



Academic Scheme Pack

CL Global Education IVY League Program

Business | Media | Medical

I. Institution Introductions

The IVY League

Columbia University

Columbia University, established in 1754, is a private Ivy League research university in Upper Manhattan, New York City, often cited as one of the world's most prestigious universities. Columbia contains the oldest college in the state of New York and is the fifth chartered institution of higher learning in the United States, making it one of nine colonial colleges founded prior to the Declaration of Independence. It was established as King's College by royal charter of George II of Great Britain and renamed Columbia College in 1784 following the American Revolutionary War. The college has produced numerous distinguished alumni. It has additionally been amongst the most selective colleges in the United States since its founding. With an undergraduate acceptance rate of 5.8%, it currently stands as the third most selective college in the United States and second most selective college in the Ivy League.

Harvard University

Harvard University is a private Ivy League research university in Cambridge, Massachusetts, established in 1636, whose history, influence, and wealth have made it one of the world's most prestigious universities.

Harvard is a large, highly residential research university. The nominal cost of attendance is high, but the university's large endowment allows it to offer generous financial aid packages. It operates several arts, cultural, and scientific museums, alongside the Harvard Library, which is the world's largest academic and private library system, comprising 79 individual libraries with over 18 million volumes. Harvard's alumni include eight U.S. presidents, several foreign heads of state, 62 living billionaires, 359 Rhodes Scholars, and 242 Marshall Scholars. To date, some 130 Nobel laureates, 18 Fields Medalists, and 13 Turing Award winners have been affiliated as students, faculty, or staff.

The Cambridge Colleges are the setting for CL Global Cambridge Summer Programs, providing the opportunity to experience Cambridge student life and learn from Cambridge University and Oxford University faculty members and academics.

CL Global

CL Global (Campus Life Global) is an education company aiming at promoting global learning and culture exchange. Having taken thousands of students to see the world, we are on a mission to make our academic program the best local experience for students. Besides US East program, we also run programs in the UK, Italy, Japan, and China. CL Global is accredited by the British Accreditation Council as a Short Course provider.

We believe in the power of connecting and sharing. We are a group of millennials with passion to build connections through education.

II. Program & Course Design

This program is aimed to be a supplement to the students' home university curriculum, offering an opportunity for students to gain in-depth understanding from international experts on their subject while enjoying **College Life** in US.

Three different Courses are included in US East Programs. Every Course contains three specialized modules and two general modules (American History & Design Thinking). The lectures add up to **32 Contact Hours** during the **18-day Program Period**. Learning beyond the classroom includes an organization visit and local

cultural experiences. For information about **Customized Programs** adapted to the students' background, module topics could be discussed in further detail.

III. Course Outline

Lectures The core

Lectures are the foundation of the course and typically last around a half-day with two short breaks. Lecturers are leading faculty members and academics from Columbia University and Harvard University working at the forefront of their fields, so lectures are a fantastic opportunity to discover the latest research and developments.

Practical Hands-on

In practical, professors guide students in applying the knowledge they have learned from lectures. The business courses use case studies to engage students in discussion on real scenarios. In the Medical course modules, students participate in a hospital lab session. In the media course, students apply their skills through a broadcasting station visiting or workshop.

Organization visits On-site

The course includes the opportunity to learn outside the classroom through an organization visit. The visit provides context for the course concepts and helps students expand their understanding of how academic knowledge can be applied in real life situations.

IV. Course Facts

Entry Requirements

English Language: The selection process will be given fully to universities. It's recommended that selected students have a level of English equivalent to IELTS 6.5 / TOEFL 80 or above.

Prerequisite: Some modules will require prerequisite knowledge of certain areas or subjects. Please check the Course Details for more information.

Study Hours

Duration: 18 Days

Faculty Contact Time: A minimum of 32 hours; Lecture: 28 hours; Company Visiting: 4 hours.

Recommended Self-study: Minimum of 10 hours of independent study per course, including required course material pre-reading, group projects, and preparation for assessments.

Assessment and Transcript

Assessment: Each course will contain an assessment component. Depending on the nature of the course, the assessment will be in the form of a project presentation, problem sets, or written exam.

Transcript: The course transcript will be provided at the end of the program with the assessment results.

Columbia Session		14hours	
Subject A: Business	Business Course 1	Business Course 2	Company /Organization Visting
Subject B: Media	Media Course	Columbia Journalism School	NBC
Subject C: Medial	Medical Course	Medical Service System Course	Columbia Medical Centre Visting
Subject A: Business	Case Study	American Cultlure and Society	
Subject B: Media	Columbia Journalism School		
Subject C: Medical	Medical Institution Study		
Harvard Session		14hours	
Subject A: Business	Harvard Academic English Writing	Creativity Thinking Workshop	Harvard Economist
Subject B: Media			Creativity Thinking Workshop 2
Subject C: Medial			Harvard Hospital Visting

V. Course Details

I Core Modules

Business Course

American Economy

Overview

Today the US economy is the strongest in the world. This class will help you understand why the American economy developed to where it is today. There are many important questions to consider, such as why America? We will also learn about how to measure economic growth, and what has fueled the American economic growth.

At a certain point the US displaced the UK as the world economic leader. There are several hypotheses we will discuss. Overall, the success of the US economy is due to several unique and sometimes contradictory reasons. This class will be delivered in a lecture style, which is typical of undergraduate Columbia courses. The professor will also encourage participation so please answer questions and voice your opinion.

Instructor Profile

David Weiman

Columbia University

Weiman has been a member of the Barnard faculty since 2001. He is also an affiliated member of Columbia University's Institute for Social and Economic Research and Policy and History Department. He specializes in 19th and 20th century U.S. economic history, the political economy of contemporary U.S. criminal justice policy, and the history of economic thought. His current research focuses on the evolution of the U.S. banking-monetary system from the demise of the Second Bank of the United States to the founding of the Federal Reserve System. He teaches core courses in Barnard's distinctive Political Economy track and joint Economic and Social History Program.

Academic Focus

- Economic history
- Political economy
- U.S. criminal justice policy
- Urban-regional development

Business Case Study

Overview

Today the US economy is the strongest in the world. This class will help you understand why the American economy developed to where it is today. There are many important questions to consider, such as why America? We will also learn about how to measure economic growth, and what has fueled the American economic growth. At a certain point the US displaced the UK as the world economic leader. There are several hypotheses we will discuss. Overall, the success of the US economy is due to several unique and sometimes contradictory reasons. This class will be delivered in a lecture style, which is typical of undergraduate Columbia courses. The professor will also encourage participation so please answer questions and voice your opinion.

Strategy formulation is important because Strategic management provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans. Academics and practicing managers have developed numerous models and frameworks to assist in strategic decision making in the context of complex environments and competitive dynamics. The professor is a Columbia business school professor, and he teaches MBA and EMBA students. The class style is lecture and discussion based.

Instructor Profile

Ernesto Reuben

*B.A. University of Maryland;
M.Phil Tinbergen Institute;
Ph.D. University of Amsterdam*

Ernesto Reuben's research focuses on the determinants of prosocial and antisocial behavior, the emergence and enforcement of social norms, the influence of interest politics, the effects of competitiveness on labor market outcomes, and the role stereotypes play on discriminatory hiring practices.

For his PhD dissertation at the University of Amsterdam, he conducted research on the affective microfoundations of negative reciprocity. Since then, he has done experimental research on the consequences of heterogeneity on the enforcement of cooperation norms, the role of reciprocity in the interaction between special interest groups and politicians, the effects of competition and reputation building on cooperation in social dilemmas, and most recently on the role of stereotypes on gender discrimination.

Research

Behnk, S., L. Hao, and E. Reuben. Partners in Crime: Diffusion of Responsibility in Antisocial Behaviors. Working paper. NYUAD.

Reuben, E., P. Sapienza, and L. Zingales. Taste for competition and the gender gap among young business professionals. Working paper. Columbia University.

Reuben, E., A. Riedl, and M. Bernard. Fairness and Coordination: The Role of Fairness Principles in Coordination Failure and Success. Mimeo.

Reuben, E. and K. Timko. On the Effectiveness of Elected Male and Female Leaders and Team Coordination. Working paper. NYUAD. R&R Journal of the Economic Science Association

Lacomba, J.A., F. Lagos, E. Reuben, and F. van Winden (in press). Decisiveness, Peace, and Inequality in Games of Conflict. Journal of Economic Psychology.

US Money and Banking

Overview

It would be an understatement to say that a professor who specializes in debt markets and banking has found the previous five years to be exciting. The upheaval in the US financial markets over these years has included:

- Bursting of the housing bubble, the subprime meltdown and failure of mortgage brokers, mortgage bankers and monoline insurance companies
- Government takeover of government-sponsored entities (GSEs)
- Failure of some securities dealers with the conversion of others into a bank holding company structure
- Collapse of the CDO and ABCP markets
- Sharp deterioration in credit quality, frozen credit markets and a severe recession
- A tripling of central bank assets due to quantitative easing (Fed, BoE, BoJ).

Meanwhile, European observers are thinking the unthinkable. Is it feasible to have a unified central bank and single currency while maintaining independent fiscal policies? Will the market for Euro-area sovereign debt survive? What are the chances that the euro (and even the ECB) will avoid collapsing? Although the banks will survive, they will face a more stringent regulatory environment. This course offers a comprehensive insight into the evolving banking industry and credit market instruments, examining functions, origins, current status and likely future structure.

Course content should benefit students with the following career goals whether within or outside the US: Consulting, Financial Analysis, Sales and Trading, Commercial and Investment Banking, Regulatory Agencies, Hedge Funds and Private Equity.

Instructor Profile

Philip Giles

Columbia Business School, Columbia University

Adjunct Professor

BS, Oklahoma City University, 1963

MBA, Ohio State University, 1972

PhD, Columbia, 1982

Professor Giles is the founder and president of CBT Worldwide, which provides on-site classroom instruction in financial markets and banking topics for financial services corporations and organizations serving the financial sector. His focus is debt markets, money markets, and money and banking. Firms currently or previously utilizing these programs include: JP Morgan Chase, Moody's Investors Service, Mortgage Bankers Association

of America, Calyon, RBS Greenwich Capital, PricewaterhouseCoopers, Federal Home Loan Bank of New York, Brown Brothers Harriman, Bank of China, Wachovia, Conference of State Bank Supervisors and Dresdner Kleinwort, among others. Outside of the U.S., he has lectured on bank management and financial market economics in Finland, Tunisia, Korea, China and elsewhere. Professor Giles is a contributing author to the International Finance Handbook (John Wiley and Sons), technical adviser to Money Magazine and a member of the review committee for the Sixth Edition of Bond Markets, Analysis, and Strategies (Frank J. Fabozzi/Prentice Hall). He contributed The American Banking System chapter for Wiley's forthcoming Handbook of Finance edited by Frank Fabozzi. He also conducts a course for business press writers at Columbia's Knight-Bagehot Fellowship Program. He began his career as a systems analyst with Rockwell International, developing and utilizing large-scale digital simulation models for the design of air-to-air missiles.

Media Course

- 1. Introduction to data journalism*
 - 2. Investigating corruption and organized crime with open data*
 - 3. Journalism exercises and resources*
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Overview

This class is designed to provide students the foundational data and computational skills that will allow them to pursue data-driven stories. Through in-class instruction, drills and discussion with guest speakers innovating in the field of data journalism, students can refine their skills and be inspired to develop ideas for stories that exist on the frontiers of professional journalism. The workshop will also act as a space for students to discuss and further develop their Master's projects.

Exponential amounts of information about the world are being produced daily and journalists everywhere need to have a global mindset if they are to write about organized crime, corruption, human trafficking, global trade and threats to the environment.

We live in an increasingly borderless world. Goods, money, people and ideas flow freely across borders thanks to technology and the liberalization of customs and money controls. We all benefit from globalization and the free flow of commerce that it makes possible. But there's a dark side: A borderless world also makes it easier for crooks and criminals to do their work.

Instructor Profile

Giannina Segnini

*Director of the Master of Science Data Journalism Program,
The Journalism School, Columbia University*

Until February 2014, Segnini headed a team of journalists and computer engineers at La Nacion, Costa Rica's newspaper. The team was fully dedicated to unfold investigative stories by gathering, analyzing and visualizing public databases. Her team processed the data and developed the interactive application for the OffshoreLeaks project, published by the International Consortium of Investigative Journalists (ICIJ) in 2013. She also partakes actively in the ICIJ's Panama Papers project.

Her work has garnered the Maria Moors Cabot Award (2014), the Excellence Award from the Gabriel García Márquez Foundation (2013), the Spanish Ortegay Gasset Prize (2005), the award for Best Journalistic Investigation of a Corruption Case for Latin America and the Caribbean (2005, 2006 and 2009), the highest

Costa Rican award in journalism, the Pío Víquez Prize (2013) and the Jorge Vargas Gene Award, Costa Rica's National Journalism Award (2000, 2003 and 2004), among others.

Segnini was a Nieman Fellow at Harvard University (2001-2002) and graduated as a Journalist at the University of Costa Rica. She is member of the jury for the Global Data Journalism Awards (link is external) (GEN), the Gabriel García Márquez Awards and the Best Journalistic Investigation of a Corruption Case for Latin America and the Caribbean Awards.

Giannina Segnini has also trained hundreds of journalists at leading media outlets in various countries around the World such as O Globo and Folha de São Paulo in Brazil, The Sun, The Sunday Times and the Times in the United Kingdom, El País in Spain, Leading European Newspapers Alliance (LENA), all media outlets in Timor-Leste, Kiev Post in Ukraine, Moscow and Orenburg in Russia, Revista Semana and El Tiempo in Colombia, El Nacional and Cadena Capriles in Venezuela, El Mercurio and MEGA in Chile, El Periódico and Siglo XXI in Guatemala, La Prensa in Panama, among others.

Medical Course

The neuroscience of memory

Overview

What is memory? What have brain injury and neurological disorders taught us about memory? Why do we remember some things and not others? How should we study most effectively? Different types of memory; Doing a math calculation in your head; Knowing how to ride a bike; Remembering your high school graduation; Knowing that George Washington was the first president of the United States Why do we remember some things and not others? Selective Memory: Why do we remember some things and not others? Meaning Motivation Practice. The goal of the course is to provide a foundation in cellular and molecular neuroscience.

Instructor Profile

Caroline B. Marvin

Lecturer in Discipline

Department of Psychology, Columbia University

Ph.D., Columbia University, 2016

Caroline's research focuses on curiosity -- what motivates people to seek and learn new information, how curiosity takes shape in response to various types of information and differing contingencies, how the motivation to learn ultimately influences memory, and how curiosity may change throughout the lifespan.

Putting mental health disparities in place

Overview

The goal of this project is to establish the Contextual Health Disparities-Core (COHD) in NOCEMHD. The COHD is a collaboration with the Center for Study of Social Inequalities and Health in the Mailman School of Public Health. Funded by the National Institute on Minority Health and Health Disparities and the Environmental Protection Agency, this project examines social and environmental risk and protective factors on physical and mental health outcomes, such as diabetes and depression, as well as response to community-based interventions for depression in Hispanic caregivers of persons with dementia, hypertension control in older adults, and diabetes control in Hispanics residing in Northern Manhattan.

Instructor Profile

Dana March

Principal Investigator for CFI Epidemiology Data Analysis
Assistant Professor of Clinical Epidemiology
Columbia University Mailman School of Public Health

Dana March, PhD, MPH, is an Assistant Professor of Clinical Epidemiology at Columbia University Mailman School of Public Health. Dr. March is a social and psychiatric epidemiologist whose disparities-centered work focuses on how socio-historical context and risk and protective factors impact population physical and mental health over the life span, as well as individual responses to clinical interventions. She is a core faculty member of the Northern Manhattan Center of Excellence in Minority Health and Health Disparities and the Center for the Study of Social Inequalities in Health at Columbia University. Dr. March has received funding from the National Institute of Mental Health, the Eunice Kennedy Shriver National Institute of Child Health and Human Development, and the National Institute on Minority Health and Health Disparities. She has active projects in the United States, the United Kingdom, and China. Her academic publications have addressed psychiatric epidemiology, the impact of social adversity on physical and mental health, approaches to conceptualizing the social environment in epidemiologic research, priorities for global mental health research, and the intellectual history of epidemiology.

Dr March received her PhD in epidemiology with distinction in 2010 from Columbia University. Prior to joining the faculty of Department of Epidemiology at Columbia, Dr. March spent two years at the National Institute of Mental Health as a key strategist in the Office for Research on Disparities and Global Mental Health.

Dr March has advised CFI in the structuring of its proprietary epidemiology study and is the lead investigator for data analyses. She will direct the creation of a comprehensive data resource and conceptualize, provide analyses for, and manage the publication of the research and findings.

II General Modules - American Culture

American Government and Society

Overview

The American political system was created for the people, designed as a democracy where the opinion of every person is represented through the individual rights to vote. It's important to understand the American political system because it has determined the development of US business, and it reflects and characteristics of the American people and society.

This professor has studied elections, and he will talk about how Americans are represented through the election process he will also discuss the issues that are most important in American society today.

Instructor Profile

Justin Phillips

Principal Investigator for CFI Epidemiology Data Analysis
Assistant Professor of Clinical Epidemiology
Columbia University Mailman School of Public Health

Justin Phillips is a tenured associate professor in the Department of Political Science at Columbia University and a faculty fellow at the Applied Statistics Center and at the Institute for Social and Economic Research. His primary areas of interest are state and local politics and public opinion. His research largely focuses on the responsiveness of state governments to voter preferences and the manner in which responsiveness is shaped by institutions, political polarization, and interest group power. As part of this research, Justin's collaborators and himself are further developing the statistical techniques needed to estimate subgroup public opinion using national surveys. He is also interested in executive-legislative bargaining at the state level and the determinants of municipal fiscal decision making.

Justin's recent papers have appeared in the American Political Science Review, the American Journal of Political Science, and the Journal of Politics. He has also published a book, *The Power of American Governors*, with Cambridge University Press.

II Harvard Module

Harvard Academic English Writing

Overview

American university courses are very writing intensive. Students are expected to effectively write an argument and express ideas thoughtfully and clearly. Even Harvard students must take an academic writing course. This professor teaches Harvard students writing. The class focuses on analyzing texts, building effective arguments, and using evidence and secondary source material. This is a valuable skill for anyone considering studying abroad in the future.

Instructor Profile

Tad Davies

Professor of Harvard University

Tad Davies is a preceptor in the expository writing program at Harvard College. He received his PhD in English from the University of California, Irvine. Before coming to Harvard, he taught an array of writing, literature, and cultural studies courses at the University of Utah, the University of California, Irvine, and Bryant University in Rhode Island. In his research and writing he is interested in the intersection of literature and politics—particularly as they meet in the 1960s in the United States. His current book project addresses the representations of political institutions as semi-anthropomorphic characters in American political novels of that era. He also co-edits *Exposé*, an online magazine featuring some of the best writing from Harvard undergraduates.

Harvard Creative Thinking

Overview

Creative thinking is foundational to finding new solutions to complex challenges—both professional and personal. Deliberate creative thinking is mandatory for any organization that values innovation. It is critical to the success of initiatives involving entrepreneurship, marketing, research, communications, and change management. It is also important in the field of education. Deliberate creative thinking is a learnable skill. In this experiential course, students learn the mindset, skill set, and tools of creative thinking. Students have an opportunity to practice these skills on one of their own challenges. Specifically, students learn how to use the tools and techniques of creative problem solving and design thinking, gain confidence in their own creative thinking capabilities, build a culture that welcomes and leverages creative thinking and innovation, maximize the work of teams charged with developing and activating new ideas, and recognize and nurture the important links between leadership, creativity, and innovation. Students bring to class a challenge they want to work on from their work or personal life, one that is important, that the student can influence, and that requires imagination or new thinking to solve.

Instructor Profile

Anne Manning

Founding Partner, Drumcircle LLC

Anne Manning is a founding partner of Drumcircle, an insight and innovation firm and an Innovation Fellow with Encore.org. She brings over twenty-five years of experience working with senior executives at Fortune 500 firms, providing counsel in marketing strategy, marketing insights, communications, innovation, and creativity. Much of her work has focused on infusing marketing and communications planning with an empathetically-based customer focus that results in long-term brand commitment and loyalty.

Manning's current research and project work focuses on the application of creative thinking processes to solve organizational challenges, with the goal of infusing market planning with innovative thinking. She has also developed and led training/development sessions in creative thinking, innovation, and insight development.

She earned an MSc degree at the internationally recognized Center for Creativity and Change Leadership at Buffalo State College. As a recent voyager on Semester at Sea, she traveled the world and worked with George Kembel, the founder of Stanford's d.school, as well as students and established social entrepreneurs who were tackling complex global challenges like the need for clean water, education, and safety in third-world countries.

Prior to Drumcircle, Manning was a founding partner at Sherbrooke Partners, a boutique management consultancy focused on strategy and leadership development and a founding partner at Manning + Associates, a successful market research firm. She started her career working in account management at leading ad agencies in New York and Boston.

Economics of Business Management

Overview

In this class we will learn about the latest research on data and social networks. It will be a good introduction for you to explore further.

Big data is a popular term used to describe the exponential growth and availability of data, both structured and unstructured. And big data may be as important to business – and society – as the Internet has become. Why? More data may lead to more accurate analyses. As we continue to generate greater amounts of unstructured data, companies have been increasingly turning their attention on how to leverage this unique data source. A large percentage of this data gets generated on social networks such as Facebook, Twitter, LinkedIn, Pinterest, etc. Another source of this data comes from internal platforms companies use for collaboration and communication including blogs, wikis, social communities.

Instructor Profile

Gregory Bruich

Lecturer on Economics, FAS

Ph.D. and A.M., Department of Economics, Harvard University, August 2009-May 2015

B.A., with high honors in Economics, University of California, Berkeley, August 2005-December 2008

B.S., with high honors in Business Administration, Haas School of Business, University of California, Berkeley, August 2005-December 2008

Gregory Bruich received his Ph.D. from the Department of Economics at Harvard University. His research is in public economics. He has received the John R. Marquand Award for Exceptional Advising, multiple Certificates of Distinction and Certificates of Excellence for his teaching, and a FAS research grant for advising Hoopes Prize winning senior thesis research. He currently teaches classes on Econometrics; Labor Economics; Social Insurance; a senior thesis research seminar in Public Economics, Health, and Education; Introduction to Stata for Economists; and Econometric Methods for Senior Thesis Writers. He has also taught other classes in Public Economics and Econometrics at Harvard. He has been nominated several times for the Star Family Prize for Excellence in Advising.

VI Organization Visit

One of the following visits will apply:



NBC Studio Tour

The most famous studio tour in television history is back. The Tour at NBC Studios has been re-imagined to provide an all new, exclusive experience live from 30 Rockefeller Plaza, one of the most iconic buildings in entertainment history. Guests can enjoy behind the scenes access to the studios of their favorite NBC programs, including The Tonight Show Starring Jimmy Fallon, Saturday Night Live, Late Night with Seth Meyers, NBC Nightly News with Lester Holt and more.

NBC Studios are located in the historic 30 Rockefeller Plaza (on Sixth Avenue between 49th and 50th streets) in the borough of Manhattan, New York City. The building houses the NBC television network headquarters,

its parent NBC Universal, and NBC's flagship station WNBC (Channel 4), as well as cable news channel MSNBC.



Wall Street

Wall Street is an eight-block-long street running roughly northwest to southeast from Broadway to South Street, at the East River, in the Financial District of Lower Manhattan in New York City. Over time, the term has become a metonym for the financial markets of the United States as a whole, the American financial services industry (even if financial firms are not physically located there), or New York-based financial interests.

Anchored by Wall Street, New York City has been called both the most economically powerful city and the leading financial center of the world, and the city is home to the world's two largest stock exchanges by total market capitalization, the New York Stock Exchange and NASDAQ. Several other major exchanges have or had headquarters in the Wall Street area, including the New York Mercantile Exchange, the New York Board of Trade, and the former American Stock Exchange.



Massachusetts General Hospital

Guided by the needs of our patients and their families, Massachusetts General Hospital aims to deliver the very best health care in a safe, compassionate environment; to advance that care through innovative research and education; and to improve the health and well-being of the diverse communities we serve.

Massachusetts General Hospital was established to provide care to Boston's sick, regardless of socioeconomic status—an innovative idea in 1811. In the words of our founder, John Warren, MD, “When in distress, every man becomes our neighbor.” We subsequently became the first teaching hospital for Harvard University’s new medical school and have been redefining excellence in healthcare ever since. We have remained at the forefront of medicine by fostering a culture of collaboration, pushing the boundaries of medical research, educating the brightest medical minds and maintaining an unwavering commitment to the diverse community we were created to serve.

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