



ELITE INNOVATION COLLEGE CAMBRIDGE BOOKLET

2022-2023





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.



Our Vision & Mission

Vision

To establish a globally-connected university, based upon the O2O innovative structure, which develops future leaders that understand the challenges and opportunities of both East and West philosophy.

Mission

To create an excellent tertiary educational institution with far-reaching influence, that focuses on:

- Innovation
- Technological Literacy
- Entrepreneurship
- Global Leadership

Our Model

The Agora ELITE O2O Innovative Model

- “**Agora**” is a Greek word, referring to a public gathering place for assemblies; the center of artistic, scholarly, and social life in ancient cities.
- We create an **Agora** at EICC through our holistic education, which is a reframing of the Oxbridge model.
- “**O2O**” refers to the hybrid learning format, where students study in **Oxbridge** and **Online** through our globally connected educational platform.

Our Academic Partners

EICC is proud to partner with many prestigious educational institutions, which allows us to offer our students a wide range of academic degree programs.

Highlighted partner programs include:

- Trinity Western University
- IU International University of Applied Sciences
- Davis College



From our history rooted in more than 15 years of academic research and our innovative O2O model, to our accomplished educational partners; let us guide you to a brighter future through innovation, entrepreneurship, leadership and technology.

CAMOT International Conferences (2006 – 2018)





ELITE Global Talent Program

The ELITE Global Talent Programme (EGTP) is a passport program with which students can get access to EICC's degree and non-degree educational offerings.

Purpose:

To develop students into world-class leaders, by teaching them a range of attributes related to innovation, strategic analysis, and critical thinking.

The program prompts students to begin developing these skills prior to fully enrolling in EICC's degree programs.



Pictured: Attendees of EICC's September 2022 Commencement event expressed their excitement for the start of the new academic year.

ELITE Global College

ELITE Global College (ECG) is an academic arm for world-wide outreach by partnering with a variety of educational institutions.

- It provides offline on-campus support and delivery of EICC degrees and non-degree programs.
- It facilitates an engaging learning environment including face-to-face teaching.
- EICC provides training, development, and resources to the ECG partners to ensure quality learning outcomes.

ECG Global Partners	
Location	Institution
Zhuhai, China	EICC Global Operation Centre
Guangzhou, China	Guangzhou University of Technology and Business
Zhengzhou, China	Zhengzhou Xias University
Xi'an, China	Xian Peihua University
Ankara, Turkey	Anatolian Education, Turkey
Sousse, Tunisia	University of Sousse, Tunisia
Niamey, Niger	Tunisian International University
Kuwait City, Kuwait	IIDC, Kuwait
Lalitpur, Nepal	Tribhuvan University, Kathmandu

Executive Development Program

Location: Cambridge, United Kingdom.

Format: Online & Offline

Certificate: Innovation, Entrepreneurship, Leadership, Technology Transfer and Management.

Model: Flexible duration including spring, summer, & winter semesters.

Partners: United Nation Academic Impact, Tsinghua Research Center, Canterbury Christ Church University, CAMOT.

Purpose:

The EICC Executive Development Program combines social and technological innovation to develop future leaders.

These leaders are given the skills to align organizational strategy and translate innovative thinking into measurable objectives and goals.



Special Program for Women

Location: Cambridge, United Kingdom.

Format: Online & Offline

Certificate: Global Leadership for Women

Model: Flexible duration including spring, summer, & winter semesters.

Partners: United Nation Academic Impact, CAMOT.

Purpose:

The Global Leadership for Women is a tailor-made arm of the Executive Development Program, designed for senior managers, executives, and female leaders from around the world.



Global Innovation Webinar Series

Primary Location: Cambridge, United Kingdom.

Format: Online Webinar

Frequency: Monthly

Partners: United Nation Academic Impact

Purpose:

The Global Innovation Webinar brings together accomplished academics and practitioners on a monthly basis to challenges conventional thinking by analyzing current issues through the lens of leadership, innovation, and resilience.





Co-Branded Programs with Trinity Western University

Location: Vancouver, British Columbia, Canada

Format: Online & Offline

History: Founded in 1962, Trinity Western University has grown to become the premier Christian university in Canada as well as the largest liberal arts college in the country. TWU is also the only private university to join the Royal Society of Canada (RSC) as an institutional member.

Campus: TWU's Langley campus is located on the western coast of Canada. It spans over 157 acres and is bordered by farmland and mountains. The campus is conveniently located a short drive from Vancouver.

Undergraduate programs

- Global BBA
 - Innovation Management, Technology Management, Global Entrepreneurship, Global Leadership.
- BA Gender Studies
- BA Philosophy

Graduate Programs

- Global MBA
 - Innovation Management, Technology Management, Global Entrepreneurship, Global Leadership.
- MA Leadership
 - Business, Education, Health, & General.



Pictured: Colorful foliage surrounds the TWU Campus.



Pictured: Students cheer for TWU's athletic programs at Langley Events Centre. Community events at TWU are large and frequent.

Global Express Pathway (GXP) Program

- The GXP program provides a flexible path for students from around the world to complete their bachelor's degree.
- Start your degree online, then finish on campus.
- 65% reduced costs relative to traditional on-campus format.

Scholarship

- Covers 50% of fees for online undergraduate program.

Example Timeline for GXP Bachelors with TWU

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> • Online • Study in your home country • Complete support provided online. 	<ul style="list-style-type: none"> • Hybrid Option • Study in your home country • Or travel to TWU Campus. 	<ul style="list-style-type: none"> • On-Campus • 6 months in Oxbridge. • 6 months Travel to Canada for on campus Study. • Allowed to work 20hrs a week / full time during holidays. 	<ul style="list-style-type: none"> • On-Campus • Complete your Bachelors on campus and apply for Post Graduate Work Permit (3 Years). • Allowed to work 20hrs a week / full time during holidays.



Pictured: Located near historic Fort Langley, TWU's Langley campus includes examples of noteworthy architecture.

Graduate Programs Costs & Details

- Global MBA
 - Courses vary depending upon concentration.
 - Total Cost: \$36,500 CAD
- MA Leadership
 - Specializations include business, education, & health.
 - Specialization requires varying prior work experience.
 - Total Cost: \$29,000 CAD



Pictured: Students study at one of the many outdoor locations in TWU's campus.

Summary Information

Location: Vancouver, British Columbia, Canada

Format: Online & Offline

Programs:

Undergraduate Programs:

- Global BBA
- BA Gender Studies
- BA Philosophy

Graduate Programs:

- Global MBA
- MA Leadership



Pictured: An aerial view of TWU's Langley campus in British Columbia, Canada.

GXP Pathway provides significant cost savings for students.



Partner Programs with IU International University of Applied Sciences

Location: 28 campuses throughout Germany

Format: Online & Offline

History: Founded in 1998, IU has quickly grown to become the largest state-accredited university in Germany. Current enrollment across all campuses is over 85,000 students. IU prides itself on offering flexible programs that help students balance their work and studies.

Campuses: IU's numerous campuses are located in many large urban areas throughout Germany. From Berlin and Aachen, to Bad Honnef and Dresden.

Undergraduate Programs

- Business Administration
- International Management
- Entrepreneurship
- Data Science
- Computer Science Business & IT
- Cyber Security
- Industrial Engineering & Management
- Robotics

Graduate Programs

- Management
- Marketing Management
- Data Science
- Artificial Intelligence
- Computer Science
- Cyber Security
- MBA



Pictured: A sample of IU's 28 total campuses in Germany.

IU Program Formats

Fully Online

- Students have the option to complete their degree fully from home

Hybrid Online/Offline

- Students may begin their coursework online and then continue at IU's various campus locations.

This offers students significant flexibility in scheduling their coursework and exams for their degree.



Pictured: IU campus accommodations at the Berlin campus location.

Summary Information

Location: 28 Campuses throughout Germany

Format: Online & Offline

Programs: Variety of graduate and undergraduate degrees available.

Student Population: IU students live in over 110 countries across 6 different continents, providing vast networking opportunities.

Flexible scheduling, pricing, and payment format provide an accessible option for many students.



Pictured: Students walk between buildings at IU's campus in Bad Honnef, Germany.



Co-Branded Programs with Davis College



Location: Toledo, Ohio, United States of America

Format: Online & Offline

History: Founded in 1858, Davis College offers students career-focused programs with modern facilities and expert instructors.

Campus: Davis College is located in the midwestern United States. Situated in Toledo, Ohio, the campus is centrally located in an urban environment alongside the Maumee River.



Undergraduate Pathway with DC

- Our co-branded programs with Davis College provide students with two flexible pathways from a High School diploma to an Associate's Degree and then onto further education.

Pathway A:

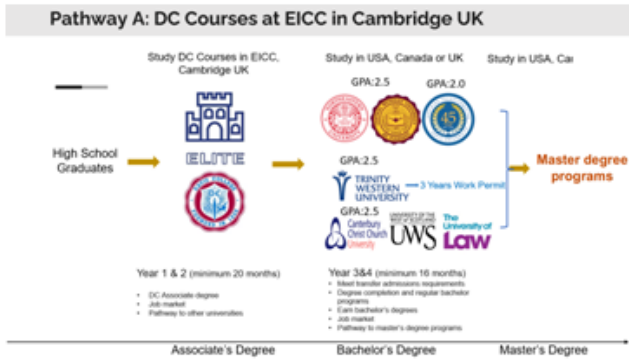
- Students can choose to begin their Associate's degree in Cambridge, then finish at Davis College.

Pathway B:

- Or students can start and finish their Associate's degree in Cambridge through Davis College curriculum.

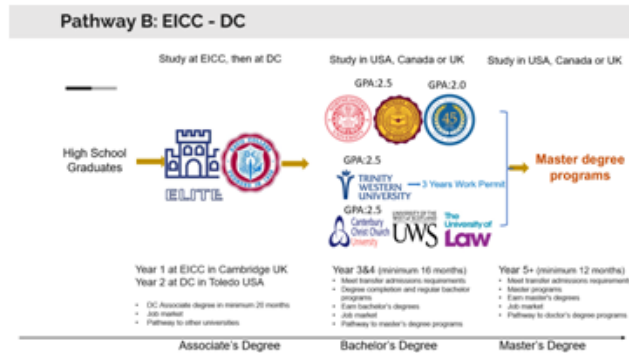


Pictured: St. John's Innovation Centre, Cambridge, UK.



Davis College Pathway "A" Example Timeline:

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Cambridge, UK Study Davis College curriculum in Cambridge. 	<ul style="list-style-type: none"> Cambridge, UK Study Davis College curriculum in Cambridge. 	<ul style="list-style-type: none"> Transfer Program Enroll in Bachelor's Degree program with EICC partners. 	<ul style="list-style-type: none"> Finish Bachelors Degree



Davis College Pathway "B" Example Timeline:

Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> Cambridge, UK Study Davis College curriculum in Cambridge. 	<ul style="list-style-type: none"> Ohio, USA Study on-campus at Davis College. 	<ul style="list-style-type: none"> Transfer Program Enroll in Bachelor's Degree program with EICC partners. 	<ul style="list-style-type: none"> Finish Bachelors Degree

Summary Information

Location: Toledo, Ohio, United States of America

Format: Online & Offline

Programs: Associate’s Degree & pathway into further programs with partnered universities.

Davis College offers a promising opportunity to students entering higher education.



Pictured: Davis College’s campus in Toledo, Ohio; on the banks of the Maumee River.

EICC SPECIALIZED PROGRAMMES

	Country	Online	Offline
ELITE GLOBAL TALENT PROGRAMME (EGTP)	UK	X	X
EICC EXECUTIVE DEVELOPMENT PROGRAMME (EDP)			
CHIEF INNOVATION OFFICER (CIO)	UK	X	X
GLOBAL LEADERSHIP FOR WOMEN (GWL)			
TRANSFORMATIONAL LEADERSHIP EMBRACES INNOVATION (TLEI)			
LEADERSHIP IN GLOBAL HIGHER EDUCATION			
EICC SUMMER/WINTER/SPRING/SCHOOL PROGRAMME			

Please contact globaloffice@eiucambridge.com for the admission process and prices.

UNDERGRADUATE PROGRAMMES

CURRICULUM	UNIVERSITY	COUNTRY	ONLINE	OFFLINE
BIBLICAL STUDIES (BA)	TWU FACULTY OF HUMANITIES & SOCIAL SCIENCES	CANADA	X	X
EUROPEAN STUDIES (BA)				
HISTORY (BA)				
HUMAN SERVICES				
INTERNATIONAL STUDIES (BA)				
INTER-CULTURAL STUDIES (BA)				
LINGUISTICS (BA)				
PHILOSOPHY (BA)				
POLITICAL STUDIES (BA)				
PSYCHOLOGY (BA)				
RELIGIOUS STUDIES (BA)				
SOCIOLOGY (BA)				
WORLD LANGUAGES AND CULTURES (BA)				
SOCIAL STUDIES				
HUMAN KINETICS				
BIOLOGY (BSC)	TWU - FACULTY OF NATURAL & APPLIED SCIENCES	CANADA	X	X
BIOTECHNOLOGY (BSC)				

CHEMISTRY (BSC)				
COMPUTER SCIENCE (BSC)				
ENGINEERING TRANSFER				
MATHEMATICS (BSC)				
MATHEMATICS WITH COMPUTING SCIENCE (BSC)				
PHYSICS				
ART + DESIGN (BA)	TWU - SCHOOL OF THE ARTS, MEDIA + CULTURE	CANADA	X	X
ARTS, MEDIA + CULTURE (BA)				
CORPORATE COMMUNICATION (BA)				
GAME DEVELOPMENT (BA)				
MEDIA + COMMUNICATION (BA)				
MUSIC				
BUSINESS (BBA, BA)	TWU - SCHOOL OF BUSINESS	CANADA	X	X
CORPORATE COMMUNICATION (BA)				
LEADERSHIP (BA)				
SPORT AND LEISURE MANAGEMENT				

APPLIED ARTIFICIAL INTELLIGENCE	IU – DATA AND APPLIED SCIENCES	GERMANY	X	X
BUSINESS & IT				
COMPUTER SCIENCE				
CYBER SECURITY				
DATA SCIENCE				
ENGINEERING				
INDUSTRIAL ENGINEERING & MANAGEMENT				
ROBOTICS				
SOFTWARE DEVELOPMENT				
AVIATION MANAGEMENT	BUSINESS & MANAGEMENT IU	GERMANY	X	X
BUSINESS ADMINISTRATION				
DIGITAL BUSINESS				
ENTREPRENEURSHIP				
HOSPITALITY MANAGEMENT				
INTERNATIONAL MANAGEMENT				
MANAGEMENT				
INTERNATIONAL HEALTHCARE MANAGEMENT	HEALTH & SOCIAL CARE	GERMANY	X	X

INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY	PSYCHOLOGY APPLIED PSYCHOLOGY	GERMANY	X	X
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TUITION FEE

TWU

- Offline -face to face:

University tuition: \$742 CAD/Credit

First year tuition: **\$22,260 CAD** (\$17000 USD)

Automatic scholarship amount:

- GPA 3.0 – 3.75 (73% - 84.9%): \$2000 CAD/Year
- GPA 3.76 – 4.00 (85% - 89.9%): \$3000 CAD/Year
- GPA 4.01 – 4.3 (90% - 100%): \$6000 CAD/Year

Tuition deposit: \$9,990 CAD to receive LOA

- Online:

University Tuition (online): \$371 CAD/Credit

First year tuition: **\$11,130 CAD/Year** (based on 30 credits) (\$7000 USD/Year)

Tuition deposit: \$4,552 CAD to receive LOA

IU:

- Offline -face to face: Euro 20,990.00
- Online: Euro 3,673.00 - Euro 2,886.00



POSTGRADUATE PROGRAMMES

COBRANDED EICC-TWU	SCHOOL	COUNTRY	ONLINE	OFFLINE
BUSINESS (MBA)	TWU - SCHOOL OF BUSINESS	CANADA	NO	X
EDUCATIONAL LEADERSHIP (MA)			X	X
LEADERSHIP (MA)			X	X
COMPUTER SCIENCE	IU - DATA & IT ARTIFICIAL INTELLIGENCE	GERMANY	X	X
CYBER SECURITY				
DATA MANAGEMENT				
DATA SCIENCE				
DEVOPS AND CLOUD				
COMPUTING				
DEVOPS AND CLOUD				
COMPUTING MANAGEMENT				
ENGINEERING MANAGEMENT				
INFORMATION TECHNOLOGY MANAGEMENT				
BUSINESS INTELLIGENCE				
DIGITAL INNOVATION & ENTREPRENEURSHIP				

FINANCE, ACCOUNTING & TAXATION				
HUMAN RESOURCE MANAGEMENT				
INNOVATION & ENTREPRENEURSHIP				
INTERNATIONAL MANAGEMENT				
MANAGEMENT + MAJORS				
PROJECT MANAGEMENT				
DIGITAL MARKETING	MARKETING & COMMUNICATION	GERMANY	X	X
GROWTH HACKING				
GROWTH HACKING FOR ENTREPRENEURS				
MARKETING				
INTERNATIONAL HEALTHCARE MANAGEMENT	MANAGEMENT HEALTH & SOCIAL CARE	GERMANY	X	X

TWU Master Degree

Please contact globaloffice@eiucambridge.com for the admission process and prices.

IU:

- Offline -face to face:
From Euro 11,950.00 – 17,990.00
- Online:
From Euro 1,643.00 – 3,148.00

MBA

COBRANDED PROGRAMME EICC-IU	COUNTRY	ONLINE	OFFLINE
GENERAL MBAS	GERMANY	X	X
MASTER OF BUSINESS ADMINISTRATION ONE-YEAR MBA			
SPECIALIZED MBAS			
MBA – ARTIFICIAL INTELLIGENCE			
MBA – BIG DATA MANAGEMENT			
MBA – E-SPORTS MANAGEMENT			
MBA – ENGINEERING MANAGEMENT			
MBA – FINANCE & ACCOUNTING			
MBA – HEALTHCARE MANAGEMENT			
MBA – HUMAN RESOURCE MANAGEMENT			
MBA – IT MANAGEMENT			
MBA – INNOVATION & ENTREPRENEURSHIP			
MBA – INTERNATIONAL MARKETING			
MBA – SALESFORCE			
MBA – SUPPLY CHAIN MANAGEMENT			

TWU Master Degree

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IU:

- Offline -face to face:

From Euro 11,950.00 – 17,990.00

- Online:

From Euro 1,643.00 – 3,148.00



ASSOCIATE DEGREE

COBRANDED PROGRAMME EICC - DAVIS COLLEGE	COUNTRY	ONLINE	OFFLINE
ACCOUNTING AND HUMAN RESOURCES ASSOCIATE DEGREE	USA	NO	X
BUSINESS MANAGEMENT ASSOCIATE DEGREE			
DIGITAL MARKETING ASSOCIATE DEGREE			
EARLY CHILDHOOD EDUCATION ASSOCIATE DEGREE			
GRAPHIC DESIGN ASSOCIATE DEGREE			
HEALTHCARE ADMINISTRATION ASSOCIATE DEGREE			
INTERIOR DESIGN ASSOCIATE DEGREE			

LOGISTICS AND SUPPLY CHAIN MANAGEMENT ASSOCIATE DEGREE			
MEDICAL ADMINISTRATIVE ASSISTANT CERTIFICATE			
MEDICAL ASSISTING DIPLOMA			
MEDICAL ASSISTING ASSOCIATE DEGREE			
MEDICAL BILLING AND CODING DIPLOMA			
MEDICAL BILLING AND CODING ASSOCIATE DEGREE			
PROJECT MANAGEMENT ASSOCIATE DEGREE			
REAL ESTATE CERTIFICATE			
VISUAL COMMUNICATION DESIGN CERTIFICATE			

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PHD

PHD	COUNTRY	ONLINE	OFFLINE
BUSINESS MANAGEMENT, ECONOMICS AND TECHNOLOGY MANAGEMENT	UK	X	X

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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 ELITE GLOBAL TALENT PROGRAMME (EGTP) 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 Programme
Please email globaloffice@eiucambridge.com

ELITE Innovation College Cambridge (EICC)

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WELCOME

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