



Global Leadership Program Overview for BNU Business School (2019 Winter)

Study Abroad at UCLA

Your Pathway to American Education

Certificate Programs for BNU Students

Greetings from UCLA!

We are pleased to welcome you to UCLA Global Leadership Program.

UCLA Global Leadership Program are among our most attractive study options for international students and professionals.

Advantages of our certificate programs include:

- **UCLA:** The University of California, Los Angeles (UCLA) has name-recognition throughout the world.
- **Practical Perspective:** Most of our instructors are working professionals who give you a practical perspective on day-to-day realities of each field of study.
- **Studying with Americans:** International participants receive the same high level of instruction.
- **Cross-cultural Understanding and Language Proficiency:** Living in Los Angeles, studying at UCLA, and experiencing American life will improve your proficiency in English and your cross-cultural awareness.

We look forward to welcoming you to UCLA Global Leadership Program.

Location

Southern California is a land of contrasts, with sunny beaches, wild-west deserts, lush gardens, and snow-capped mountains.

- Not far from Las Vegas and the Grand Canyon, the region boasts such attractions as Disneyland, Sea World, and Universal Studios. Santa Barbara, Palm Springs, and San Diego are just a short drive away.

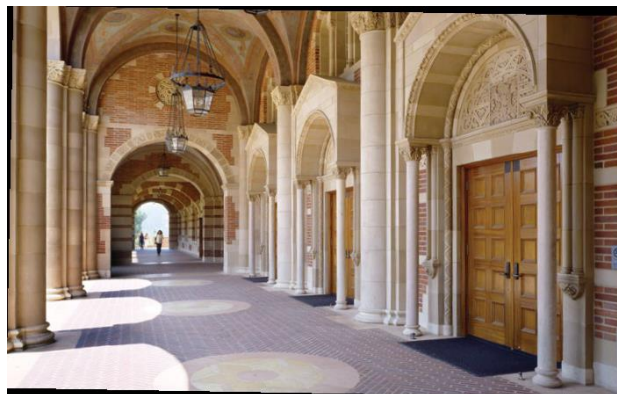
Los Angeles (L.A.) is a cosmopolitan city, an exciting center of entertainment, business, and recreation.

- In addition to legendary Hollywood studio, it is the hometown of dozens of stage productions with famous actors from film and TV. L.A.'s concert venues like the Hollywood Bowl, Staples Center and Nokia Theatre host major music events, and has more than 100 museums, featuring the work of world-renowned artists, architects, and designers. The city also hosts several professional sports teams including the L.A. Lakers and the L.A. Dodgers.

- The sports stadiums can be accessed by the L.A. public transportation system. As one of the major fashion centers in the U.S., L.A. is known for shopping destinations such as Beverly Hills, Century City, the Beverly Center, and Santa Monica Third Street Promenade.
- Los Angeles features large Hispanic, Asian, Eastern European, and Middle Eastern communities—all with their own local neighborhoods and cuisines.

Westwood Village is the “hometown” of UCLA.

- It features theaters, shops, markets, museums, and a variety of restaurants at all prices, including many types of fast food, Asian noodle shops, Middle Eastern specialties, French pastry, elegant continental, and California cuisine.
- Westwood Village is also one of the safest and most comfortable places to live in Los Angeles. Surrounded by the UCLA campus and Bel Air, L.A.’s most posh neighborhood, Westwood Village is only a short bus ride away from Beverly Hills, Santa Monica, and the beach.



Program Overview

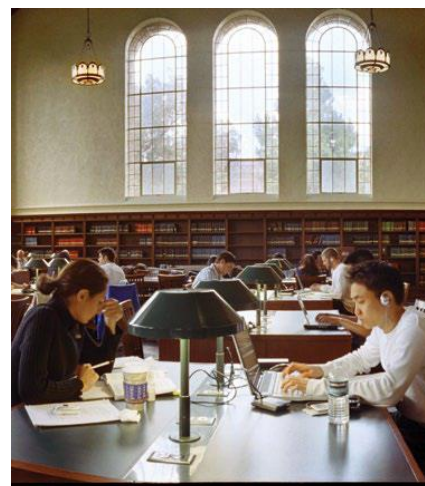
Summary:

The program is to help students establish business international perspective. Focus on American culture and business communication/ Major course.

Student will participate 8 sessions (25hours) lectures and 10 hour activity in this program while gain understanding of cross-culture business and business globalization, and show their views and opinions in classes. The program will arrange business visits for in-depth understanding of the operation of American enterprises. At the end of the courses, students will gain a certificate issued by UCLA extension.

- **8 sessions (25hours) lectures including:**
- **American culture and business communication**

In the business world, writing clear, concise, and comprehensible copy is critical to success. For those with limited business experience, this course provides the opportunity to improve communication in a business setting.



Please take one of the three courses in the following as your major course.

- **Understanding of Entrepreneurship and innovation management MGMT X 497.52**

Small Business, Big Opportunity. This course surveys the factors essential for turning a "great idea" into a successful business and explores various benefits/costs of sole proprietorships, partnerships, corporations, and franchises. Topics include market surveys; site analysis; permits and licenses; patents and protection of ideas; risk management; legal requirements and regulations; capital requirements and financing sources; determining the costs and prices of goods and services; advertising and marketing; record keeping; and lines of credit and cash flow requirements.

- **Blockchain Business Applications MGMT X 497.41**

This course lays the foundation to gaining competitive advantage in the Blockchain space by providing an understanding of the competitive implications and business opportunities of Blockchain technology.



- **Connective Leadership for the 21st Century MGMT X 493.11**

The 21st century has ushered in a new wave of management development and leadership practices. This course presents new leadership models needed to collaborate, coordinate, and work within current global contexts.

- **12 Hours Culture activity: transport by private bus or public traffic**

- ✓ **Getty Art Center**
- ✓ **Beverly Hills and Hollywood**
- ✓ **Santa Monica seaside**
- ✓ **College league basketball game**

- **2 Company visit: UCLA incubator and Warner Brothers studio**

Guider for Program Schedule:

- **Register:** Register the participant's name and passport information to complete the registration of enrollment before the deadline. **Enroll fee is \$90 and No refund in any case. For this program you would better complete the register by the end of the 31th oct 2018.**
- **Tuition fee:** The total cost for the Program for each participant is **\$3,280**. The minimum number of students for this cost is 15 participants. If the number of the participants is below this number, the cost would have to be revaluated. Please Note that each participant is only accepted after completing the payment. The latest payment date is 30th Nov 2018.
- **Accommodation (optional):** Accommodation is OPTIONAL. Reservation Fee is \$1,450 including breakfast (13night 4 bedroom)/ \$1,850 including breakfast (13night 2 bedroom or house). The location is in the campus apartment or similar house with walking distance from classroom. Please pay it with the tuition fee.
- **Invitation letter:** Formal invitation letter are provided by UCLA extension, sometimes sent by the program team. Applicants have to apply and gain a correctly visa to the U.S. Embassy & Consulates in China before departure.
- **Travel Arrangements:** Although the visa rejection is a low probability, but we still strongly recommend you to arrange the trip after obtain a valid visa in order to avoid unnecessary loss.



Welcome from the UCLA

Greetings from the University of California, Los Angeles (UCLA). We are pleased to welcome you to Study Abroad at UCLA.

Program Schedule:

Week 1

DAY	D1	D2	D3	D4	D5	D6	D7
TIME	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00-12:00	Arrival at Los Angeles international airport, pick up from the UCLA project to UCLA dormitory or hotel, get familiar with the environment and adjust the time difference Food: self-care Accommodation: unified arrangement of UCLA dorms or separate villas	Opening ceremony: The welcome ceremony starts at 9 o'clock. The project representative will tell UCLA about the introduction, project arrangement and speech, and have a welcome breakfast together.	Lecture: American Culture and business Communication 1	Lecture: American Culture and business Communication 2	Lecture: American Culture and business Communication 4	Visit: UCLA INCUBATION	FREE TIME
LUNCH		LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	
13:00-16:00		Activities: visit the campus of UCLA, explained the campus security and application specifications, and signed campus security protocols.	Cultural activities: Visit the getty art center, one of the world's richest art institutions.	Lecture: American Culture and business Communication 3	Cultural activities: Visite Beverly hill and hollywood	Free time	

Week 2

DAY	D8	D9	D10	D11	D12	D13	D14
TIME	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00-12:00	Free time	Lecture: Major Course 1	Lecture: Major Course 3	Visit :Warner Brothers studio	Lecture: Major Course 4	Close ceremony and certificate presentation	Departure
LUNCH		LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	
13:00-16:00		Lecture: Major Course 2	Cultural activities: College league basketball game& Santa Monica seaside	Visit :Warner Brothers studio	Presentation and report	Free time	

* The course schedule may be adjusted according to the actual situation, and the final version shall prevail.

Campus Life

Situated on 419 acres, the picturesque, park-like UCLA campus includes 174 buildings in a variety of architectural styles, as well as museums, sculpture gardens, fountains, and green spaces.

After a day of studying, you can cheer on the UCLA Bruins at one of many athletic events. UCLA leads the U.S. in National Collegiate Athletic Association (NCAA) awards, so



the UCLA motto is not surprising, "UCLA: Champions Made Here!"

Popular sports include:

American football, basketball, soccer, track and field, volleyball, gymnastics, baseball, and softball.

UCLA is the first campus in the UC system to adopt a smoke-free and tobacco-free environment for students, faculty, and staff. The use of cigarettes, cigars, chewing tobacco and all other tobacco products, as well as electronic cigarettes, is not

permitted on campus.

