

CAMBRIDGE BUSINESS TRAINING

Executive Program



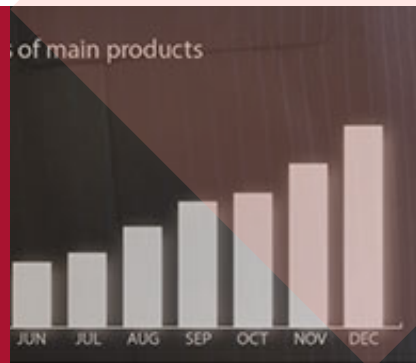
**Harvard
University -
Cambridge, MA**



1 Broadway, 14th Floor Cambridge, MA 02142

(01) 800-675-7531

www.excelmors.com



COURSE OBJECTIVES

Program Highlights

- The global economic outlook and impact - 2018 and beyond
- Strategic planning in a global age
- Negotiation and the 21st century business leader
- Explore Harvard University
- Creative disruption for business leaders
- Communication is crucial in business



Welcome to Cambridge Business Training

This high-impact business academy provides future entrepreneurs and innovators with a crash course in modern day business methodology to refine the skills needed to succeed in the 21st century marketplace. Rigorous coursework and experiential training conducted by leading experts

in business theory and practice will challenge executives to think clearly about real world commercial opportunities. Executives will then work as teams to develop innovative new business models that will meet these needs and transform our modern world.

LECTURE ONE

The Global Economic Outlook and Impact - 2018 and Beyond

Discuss contemporary politics, economics and policy related to international business, including an in-depth analysis of industrial development, foreign investment, and global trade policy. In addition, learn how decision-making is affected by GDP, inflation, unemployment, interest and exchange rates. Be prepared for the future.

Wanted More

"I wish I could have stayed even longer to continue exploring the topics and discussing new ideas with the professors."

*Mr. Chen Feng, General Manager
Guangzhou Jingde Auto Parts Co., Ltd.*



LECTURE TWO

Strategic Planning in a Global Age

Explore the complex process of planning within a global economic context. Learn about how top companies plan for their futures. Topics include strategic process development, measurement and readjustments, resource allocation, competitive analysis, strategy implementation, core capability mapping and valuation. Discuss in-depth examples through a comprehensive case-study model.

Memorable Training

“Our experience with the Harvard professors was great, something to be remembered for each and every person in our group for the rest of our lives.”

*Fabio Ruggiero
Owner, Petrovino Seed Company*



LECTURE THREE

Negotiation and the 21st Century Business Leader

This course examines complex corporate deals. Break out groups will research and analyze corporate transaction case studies in order to present their most important aspects. Topics include how negotiators create and claim value through the setup, design, and tactical implementation of agreements. The course expands on the psychological, and interpersonal barriers that hinder agreements, and on the challenges faced by advisors as negotiators. The course explores the delicate balance between deal-making and dispute resolution.

Eye-Opening

“I very much enjoyed this intensive one-day training. It helped me understand the American way of thinking. At the same time we learned a lot about ourselves through American eyes.”

*Ms. Wu Xue Yuan
China Merchants Bank*



LECTURE FOUR

Explore Harvard University

The Excelorators campus tour is provided by current and/or former Harvard students and includes all areas of campus life, including classrooms, libraries, sports arenas, and dormitories. Program participants get a realistic view of the Harvard experience. The tour ends with ample opportunities to purchase the perfect souvenir of one's visit to America.

Best Training Experience

"I have traveled to the United States for training many, many times. This is the best training I ever experienced."

*Mr. Han Dechang
Deputy Director, Nankai Business School*



LECTURE FIVE

Creative Disruption for Business Leaders

Learn how to adapt and improve your company's business model through the process of Creative Disruption in order to continually respond to a changing competitive environment, Creative Disruption helps businesses identify potential areas for improvement before problems and competition arise. Topics include boom and bust cycles, the effects of globalization, capacity building, and creative recombination.

They Focused on the Practice

“The lessons I took at MIT were different than the lessons I used to take in China. The professors were wise, patient and careful. They focused on the practice, training me to to communicate with others, grasp complex issues, deal with the problems and work together with my partners.”

*Ouda Duan
CTS Corporation*



LECTURE SIX

Communication is Crucial in Business

Verbal and nonverbal communication, as well as reaction during crisis, define our effectiveness as leaders. Being a strong communicator is the most important and effective way for managers to earn trust quickly. Effective business leaders communicate across all levels of an organization and get to know those directly and indirectly involved with a business unit. This lecture demonstrates ways to break down departmental silos and create interdependency.

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Learn to build strong workplace alliances that further promote teamwork and consensus.

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Program Schedule

Lecture Topics

- **The Global Economic Outlook and Impact - 2018 and Beyond**
- **Strategic Planning in a Global Age**
- **Negotiation and the 21st Century Business Leader**
- **Creative Disruption for Business Leaders**
- **Communication is Crucial in Business**

Experiences

- **Explore Harvard University/Campus Tour**
- **Interactive Case Studies**

Corporate Visits

- **Corporate Visits with Successful Startups and Established Corporations**

HARVARD AND CAMBRIDGE



Harvard University

Harvard University is the standard by which all other research universities are measured. No school has ever challenged its position as the world's premier academic institution in the history of the Shanghai rankings. The school has produced 47 Nobel Laureates, 32 heads of state, and 48 Pulitzer Prize winners. It boasts the largest academic library in the world, as well as leading medical, law, and business schools. It has an integrated alumni network that stretches around the globe.

Boston, Massachusetts

Boston is the capital and largest city of the Commonwealth of Massachusetts in the United States. One of the oldest cities in the United States, Boston was founded in 1630 by Puritan settlers from England. It was the scene of several key events of the American Revolution, such as the Boston Massacre, the Boston Tea Party, the Battle of Bunker Hill, and the Siege of Boston. The area's many colleges and universities make Boston an international center of higher education, including law, medicine, engineering, and business, and the city is considered to be a world leader in innovation and entrepreneurship.

Cambridge, Massachusetts

Cambridge is a city in Massachusetts, across the Charles River from Boston. It's home to Harvard University and the Massachusetts Institute of Technology (MIT). At the heart of campus, grassy Harvard Yard is anchored by the neoclassical Widener Library. Harvard Square has cafes, bars and bookstores. The Harvard Art Museums comprise the Fogg, Busch-Reisinger and Arthur M. Sackler collections. Southeast is the prestigious MIT.



Nicole Gilmore

COO at Savanna, Harvard Innovation Lab Alumni, MassChallenge 2015 Finalist & 2016 Alumni-in-Residence. Nicole Gilmore is an Instructor of Economics and has extensive experience in business development both national and international.



Steve Jarding

Steve Jarding, Lecturer in Public Policy, is recognized as an expert in campaign management and political strategies. He has managed campaigns or served in senior roles for US Senators Tom Daschle (D-SD), Bob Kerrey (D-NE), Jim Webb (D-VA), John Edwards (D-NC), Tim Johnson (D-SD), and Mark Warner (D-VA). He has run National Leadership Committees for Kerrey and Edwards and has served as senior advisor to the Democratic Senatorial Campaign Committee.

To arrange this training session with Excelorators or to develop a custom program, please contact us.







Huan Zheng



Bowen Gao



K.M. Finch

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