



ELITE
INNOVATION
COLLEGE
CAMBRIDGE

SUMMER SCHOOL

BROCHURE

20
22



www.eiucambridge.com

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CITY TOUR

CAMBRIDGE

OXFORD

WINDSOR

LONDON

Background



Organisations in the 21st century has been facing the strategic challenges as a result of the fast changing global business environment and competitions from business rivals. Strategic management of technology and innovation, and management of change therefore become key for both global business and global higher education. Organizational and political leaders from the East and West also face different challenges in terms of delivering the economic and environmental sustainability and economic recovery and maintaining social stability.

Built upon the Vision and Mission of EICC and its ELITE Global Talent Programme, our Summer School Programme aims to explore the world, broaden the horizons, experience the British culture, know the holistic education, ELITE Talent Program, and experience the gluttonous feast of culture and art!



About EICC

ELITE is an acronym of E-Learning of Innovation, Technology and Entrepreneurship.

It was during the COVID-19 pandemic that ELITE Innovation College Cambridge (EICC) was consolidated and re-created. Still, its history can be traced back to 2006, when a group of outstanding management scholars launched China Association for Management of Technology (CAMOT) during International Association for Management of Technology (IAMOT) International Conference in Tsinghua University.

The four colleges: *Innovation College, Technology College, Entrepreneurship College and Global Leadership College* that we have established based upon the 15 years of accumulation of global academic resources provide an academic arm of EICC and extra liberal arts curriculum to our degree and non-degree programmes and qualifications that we deliver for the enhancement of student journey which delivers alongside our degree awarding power universities.

Further, an online to offline (O2O) structure pioneering education platform that challenges the traditional ways of learning, coupled with prestigious academic quality, global engagement, and strategic collaboration with worldwide partners, is what differentiates EICC from conventional higher education.

Founder and President



PROFESSOR RICHARD LI-HUA FOUNDER AND PRESIDENT, EICC

Founder and President, China Association for Management of Technology (CAMOT)
Honorary President of SIAS University, Zhengzhou, China
Director General (General Convener) of Embracing Innovation Forum, UNNGO Peaceever TV

A renowned strategy and innovation expert, an advocate of technology enhanced learning and lifelong learning, Richard was Visiting Scholar at Judge Business School, Cambridge University, UK and is Strategic Advisor at Research Centre of Technology Innovation, Tsinghua University, China. He was Visiting Professor of Strategic Management & Leadership, Black School of Business, Erie, Penn State University, USA, and Henley Business School, Reading University, UK.

Richard is a transformational leader with resilience who serviced as President of SIAS University, Sino-American university in China and also as President of New Beacon Campus, a large and comprehensive campus in the UK between 2014-2020. He has a passion and strong commitment for the global higher education (GHE) with well-established global leadership experiences in both public and private education sector in the UK, US, Canada and China.



EICC SUMMER SCHOOL PROGRAMME

Vision and Aims



The EICC Summer School Programme aims to develop the future CIO who are not only knowledgeable about all aspects of organisational innovation and technological innovation, but also are equipped with the digital transformational skills as well as global leadership and entrepreneurship.

EICC Summer School has the following attributes:

- To develop you with a range of global attributes with innovative thinking, strategic thinking, independent thinking and critical thinking
- To develop you with entrepreneurship and employability skills required by the 21st century workplace
- To become a global leader with resilience
- To become an ELITE global talent

Objectives

This programme will

- Provoke you to think strategically, flexibly and critically on live projects
- Nurture and develop you into a responsible and engaged global leader
- Inspire you to master innovation, technology, entrepreneurship and leadership
- Motivate you to become more innovative and entrepreneurial with resilience
- Be a spring board for you to become a fully-fledged global competitor



ELITE GLOBAL TALENT PROGRAMME (EGTP)

ELITE Global Talent Programme (EGTP) is a passport programme with which different levels of students, who are with different background and complete the programme, can get access into EICC's degree and non-degree programmes at different levels. EGTP is designed, developed and delivered by Professor Richard Li-Hua, Founder of the theory of China Embracing Innovation and Founder and President of ELITE Innovation College Cambridge. With integration and the sublimation of the essential knowledge of 4 ELITE College of EICC, EGTP is offered as the core programme as extra curriculum for the enhancement of the student journey in addition to the degree and non-degree programmes within ELITE Global Colleges around the world.



OUR PHILOSOPHY

- Integration of world-class research with business and management practice
- Integration of business management with enterprise, technology and innovation
- Blending western management theories and practice with eastern philosophy
- Providing holistic education via reframing Oxbridge model



HIGH-PROFILE DELIVERERS AND PROFESSORS

High-profile deliverers and Professors ELITE Innovation College Cambridge



Professor Richard Li-Hua

FOUNDER AND PRESIDENT, EICC

Establisher of China
Embracing Innovation Theory

A renowned strategy and innovation expert, an advocate of technology enhanced learning and lifelong learning, Richard was Visiting Scholar at Judge Business School, Cambridge University, UK and is Strategic Advisor at Research Centre of Technology Innovation, Tsinghua University, China. He was Visiting Professor of Strategic Management & Leadership, Black School of Business, Erie, Penn State University, USA, and Henley Business School, Reading University, UK.



Professor Jonathan Liu

VICE PROVOST AND DEAN OF
SCHOOL OF MANAGEMENT AND
LEADERSHIP

Jonathan's global academic career spells him in a number senior academic leadership role. Jonathan is also Chairman of the Board of Trustees at Ming-Ai (London) Institute, a British Chinese Heritage Charity. He provides strategic leadership and governance of the Board and ensures that the Board discusses all key and appropriate issues in a timely manner.



Professor Shawn Carraher

DEAN OF CAMOT COLLEGE OF
ENTREPRENEURSHIP

Oxford Journal Distinguished Research Professor, President of the South West Academy of Management, Division Chair of the Management History Division, Division Chair of the Technology & Innovation Management Division, and PDW Co-Chair and Board member for the Careers Division and the Southern Management Association.



Professor Dominique Jolly

STRATEGIC ADVISOR, EICC VICE
PRESIDENT OF CAMOT

Professor of Business Strategy at Webster University Geneva where he chairs the Walker School of Business & Technology. He previously worked for SKEMA Business School (Sophia-Antipolis, France), HEC Montréal (Montréal, Canada), Grenoble Ecole de Management (Grenoble, France), and the Center on China Innovation at CEIBS (Shanghai, China). He works as a consultant for several large companies. He also advises international organizations and foreign governments in the areas of innovation and technology. His assignments have taken him to more than 20 countries in Europe, Asia, North America, South America and Africa.



STRATEGIC ACADEMIC ADVISORS

Strategic Academic Advisors ELITE Innovation College Cambridge



Professor Jin CHEN

HONORARY DEAN OF ELITE
COLLEGES, EICC
VICE PRESIDENT OF CAMOT

Professor of the Department of Innovation, Entrepreneurship and Strategy in the School of Economics and Management, Tsinghua University, and Director of the Technology Innovation Research Center of Tsinghua University.



Professor Yinshan TANG

HONORARY DEAN OF ELITE
COLLEGES, EICC

Professor in Management Informatics at Henley Business School who teaches IT Project Management, Applied Informatics, Organisation Design and Performance Management at the MSc level for over 10 years. Profound research in integration between west and east management theories and philosophy. Vice Dean of Henley Business School, Reading University.



Professor John Han

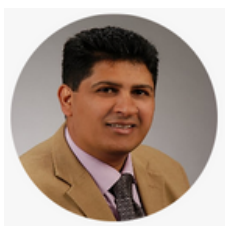
HONORARY DEAN OF ELITE
COLLEGES

John Han is currently the chairman of the Board of Governors of Davis College in the United States, the chairman of the Board of Directors of the American Education Group, the honorary chairman of the Sino-American International Education Innovation and Development Research Association, the chairman and principal of the Board of Governors of Davis College in Vancouver, Canada.



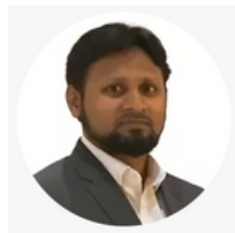
ADMINISTRATIVE TEAM

Administrative Team ELITE Innovation College Cambridge



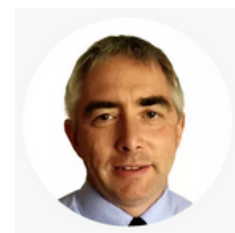
Dr. Abdoulhakem Almehdie

VICE PRESIDENT OF GLOBAL
ENGAGEMENT, EICC



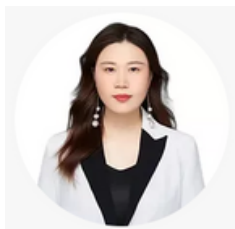
Akram Mohammed

CHIEF OPERATION OFFICER, EICC



Paul Palmer

CHIEF TALENT OFFICER, EICC



Yuanyuan Zang

EXECUTIVE ASSISTANT TO
PRESIDENT AND ASSOCIATE
DIRECTOR OF GLOBAL
ENGAGEMENT, EICC



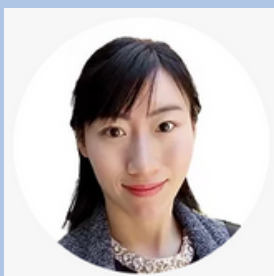
Dr. Mohammed Alsheikhidris

ASSIST TO PRESIDENT FOR
ACADEMIC AFFAIRS



Dr. Amira Kaddour

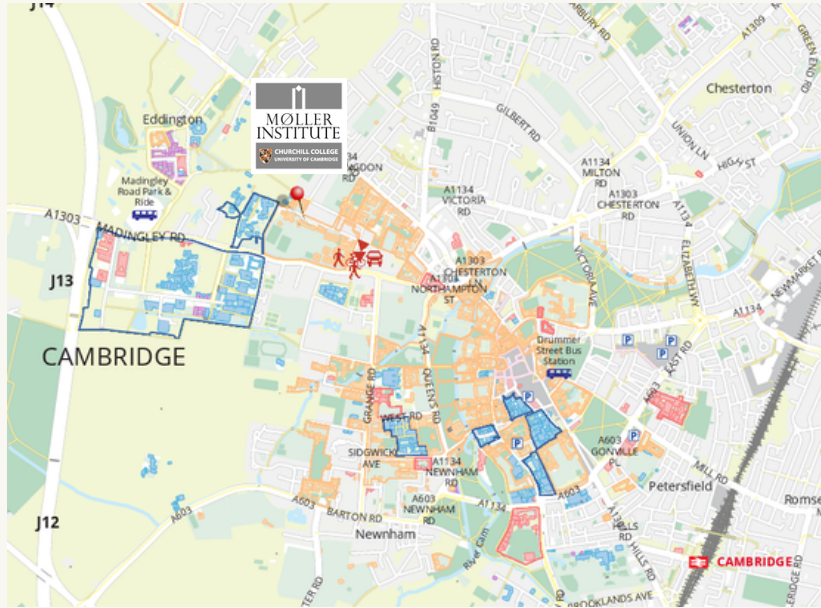
ASSIST TO PRESIDENT FOR
ACADEMIC AFFAIRS



Fangxue Wang

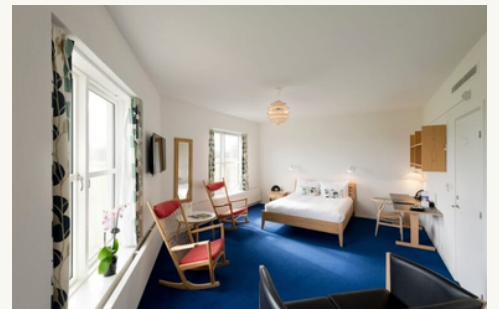
ASSISTANT TO PRESIDENT AND ASSOCIATE
DIRECTOR OF MEDIA AND PUBLICITY,
PROJECT LEAD OF SUMMER SCHOOL, EICC

Summer School Venue Cambridge University Campus



Møller Institute
University of
Cambridge

Storey's Way
Cambridge
United Kingdom
CB3 0DE



City Tour

Cambridge



City Tour

Oxford



City Tour

Windsor



City Tour

London



ABOUT CULTURE EXPERIENCE





EICC Summer School Programme

Proposed Schedule

Day 1	<ul style="list-style-type: none">• Arrival & Accommodation• Introduction & Welcome Dinner
Day 2,3,4,5	<ul style="list-style-type: none">• Global Talent Programme• City tour & Culture Experiences
Day 6	<ul style="list-style-type: none">• City Tour—Windsor
Day 7	<ul style="list-style-type: none">• Holiday
Day 8	<ul style="list-style-type: none">• First week review• Global Talent Programme
Day 9,10,11	<ul style="list-style-type: none">• Global Talent Programme• City tour & Culture Experiences
Day 12,13	<ul style="list-style-type: none">• City Tour—Oxford & London• Graduation Ceremony
Day 14	<ul style="list-style-type: none">• Leave

- **Contact Us Today for a Detailed Programme Timetable and Price Guide.
Looking Forward to Welcoming You to Our Summer Programme**



ELITE Innovation College Cambridge

Creating Global O2O Innovation University Alliance



"At EICC, we understand the significance of equipping the global talents with up-dated knowledge and strategic tools they need to meet the growing challenges presented by the super-competition of the globalisation.

Our Summer School Programme aims to develop, inspire and change your mindset, develop you with entrepreneurship and employability skills required by the 21st century workplace, become a global leader with resilience, and become an ELITE global talent."

Professor Richard Li-Hua
Founder and President
ELITE Innovation College Cambridge

Innovation Changes the World Innovation Leads to the Future

For more information about our
Summer School Programme
Please email globaloffice@eiucambridge.com

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**THANK
YOU**

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