



**Advanced Management Training Program
for E-World USA Holding, Inc.**

**美国易沃控股集团高级管理人员
美国加州富乐敦州立大学培训项目**

**(22 days)
(22 天)**

**California State University Fullerton
College of Business and Economics
University Extended Education
美国加州富乐敦州立大学
工商经济学院
继续教育学院**

PROGRAM SCHEDULE

日程安排

5/15/08 Thu. Day 1 Los Angeles-Fullerton 洛杉矶-富乐敦

Arrival at Los Angeles Int'l Airport, airport pickup, hotel check in

抵达洛杉矶国际机场、接机、入住酒店

5/16/08 Fri Day 2 Fullerton 富乐敦

9:00a.m.-11:00a.m. Campus Tour: Pollak Library, Titan Student Union, Arboretum

参观校园：Pollak 图书馆，Titan 学生会，植物园

11:00a.m.-12:00p.m. Program Orientation

Classroom: UH-205 项目介绍

2:00p.m.-4:00p.m. Overview of Typical United States Organizational Structures and Functions

Classroom: UH-205

美国政府和企业一般组织结构与功能

Speaker: Dr. David Karber, Prof. of Public Administration and Finance, Senior Academic Advisor of International Programs, Asia

授课教授：David Karber 博士，公共管理和金融学教授，国际学术交流亚洲部高级学术顾问

4:00p.m.-5:00p.m. Welcome Ceremony

Classroom: UH-205 培训班开学典礼

6:00p.m.-8:00p.m. Welcome Dinner

欢迎晚宴

Ma's Islamic Restaurant
601 E Orangethorpe Ave
Anaheim, CA 92801
Phone: 714-446-9553

5/17/08 Sat. Day 3 Weekend Activities 周末活动

5/18/08 Sun Day 4 Weekend Activities 周末活动

5/19/08 Mon Day5 Fullerton 富乐敦

9:30a.m.-12:00p.m. Corporate Leadership
Classroom: UH-207 企业领导艺术

2:00p.m.-5:00p.m. Issues of Concern to Senior Business Executives in the United States Today.
Classroom: UH-207 当今美国资深企业管理人员所面临的新问题

5/20/08 Tue. Day 6 Fullerton 富乐敦

9:30a.m.-12:00p.m. Supply Chain Management: Making E-Business Happen
Classroom: UH-207 供应链管理：网路商业

2:00p.m.-5:00p.m. Customer and Process Management in the Supply Chain
Classroom: UH-207 供应链中客户与进程管理

5/21/08 Wed. Day 7 Fullerton 富乐敦

9:30a.m.-12:00p.m. Emerging issues in management
Classroom: UH-207 管理中出现的问题

2:00p.m.-5:00p.m. Field trip to US Small Business Administration at Santa Ana
实地考察美国中小企业管理局 (Santa Ana)
Contact person: Stephen Leung
Business Development Specialist
Santa Ana District Office
200 W. Santa Ana Blvd., Suite 700
Santa Ana, CA 92701
(714) 560-7450
email: stephen.leung@sba.gov

5/22/08 Thu. Day 8 Fullerton 富乐敦

9:30a.m.-12:00p.m. Multinational Marketing Strategies
Classroom: UH-207 多国市场策略

02:00p.m.-05:00p.m. Marketing in Asian Pacific area
Classroom: UH-207 亚太市场营销

5/23/08 Fri. Day 9 Fullerton 富乐敦

9:30a.m.-12:00p.m. Overview of Strategic Management
Classroom: UH-208 战略管理介绍

02:00p.m.-04:00p.m Corporate Human Resources Management
Classroom: UH-208 公司人力资源管理
Speaker: Dr. David Karber, Prof. of Public Administration and Finance, Senior Academic Advisor of International Programs, Asia
授课教授：David Karber 博士，公共管理和金融学教授，国际学术交流亚洲部高级学术顾问

04:00p.m.-05:00p.m. Graduation Ceremony
Classroom: UH-208 结业典礼

06:00p.m.-08:00p.m. Farewell Dinner
告别宴会
Sun China Buffet & Mongolian BBQ
104 W Orangethorpe Ave.
Fullerton, CA 92835
Phone: 714-526-9188

5/24/08 Sat. Day 10 Weekend Activities 周末活动

5/25/08 Sun. Day 11 Weekend Activities 周末活动

5/26/08 Day 12 Fullerton-San Diego-Fullerton 富乐敦-圣地牙哥-富乐敦

Visit San Diego
参观圣地牙哥

5/27/08 Day 13 Fullerton 富乐敦

Visit E-World Headquarters Office
参观 E-World 总部

5/28/08 Day 14 Fullerton-Las Vegas 富乐敦-拉斯维加斯

Drive to Las Vegas
驱车前往拉斯维加斯

5/29/08 Day 15 Las Vegas 拉斯维加斯

City tour
城市参观

5/30/08 Day 16 Las Vegas 拉斯维加斯

City tour
城市参观

5/31/08 Day 17 Las Vegas-San Francisco 拉斯维加斯-旧金山

Fly to San Francisco
乘飞机飞往旧金山

6/1/08 Day 18 San Francisco 旧金山

City tour
城市参观

6/2/08 Day 19 San Francisco 旧金山

City tour
城市参观

6/3/08 Day 20 San Francisco 旧金山

City tour
城市参观

6/4/08 Day 21 San Francisco 旧金山

City tour
城市参观

6/5/08 Day 22 San Francisco 旧金山

Departure from San Francisco
离开旧金山

The above agenda is subject to change according to instructors' availability.

美国加州富乐敦州立大学继续教育学院国际学术交流亚洲部

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