2018年切斯特大学暑期“全球视野下的创新与创业”本科游学项目日程安排（参考）

**2018 Innovation & Entrepreneurship in Global Context**

 **proposed programme schedule**

注：以下安排会根据具体情况做出相应调整，并提前告知学员

Note: this is proposed schedule and is subject to changes, all changes will be notified in advance

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| **主题周1：创业创新理论与技能****Week 1: Innovation and Entrepreneurship: Theories and Skills** |
| Day 1第一天16 July | Day 2第二天17 July | Day 3第三天18 July | Day 4第四天19 July | Day 5第五天20 July | Day 6第六天21 July | Day 7第七天22 July |
| 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast |
| AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 |
| Arrival &Settling In曼彻斯特机场接机与入住 | LectureInnovation and Entrepreneurship Theories课程：创新与创业理论 | LectureEntrepreneurial thinking, creativity and innovation课程：创业精神， 创意及创新 | LectureEnterprise skills, Attitude & personality课程：创业心理：技巧，心态及性格 | Themed SeminarReputation Management Professor Gary Davis主题讲座：声誉管理 | Field TripBBC tour at Manchester Media City企业调研：参观英国广播公司及曼彻斯特传媒城 | Field TripLiverpool:Pier Head, Beatles in Liverpool Museum城市调研：参观利物浦、外滩、利物浦博物馆以及披头士展 |
| 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm |
| PM 1:30-5:00 | PM 1:30-5:00 | PM1:30-5:00 | PM 1:30-5:00 | PM 1:30-5:00 | PM 1:30-5:00 | PM 1:30-5:00 |
| WelcomeProgramme Introduction欢迎仪式及课程介绍 | Field TripRoman Wall, Tudor Black and White Houses & Chester Grosvenor Museum户外调研：千年罗马古城切斯特城市参观、百年都铎式黑白房屋与切斯特博物馆 | WorkshopInnovation and Entrepreneurship Case study and class exercises学习工作坊：创新创业案例分析及课堂练习 | English & CultureChester Little Theatre –Communication and Presentation skills (I)英语与文化：切斯特小剧院：英语演讲及表达技巧训练 (1) | WorkshopAssessing individual entrepreneurial self学习工作坊：评估个人创业心里，知识及条件 | Field TripManchester Tour城市调研：曼彻斯特城市游 | Field TripTate Art Gallery & China Town泰特艺术画廊与利物浦唐人街 |
| 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner |

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| **Week 2: Entrepreneurial practice and resources****主题周2：创业实践与资源** |
| Day 8第八天23 July | Day 9第九天24 July | Day 10第十天25 July | Day 11第十一天26 July | Day 12第十二天27 July | Day 13第十三天28 July | Day 14第十四天29 July |
| 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast | 8:00-9:00早餐Breakfast |
| AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 9:30-12:30 | AM 8:00-9:00 |
| LectureMarket opportunity and generating new business idea课程：寻找及创造创业机会 | Field TripCompany visit企业参观(待定) | LectureEntrepreneurial Marketing课程：创业营销 | Field tripCambridge University参观剑桥大学 | London TourHouse of Parliament, London Eye, Downing Street, Buckingham Palace城市调研：英国国会大厦；伦敦眼，白金汉宫等 | Course Assessment and student Presentation课业考核与学习成果展示Certificate Award证书颁发 | Field TripEaton HallDuke of Westminster’s Residence户外实践：杜克公爵庄园参观 |
| 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm | 午餐Lunch12:30-1:30pm |
| PM 1:30-5:00 | PM 1:30-5:00 | PM1:30-5:00 | PM 1:30-5:00 | PM 1:30-5:00 | PM 1:30-5:00 | PM 1:30-5:00 |
| Guest SpeakerStarting and growing an international business嘉宾演讲：创立国际企业 | English & CultureChester Little Theatre –Communication and Presentation skills (II)英语与文化：切斯特小剧院：英语演讲及表达技巧训练 (II) | Field TripChester StoryHouse Cultural Centre-Creative Economy企业调研：创意经济 | Field tripCambridge University参观剑桥大学 | London TourStudents can choose to visit famous shopping area such as Oxford Street, Harrods城市调研：访问谷歌大厦和牛津街与哈罗德等购物街区Return to Chester | Field TripChester Racing户外调研：英国历史最悠久的切斯特赛马会 | Field TripEaton HallDuke of Westminster’s Residence户外实践：杜克公爵庄园参观Packing-up行前准备 |
| 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner | 晚餐Dinner |