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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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 | Lecture  Innovation and Entrepreneurship Theories  课程：创新与创业理论 | Lecture  Entrepreneurial thinking, creativity and innovation  课程：创业精神， 创意及创新 | Lecture  Enterprise skills, Attitude & personality  课程：创业心理：技巧，心态及性格 | Themed Seminar  Reputation Management Professor Gary Davis  主题讲座：声誉管理 | Field Trip  BBC 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 Trip  Liverpool:  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Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm |
| 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 |
| Welcome  Programme Introduction  欢迎仪式及课程介绍 | Field Trip  Roman 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 | Workshop  Innovation 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 & Culture  Chester 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) | Workshop  Assessing individual entrepreneurial self  学习工作坊：评估个人创业心里，知识及条件 | Field Trip  Manchester Tour  城市调研：曼彻斯特城市游 | Field Trip  Tate 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 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **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 |
| Lecture  Market opportunity and generating new business idea  课程：寻找及创造创业机会 | Field Trip  Company visit  企业参观(待定) | Lecture  Entrepreneurial Marketing  课程：创业营销 | Field trip  Cambridge University  参观剑桥大学 | London Tour  House 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 Trip  Eaton Hall  Duke of Westminster’s Residence  户外实践：杜克公爵庄园参观 |
| 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm | 午餐Lunch  12:30-1:30pm |
| 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 Speaker  Starting and growing an international business  嘉宾演讲：创立国际企业 | English & Culture  Chester 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 Trip  Chester StoryHouse Cultural Centre-Creative Economy  企业调研：创意经济 | Field trip  Cambridge University  参观剑桥大学 | London Tour  Students 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 Trip  Chester Racing  户外调研：英国历史最悠久的切斯特赛马会 | Field Trip  Eaton Hall  Duke 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 |