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UCLA Extension

美国加州大学洛杉矶分校推广教育部

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在刚刚过去的3月25日-3月27日，美国UCLA Extension在上海环球金融中心举办了一次非常成功的教育培训课程。本次课程主题以全球体育，娱乐和传媒产业为核心，授课教授全部来自于美国UCLA大学。美国UCLA大学在2016年世界大学综合排名榜上高居世界第八位，可谓是世界顶尖级高等学府。加州中心一直致力将加州各项优质资源带给中国消费者，故加州中心派出优秀团队为UCLA此次上海课程提供了细致周到的各项安排。

本次课程我们不仅有美国体育，娱乐和传媒行业的学术专家，我们更请到了许多国内外相关行业大佬在课程中进行演讲。其中包括：美国AEG娱乐集团中国区CEO葛伯强先生，上海美国商会副总裁魏连晟先生，深圳雷曼光电科技公司董事长李漫铁先生，Dragon Group Asia传媒集团首席执行官胡亚娜女士以及 Fresh Juice Global首席执行官尼尔先生。两位经验丰富的教授和一众相关行业大佬为所有学员带来了一场华山论剑般的学术盛宴。此外，全部学员都在课程最后一天分享了学习心得，并获得了UCLA Extension颁发的毕业证书。



上图为课程举办地点：
上海环球金融中心



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On March 25 - March 27th, California Center successfully hosted a special education training course for UCLA Extension in the iconic Shanghai World Financial Center in the heart of city's financial center. The course focused on global sports, entertainment and media industries. UCLA was recently ranked No. 8 in the 2016 U.S. News and World Report Best Global Universities rankings due in large part to their ability to engage such international audiences. California Center is committed to delivering high quality education resources from California to Chinese consumers, as demonstrated through this program!

Several leaders of industry were featured during the three-day course designed for China's top executives, including: The President/CEO of AEG China, Mr. John Cappo; the Vice President of the American Chamber of Commerce, Shanghai, Mr. Scott Williams; the Chairman of Shenzhen LED-MAN group, Mr. Martin Lee; the CEO of Dragon Group Asia, Ms. Johanna Hoopes; and the CEO of Fresh Juice Global and former Walt Disney Corp. Executive, Mr. Neal Lassila. Elite professors from UCLA and the aforementioned industry leaders provided a meaningful course to all the executive-level students in attendance. To cap off the experience, all students were provided a platform to showcase what they had learned through customized presentations on the last day of instruction, and received their graduation certificates from UCLA Extension for outstanding performance!



The location of course:
Shanghai World Financial Center

