



CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

Global Education Institute

College of the Extended University

---

# CAL POLY POMONA

---

## **Winter 2018 University Student Innovation & Entrepreneurship Development Program**

2018 冬季  
大学生创新创业能力发展项目

February 1 – 14, 2018 (2 weeks)

**California State Polytechnic University, Pomona**  
**加州州立理工大学 (Pomona)**

3801 West Temple Avenue, Building 220B-232, Pomona, CA 91768 Telephone (909) 869-2276 Fax (909) 869-5077

THE CALIFORNIA STATE UNIVERSITY Bakersfield, Channel Islands, Chico, Dominguez Hills, East Bay, Fresno, Fullerton, Humboldt, Long Beach, Los Angeles,  
Maritime Academy, Monterey Bay, Northridge, Pomona, Sacramento, San Bernardino, San Diego, San Francisco, San Jose, San Luis Obispo, San Marcos, Sonoma, Stanislaus



## PROGRAM SCHEDULE 项目日程

### Day 1 – Thursday, 2/1/2018



Arrival at Los Angeles International Airport, Airport Pickup, Check-In, Open, Getting Comfortable and Learning to Get Around

抵达洛杉矶，接机、入住酒店、熟悉周边环境

### Day 2 – Friday, 2/2/2018 – Pomona

9:00AM–10:00AM

**Campus Tour**

校园参观

10:00AM-10:30AM

**CPP & Program Introduction**

大学及项目介绍

10:30AM-11:30AM

**Orientation**

项目须知

11:30AM-12:00PM

**Welcome Ceremony**

开学典礼

12:00PM-2:30PM

**Activity: Fun Lunch & Scavenger Hunt**

活动：趣味午餐及校园寻宝

近距离体验美国校园生活，与美国学生一起享用午餐，在熟悉校园的同时，练习用全英文与美国学生交流。

2:30PM-4:30PM

Location: CPP Campus

**Visit Arabian Horse Center, Regenerative Center, and**

**Farm Store**

参观阿拉伯马场、再生能源中心、农产品商店

### Day 3 – Saturday, 2/3/2018 – Weekend

8:00AM-11:00PM

Disneyland Theme Park

迪斯尼主题公园

### Day 4 – Sunday, 2/4/2018 – Weekend

9:00AM-7:00PM

Universal Studios

环球影城

### Day 5 – Monday, 2/5/2018 – Pomona

9:00AM-12:00PM

**Lecture: Leadership 101**

讲座：领导力 101



学生将在本堂课中学习领导力的特质和技巧，并探索每个人的领袖类型。本课堂上学生将根据每人独特的领袖类型分组，每个小组思考并讨论如何开办自己的创新创业公司，以及如何研发本公司独特产品，作为项目结业作品。

1:00PM-3:00PM

**Activity: Social Mixer with Successful Alumni Entrepreneurs**

**活动：与成功校友企业家研讨活动**

3:30PM-4:30PM

**Visit with Center for Entrepreneurship and Innovation**  
**参观 CPP 商学院创新创业中心**

**Day 6 – Tuesday, 2/6/2018 – Pomona**

9:00AM-12:00PM

**Lecture: Entrepreneurship in the U.S.**

**讲座：美国的创业精神**

理解“创业”的基本概念，了解美国的创业精神，学习创业的精华和成为一名企业家所需的品质。涵盖美国创业现状以及机遇和挑战。

2:00PM – 4:00PM

**Workshop: Marketing for Startups**

**研讨会：创业公司营销**

通过从分析客户需求，市场细分，达成协议，市场竞争，营销策略和市场拓展几个方向来讲述如何为创业公司营销。了解市场营销的基本法则和数字化营销的利弊。

**Day 7 – Wednesday, 2/7/2018 – Pomona**

9:00AM-12:00PM

**Lecture: eBusiness**

**讲座：电子商务**

电子商务是这个世纪商业模式中的后起之秀，介绍电子商务在各大行业中的应用，剖析全球电子商务的发展趋势以及面临的问题。开拓创新思维，如何在竞争激烈的电子商务项目中创新和崛起。

2:00PM – 4:00PM

**Lecture: Entrepreneurial Leadership**

**讲座：创业领导力**

建立起领导力对企业可持续发展力的重要性的意识，讲述人才管理的关键原则以及如何提高人力资本的效率。本课堂上，每个小组会在授课老师的带领下细化、完善本组的结业作品。



**Day 8 – Thursday, 2/8/2018 – Pomona**

9:00AM – 12:00PM

**Lecture & Workshop: Intercultural Communication Skills in Global Business**

讲座及研讨会：国际贸易中的跨文化交流技巧

- **Business Writing 商务写作**
- **Business Negotiation 商务谈判**

简述在国际工作场所中能让你脱颖而出的话题和语言。通过针对商业英文写作的探索，学习必备商务英语词汇和概念，了解商务谈判技巧。

2:00PM-4:00PM

**Workshop: Design Thinking**

研讨会：设计思维

在任何一个机构的任何一个阶层，设计思维都能帮助你成为一位富有创新思维的思想者。这节课概观设计思维的基本理念，并帮助你理解如何使用设计思维解决问题。

**Day 9 – Friday, 2/9/2018 – Pomona**

9:00AM-12:00PM

**Campus tour with UCLA**

参观加州大学洛杉矶分校

1:00PM-3:00PM

**Visit with a Start-up company in L.A.**

实地考察洛杉矶本土创业公司

实地考察创业公司并与企业家座谈，体验创业公司文化，了解创业公司的管理、运营模式及理念。

**Day 10 – Saturday, 2/10/2018 – Weekend**

9:00AM-7:00PM

**Shopping in Factory Outlets**

工厂直销店购物

**Day 11 – Sunday, 2/11/2018 – Weekend**

9:00AM-7:00PM

**San Diego Sea World**

圣地亚哥海洋世界

**Day 12 – Monday, 2/12/2018 – Pomona**

9:00AM-12:00PM

**Lecture: Creativity and Entrepreneurship**

讲座：创新与创业

如何发现新思路、新产品、新服务，更新更好的方法做事情。如何将这些想法转换成切实可行的产品或服务、制定



成功的商业战略、建立独特的价值定位并将创新方案与现有产品进行比较。

2:00PM-4:00PM

**Lecture: Funding Sources for Startups**

**讲座：创业伊始的资金来源**

了解多种不同的资金来源，学习基础财务知识和资本结构。阐述创业融资前需要做的准备工作，就商业计划书的专业、融资金额等融资前创业者面临的现实问题进行解答。针对融资时易出现的错误和困惑指出应对方法。

**Day 13 – Tuesday, 2/13/2018 – Pomona**

9:00AM-12:00PM

**Final Presentation: Showcase your Business**

**结业演讲：展示你的创业公司**

12:00PM-1:30PM

**Lunch & Round Table Discussion with Students from College of Business Administration**

**与 CPP 商学院学生一起共进午餐，并进行圆桌讨论**

2:00PM-3:00PM

**Visit with iLab (Student Innovation Idea Lab)**

**参观 CPP 学生创新实验室**

3:00PM-3:30PM

**Graduation Ceremony**

**毕业典礼**

4:30PM-5:00PM

**Farewell Dinner**

**欢送晚宴**

**Day 14 – Wednesday, 2/14/2018 – Pomona**



**Departure for home country**

**回国**

*The above schedule is subject to change with prior notice.*

**Contacts:**

Lisa Xue,  
Director of Global Education Institute  
Tel: 909-869-2276  
Cell: 714-307-0566  
[yxue@cpp.edu](mailto:yxue@cpp.edu)

Vivienne Shen, Ed.D.  
Program Developer/Manager of Global Education Institute  
Tel: 909-869-2256  
Cell: 714-253-6601  
[xshen@cpp.edu](mailto:xshen@cpp.edu)



CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

Global Education Institute

*College of the Extended University*

Nelson Pizarro, Ph.D.  
College of Business Administration  
Tel: 909-869-2347  
[npizarro@cpp.edu](mailto:npizarro@cpp.edu)

California State Polytechnic University,  
Pomona  
3801 W. Temple Ave.  
BLDG. 220A-203  
Pomona, CA 91768  
Fax: 909-869-5077

3801 West Temple Avenue, Building 220B-232, Pomona, CA 91768 Telephone (909) 869-2276 Fax (909) 869-5077

THE CALIFORNIA STATE UNIVERSITY *Bakersfield, Channel Islands, Chico, Dominguez Hills, East Bay, Fresno, Fullerton, Humboldt, Long Beach, Los Angeles, Maritime Academy, Monterey Bay, Northridge, Pomona, Sacramento, San Bernardino, San Diego, San Francisco, San Jose, San Luis Obispo, San Marcos, Sonoma, Stanislaus*