

BLOCH EXECUTIVE EDUCATION

密苏里大学暑期海外交换项目 创业模拟

BLOCH EXECUTIVE EDUCATION

暑期学生交流联合培养项目草案

暑期学生交流项目简介

中国高校与密苏里大学布劳克管理学院暑期学生交流联合培养项目的建设初衷是整合国际优质教育资源，为国内合作院校的学生提供国际化的课程，而共同设计的交流项目。由密苏里大学布劳克管理学院提供课程设计与实施，由国内合作院校与布劳克高管教育中心共同管理项目设计与执行。该项目目的是培养中国学生的国际化视野，提高英文听说读写的实践能力，积累海外学习和生活经验，在海外学习专业课程，体验美国文化，为培养有竞争力的国际化人才而设计的教育项目。学生将有机会利用暑假在美国学习专业课程，体验在美国学习和生活的艰苦和乐趣，同时结交友谊，收获快乐。

I. 项目模块



暑期项目设计结合三个模块：课堂、文化、企业。学生不但在项目期间学习相应课程知识，同时在短时间内了解美国商业文化和社会文化。在企业参观环节中，培养学生直观的商业认识，将所学联系到企业的运作中去。

课堂由布劳克管理学院根据国内合作院校的需求与教学方向帮助选定 2 门课程，学生完成 2 门课、6 学分的学习。课程由 **UMKC** 教授执教。对于经双方共同开发的特设科目，可聘请 **UMKC** 或该领域专家执教。对于 **UMKC** 大学所原有的选定科目，学生可获 **UMKC** 大学学分，同时可通过两校协商转换为国内合作院校相应学时学分。对于国内合作大学提出，两校共同设计的特设科目，需进一步商定合作细节。同时在合作院校与 **UMKC** 的 2 加 2 项目中，学生可以以 **UMKC** 课程学分转换相应学分。**UMKC** 提供课程大纲和成绩单。对于文化和美国企业介绍与参观部分，**UMKC** 可提供学生学习情况报告和非官方成绩单，国内合作院校可自行决定是否转换为本校学分。

文化安排由布劳克管理学院安排设计，包括周末城市景观参观、课余活动安排、棒球赛观看、与美国学生见面交流等。

美国企业参观由布劳克管理学院联络在堪萨斯学习期间的企业参观及企业讲座等。

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II. 项目方向

A. 创新与创业方向 2 门核心课程（5-6 学分）

学生将学习创新与创业方向课程，并有机会参观创新创业企业并与美国创业者交流学习。通过



体验式学习，学习企业创立和经营过程。学生在创新式教学法中学习知识，包括根据现实商业创业设计的企业创业模拟游戏。在游戏中，学生将体验到类似实际创业过程的体验，棘手的市场营销战略、广告投放、甚至是资金管理，学生将通过与不同背景的团队共同协作，挑战困难，创立公司并模拟运营。同时，通过创意创新课程的学习，开动大脑，训练学生逐渐适应美国的课堂教学法，适应全英文授课环境，通过创新课程的学习培养思维能力。

在该方向的学习中，学生将会深入的了解到美国创新与创业的理论及实践，并能将这种思维应用在未来的学习生活及工作中去。

创新与创业方向学生收获

- 了解美国创新与创业的理论 and 实践
- 增加对商业概念和创业的理解和实践能力
- 与优秀的教授和商业创新或创业者交流
- 体验创新学习方法，包括体验式学习或案例学习
- 融入到团队中去
- 培养英文沟通和演讲能力
- 了解和体验美国文化和生活
- 提高英文听说读写的能力
- 培养海外生存能力

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III. 项目推广与执行

A. 项目推广

- 本联合培养项目由中国院校负责前期宣传与推广，布劳克管理学院负责提供推广宣传所需的项目照片和项目报告等资料用以协助项目宣传和推广。
- 该项目招生时间建议为每年秋季 9 月 20 日至次年 3 月 31 日截止。尽早的项目招生与申请将有利于学生尽早获得签证而节省国际航空费用与美国境内航空费用。
- 国内合作院校将不晚于 3 月 15 日帮助学生整理好申请材料并递交申请材料（申请表、申请费、学生本人护照复印件、资金证明/银行存款证明-6000 美金）
- 每年 4 月，国内合作院校组织对于暑期出国学生进行签证培训和行前培训。布劳克管理学院可协助提供视频课程。
- 学生将不晚于 5 月获得美国签证 (F 签证)
- 本项目招生人数不少于 30 人，如人数不足，则该项目将与其他院校暑期创业项目合并

B. 项目执行

本联合培养项目由布劳克高管教育负责执行。执行标准如下：

- 学生将在 8 月 1 日之前入住学校学生宿舍，2 人一间，房间内有空调、冰箱和微波炉，24 小时热水
- 学生将在 8 月 1 日至项目截止前入住假日酒店或同级酒店，3 人一间，房间内有电视、空调，24 小时热水，网络，酒店内设洗衣房，游泳池，健身房
- 交通接送为校车接送（机场接送、周末及平日项目活动安排接送）
- 学生可使用 UMKC 图书馆、健身房等娱乐设施
- 项目费用包含在堪萨斯期间的活动费用，景点门票，比赛门票等
- 项目执行过程中，对学生的管理工作如准时参加课程和活动、遵守美国法律及校园规章制度等将由本校随行老师管理。



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IV. 项目费用

- A. 项目总费用：\$4950 (项目费用包括申请费、学费、学分费用、学生健康保险、管理费、伙食费 (早中晚餐)、交通费、住宿费、学杂费、景点门票等)
- B. 项目收取明细

其中项目费用明细，请参考下方海外项目报价表：

创业项目费用明细

Entrepreneurship Program Fees

Item	Price/Student	Comments
Land Travel and Lodging in Kansas City 堪萨斯期间的交通住宿费	USD \$2610	Includes lodging, taxes, event tickets, ground transportation. 含住宿费、课程与活动安排交通费、接机费用、税、活动门票
Tuition 学费	USD \$6000 USD \$2280	Includes study materials, tuition fee, company visits and guest lectures customized for students. 含学费 (含学分费用)、学杂费 (学习资料、与学习相关的公司参观安排费等) 本项目学费可获\$3720 奖学金减免
Technology 软件与网络	USD \$60	Includes Wi-fi and simulation software. 包含无线网络费、模拟软件费
Program Management 项目管理	USD \$450	Includes application fee to UMKC, student health insurance and management fee 含申请费、保险费、管理费 本项目可获\$450 管理费减免
Total Price (per student) 项目费用总计 (每人)	USD \$4950	

* 项目学生人数不少于 30 人，少于 30 人，则项目费用将有变动。

The above program fee requires a minimum of 30 participants.

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布劳克管理学院荣誉及排名

布劳克管理学院创新与创业

- 被创业家教育组织提名为全美本科创业教育示范项目前 26 位
- 荣获美国国家创业协会 2 项大奖：跨学科创业项目最佳活动奖和企业创业卓越贡献奖

非盈利管理公共管理硕士

- 被美国新闻与世界评论评为全美前 25 位

Executive MBA:

- 被金融时代杂志评为全美职业影响力排名第 1 位的公立大学



关于此项目如您有任何问题，请联系我们。

Huan Ding

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BLOCH EXECUTIVE EDUCATION

University of Missouri-Kansas City, Henry W. Bloch School of Management

OUR MISSION

The Henry W. Bloch School of Management develops purposeful, entrepreneurial and innovative leaders to meet changing global demands, and advances knowledge and practice through excellent teaching, scholarship, outreach and service.

OUR VISION

The Henry W. Bloch School of Management aspires to be Kansas City's nationally and globally preeminent school of management focusing on entrepreneurial and innovative thinking as the foundation for transforming talent and achieving sustainable growth in for-profit, public and nonprofit enterprises.

PRESTIGE

The Bloch School is the only fully accredited school of both business and public administration in the greater Kansas City area, located on a beautiful campus beside Kansas City's famous Country Club Plaza. The Bloch School is nationally ranked, with distinction in a wide range of specializations, from entrepreneurship and innovation to real estate and nonprofit management.

The School's excellence in key areas has been recognized through recent rankings: The Institute for Entrepreneurship and Innovation was ranked among the top 25 graduate entrepreneurship programs in the nation by the Princeton Review; The Master of Public Affairs' Nonprofit Management concentration is ranked among top 25 in the country by U.S. News & World Report; the Bloch Executive MBA was ranked No. 1 for career impact among U.S. public universities by Financial Times.



CONNECTED

In 1986 the school received an endowment from Henry Bloch, co-founder of H&R Block, and in recognition the school was named in his honor. Throughout its history and today, the school maintains close connections to the business and civic community. We consult with local leaders about the skills that they need from Bloch graduates, and those skills are found in our curricula across undergraduate and graduate degrees, executive education and certificate programs. More than 13,000 Bloch alumni live and work in the greater Kansas City area, forming a powerful network.

WORLD-RENOWNED FACULTY

The Bloch School is known for its very diverse and accomplished faculty. Nearly all of our full-time faculty members hold PhDs or doctoral equivalents.

BLOCH EXECUTIVE EDUCATION

Bloch is home to two of the world's top scholars in innovation management as well as founder of Harvard University's National Center for Educational Leadership. Bloch faculty publish extensively in top journals, write internationally acclaimed books and are in demand to advise and consult with leading corporations, governmental agencies and nonprofit organizations across the nation and around the world.



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附 2014 暑期项目照片



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2014 暑期项目课程表

Entrepreneurship Program July 15-Aug 6 2014			
Tuesday, July 15, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
	Arrive Kansas City, UMKC		
	Pick up and adjustment	Pick up and adjustment	Program Assistant
Wednesday, July 16, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
	Program Orientation	Welcome and Program Orientation	Bloch School of Management Executive Education Staff and ISAO staff
		Program Rules and American Culture	Student Advisor
		Campus Tour	Bloch School of Management Executive Education Staff
Thursday, July 17, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT 215	ENT 215	IEI
1:00-3:30	ENT 215	ENT 215	IEI
3:30-5:30	Hallmark company visit	Hallmark company visit	Bloch School of Management Executive Education Staff
Friday, July 18, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT 215	ENT 215	IEI
1:00-3:00	ENT 215	ENT 215	IEI
3:15-5:15	ENT 215	ENT 215	IEI

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<i>Saturday, July 19, 2014</i>			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
10:00-4:00	Cultural Tour	Legends Outlet	Bloch School of Management Executive Education Staff
<i>Sunday, July 20, 2014</i>			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	Free and Easy		
<i>Monday, July 21, 2014</i>			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT 215	ENT 215	IEI
1:00-3:00	ENT 215	ENT 215	IEI
3:15-5:15	ENT 215	ENT 215	IEI
<i>Tuesday, July 22, 2014</i>			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT 215	ENT 215	IEI
1:00-3:30	ENT 215	ENT 215	IEI
3:30-5:00	Wal-Mart Tour	Wal-Mart Tour	Program Staff
<i>Wednesday, July 23, 2014</i>			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-10:00	1 Million Cups at Kauffman Lab (9:00am-10:00am) & Debriefing	1 Million Cups at Kauffman Lab (9:00am-10:00am) & Debriefing	Bloch School of Management Executive Education Staff
10:00-11:00	1 Million Cups	Warp up 1 Million Cups	Huan
1:00-3:30	ENT 215	ENT 215	IEI

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3:30-5:30	ENT 215	ENT 215	IEI
Thursday, July 24, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT 215	ENT 215	IEI
1:00-4:00	ENT 215	ENT 215	IEI
7:00-9:00	Baseball Game	Baseball Game	Program Staff
Friday, July 25, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:30-11:30	Visit H&R Bloch	Visit H&R Bloch	Program Staff
1:00-4:00	ENT 215	ENT 215	IEI
4:00-5:00	ENT Simulation	ENT Simulation reading assignment	Program Staff
Saturday, July 26, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
	Kansas City Zoo	Kansas City Zoo	
Sunday, July 27, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
	Free and Easy	Free and Easy	
Monday, July 28, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT Simulation	ENT Simulation	IEI
1:00-3:30	ENT Simulation	ENT Simulation	IEI
3:45-5:15	Wal-Mart Trip	Wal-Mart Trip	Program Staff



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Tuesday, July 29, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT Simulation	ENT Simulation	IEI
1:00-5:00	Corporation Visits	Cerner	Program Staff
Wednesday, July 30, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	1 Million Cups at Kauffman Lab (9:00am-10:00am) & Debriefing	1 Million Cups at Kauffman Lab (9:00am-10:00am) & Debriefing	Bloch School of Management Executive Education Staff
1:00-3:30	ENT Simulation	ENT Simulation	IEI
Thursday, July 31, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT Simulation	ENT Simulation	IEI
Afternoon	Free and Easy	Free and Easy	NA
Friday, August 01, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT Simulation	ENT Simulation	IEI
Afternoon	Crown Center	Crown Center	Bloch School of Management Executive Education Staff
Saturday, August 02, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
10:00-14:00	Movie/College Basketball	Movie/College Basketball	Bloch School of Management Executive Education Staff
3:00-4:00	Cultural Tour	Grocery Shopping	Bloch School of Management Executive Education Staff
Sunday, August 03, 2014			

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Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	Free and Easy	Free and Easy	NA
Monday, August 04, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT Simulation	ENT Simulation	IEI
1:00-4:30	Team Work	Team Work	IEI
Tuesday, August 05, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
9:00-11:30	ENT Simulation	ENT Simulation	IEI
1:00-3:30	ENT Simulation	ENT Simulation	IEI
3:30-5:30	Business and Culture	Presentation	Huan
5:00-7:00	Program Graduation	Program Graduation	Faculty and Staff
Wednesday, August 06, 2014			
Time 时间	Topic 课题	Description 简介	Speaker 讲师
	Departure Kansas City, UMKC		