: Experiential activity in which leaders have to instruct teams on how to build challenging structures (under time pressure) while using particular</p>

	<p>leadership styles. Leaders must practice style-switching skills.</p> <p><u>Group Discussion</u>: Debrief of leadership activity.</p>
Lecture Day 5 Morning	<p><u>Innovation Practice</u>: Brainstorming innovative uses for objects in small groups.</p> <p><u>Demonstration of Four Leadership Styles</u>: Theater students act out four types of leadership.</p> <p><u>Leadership Style-Switching Practice</u>: 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.</p> <p><u>Lunch with UC Berkeley Students</u></p>
Lecture Day 5 Afternoon	<p><u>Discussion</u>: Class discussion of leadership practice activity. Identification of one's own leadership style and also three values that influence leadership behavior.</p> <p><u>Lateral Thinking</u>: Presentation of puzzles (visual and word puzzles) to free habitual thinking. Practice with assumptions that exist in everyday statements.</p> <p><u>Homework</u>: Take the Berkeley Innovation Index</p>
Lecture Day 6 Morning	<p><u>Team Discussion</u>: 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?</p> <p><u>Marshmallow Challenge</u>: Second round of experiential activity. Debrief of activity in terms of the process (in addition to the outcome) and teamwork.</p>
Lecture Day 6 Afternoon	<p><u>Review</u>: Summary of models, tools, theories used in course. Synthesis of Principles of Leadership and Principles of Innovation.</p> <p><u>What Makes a Good Leader?</u> Second round with new insights.</p> <p><u>Group commitments and Affirmations</u>: Sharing of personal commitments.</p> <p><u>Closing Ceremony</u>: Award of certificates and group photos.</p> <p><u>Evaluations</u></p>

项目须知

全程带队	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。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。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。		
住宿	本项目期间会全程入住伯克利附近酒店或学校宿舍。		
餐饮	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。		
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。		
WIFI	校园及酒店或宿舍内均有免费 WIFI 可以使用。		
海外保险	由主办方统一为学生购买。		
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。		
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	报名时间	2018 年 10 月 19 日之前报名	10 月 20 日至 11 月 22 日期间报名
	3 周项目费用	5280 美元	5580 美元
	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。		
	项目不含餐费；签证费，学生在海外购物、自由活动产生的费用由学生自理。		
申请条件	全日制在读本科生及研究生，品行端正。 建议英语四级高级水平或相应水平。		
项目代码	UCB/CDP/2019/冬/CIL/3		
基本申请材料	护照尺寸证件照 2 张 护照扫描件 1 份 签证所需材料将另行通知		
咨询方式	电话：028-85402116 邮箱：chengdu@xf-world.org		