

JUMPSTART YOUR FUTURE: A CAREER BOOTCAMP FOR UNDERGRADS

第一天, 8月2日, 星期天: 到达多伦多
Day 1, August 2, Sunday: Arrival in Toronto

第二天 Day 2 8月3日 星期一 August 3 Monday	<u>9:00 - 9:30</u> 简短开班仪式 Brief Program Opening <u>9:30 - 12:00</u> 课程 Lecture 智能时代的商业、金融与科技融合 — 打开视野: 智能时代的商业新世界 Business, Finance, and Technology Integration in the Age of Intelligence — Broadening Perspectives: Business in the Age of Intelligence 地点/ Location 约克大学 York University	<u>1:00 - 4:00</u> 课程 Lecture 智能时代的商业、金融与科技融合 — 打开视野: 智能时代的商业新世界 Business, Finance, and Technology Integration in the Age of Intelligence — Broadening Perspectives: Business in the Age of Intelligence 地点/ Location 约克大学 York University
第三天 Day 3 8月4日 星期二 August 4 Tuesday	<u>9:00 - 12:00</u> 课程 Lecture 智能时代的商业、金融与科技融合 — 理解机制: 资本与科技如何驱动增长 Business, Finance, and Technology Integration in the Age of Intelligence — Understanding the Engine: How Capital and Technology Drive Growth 地点/ Location 约克大学 York University	<u>1:00 - 4:00</u> 课程 Lecture 智能时代的商业、金融与科技融合 — 理解机制: 资本与科技如何驱动增长 Business, Finance, and Technology Integration in the Age of Intelligence — Understanding the Engine: How Capital and Technology Drive Growth 地点/ Location 约克大学 York University
第四天 Day 4 8月5日 星期三 August 5 Wed	<u>9:00 - 12:00</u> 课程 Lecture 智能时代的商业、金融与科技融合 — 面向未来: 个人发展与智能时代选择 Business, Finance, and Technology Integration in the Age of Intelligence — Looking Ahead: Personal Development and Choices in an Intelligent World 地点/ Location 约克大学 York University	<u>1:00 - 4:00</u> 课程 Lecture 智能时代的商业、金融与科技融合 — 面向未来: 个人发展与智能时代选择 Business, Finance, and Technology Integration in the Age of Intelligence — Looking Ahead: Personal Development and Choices in an Intelligent World 地点/ Location 约克大学 York University

第五天 Day 5 8月6日 星期四 August 6 Thursday	<u>10:00 – 12:00</u> 机构访问 参访 500 强企业：加拿大皇家银行 Site-visit Inside Fortune 500: Royal Bank of Canada 主题/Topic 银行业的职业发展前景 Career Opportunities in the Banking Industry	<u>2:00 – 4:00</u> 机构访问 参访 500 强企业：IBM Site-visit Inside Fortune 500: IBM 主题/Topic 科技领域的职业发展前景 Career Opportunities in the Tech Industry
第六天 Day 6 8月7日 星期五 August 7 Friday	<u>10:00 – 12:00</u> 机构访问 Yspace-创新创业中心 Site-visit YSpace-Entrepreneurship and Innovation Hub 主题/Topic YSpace 项目和创新创业企业 签证项目 YSpace Programs and Start-Up Visa Program	<u>2:00 – 4:00</u> 机构访问 多伦多大学 Site Visit University of Toronto 主题/Topic 研究生项目的学术选择 Academic Choices for Graduate Programs
第七天 Day 7 8月8日 星期六 August 8 Saturday	尼亚加拉瀑布游览 Tour of Niagara Falls	
第八天 Day 8 8月9日 星期日 August 9 Sunday	市区参观游览 Tour of Downtown Toronto	
第九天 Day 9 8月10日 星期一 August 10 Monday	<u>9:00am-4:00pm</u> 职业体验项目 – IBM 导师项目 Professional Experience Program with IBM Mentors 商业优化中的数据分析和机器学习应用 Data Analytics and Machine Learning Applications in Business Optimization 地点/ Location 约克大学 York University	

第十天 Day 10 8月11日 星期二 August 11 Tuesday	<u>9:00am-4:00pm</u> 职业体验项目 – IBM 导师项目 Professional Experience Program with IBM Mentors 商业优化中的数据分析和机器学习应用 Data Analytics and Machine Learning Applications in Business Optimization 地点/ Location 约克大学 York University
第十一天 Day 11 8月12日 星期三 August 12 Wednesday	<u>9:00am-4:00pm</u> 职业体验项目 – IBM 导师项目 Professional Experience Program with IBM Mentors 商业优化中的数据分析和机器学习应用 Data Analytics and Machine Learning Applications in Business Optimization 地点/ Location 约克大学 York University
第十二天 Day 12 8月13日 星期四 August 13 Thursday	<u>9:00am-4:00pm</u> 项目准备和演讲演练 Program Preparation and Presentation Rehearsal 地点/ Location 约克大学 York University
第十三天 Day 13 8月14日 星期五 August 14 Friday	<u>9:00-12:00</u> 项目汇报演讲和结业典礼 Project Presentations and Closing Ceremony 地点/ Location York University
第十四天, 8月15日, 星期六: 飞往中国 Day 14, August 15, Saturday: Fly to China	

课程主题：智能时代的商业、金融与科技融合

Course Theme: Business, Finance, and Technology Integration in the Age of Intelligence

第一天 打开视野：智能时代的商业新世界

Day 1 Broadening Perspectives: Business in the Age of Intelligence

课程简介

课程以学生熟悉的数字化与智能应用为切入点，引导学生理解智能时代商业运作的基本逻辑。通过案例分析与互动讨论，学员将认识企业如何在技术驱动下创造价值，理解从传统产品思维向平台与生态思维的转变，同时培养学员的团队协作能力、沟通能力和逻辑思维能力。

第二天 理解机制：资本与科技如何驱动增长

Day 2 Understanding the Engine: How Capital and Technology Drive Growth

课程简介

课程聚焦企业成长背后的核心机制——资本与科技。学生将以直观方式学习金融基本概念及科技应用案例，理解资本决策和技术赋能如何驱动企业发展，同时提高学生批判性思维、问题解决能力和演讲表达能力。

第三天 面向未来：个人发展与智能时代选择

Day 3 Looking Ahead: Personal Development and Choices in an Intelligent World

课程简介

课程将视角从企业延伸至个人发展，引导学员思考智能时代对学习、职业路径和能力结构的影响。通过前沿趋势讨论、小组情景任务、未来规划练习，学员不仅理解复合型能力的重要性，还能培养自我认知、创新思维与职业规划能力。

与 IBM 合作的职业体验项目

商业优化中的数据分析和机器学习应用

Professional Experience Program with IBM: Data Analytics and Machine Learning Applications in Business Optimization

公司介绍

IBM (International Business Machines Corporation, 国际商用机器公司) 成立于 1911 年, 总部位于美国纽约, 是全球领先的信息技术公司之一。IBM 提供包括云计算、人工智能、数据分析、硬件和软件解决方案等在内的广泛技术产品和服务。它在技术创新方面有着悠久的历史, 并为多个行业提供技术支持。近年来, IBM 在人工智能 (尤其是 Watson 平台) 和区块链技术等领域取得了重要进展。

Program Overview

Generating insights from data is instrumental for businesses that want to build a disruptive advantage. AI is taking this approach to the next level with better predictive models and forecasts. At the forefront of this transformation, IBM Business Automation stands as an industry-leading automation platform, empowering some of the largest organizations to embark on a journey of digitization, automation, strategic action, and ultimately, the optimization of their core business processes.

This project delves into the essential technologies employed to extract, analyze, and utilize profound insights from massive datasets. It covers a wide range of tools and techniques, including statistical modeling, data visualization, programming in data science, emerging AI-driven analytics, and more. **Participants will immerse themselves in the role of an IBM Data Scientist, engaging in research on behalf of a client organization. They will explore how data analytics can effectively address business challenges and foster a competitive advantage.**

As the culmination of their learning, students will collaborate to present a comprehensive final presentation for IBM clients, where they will effectively communicate their analytical discoveries and insights.

Program Approach

Mentor Sessions

Project's focus and objectives:

1. Understand and assess an organization's business needs to identify problems suitable for analytics solutions.
2. Formulate a problem statement and learn how to access and obtain the necessary data for analysis. **Students will be introduced to business statements that organizations typically come to IBM with and will be given a sample data set to be able to familiarize themselves with the world of data extraction and data preparation for subsequent analysis.*
3. Convert data into a format suitable for analysis using analytics tools.
4. Start using user-friendly analytics tools like IBM Cognos Analytics for creating dashboards, with hands-on practice on a provided dataset.
5. Get introduced to Python and Panda libraries for a deeper dive into the technical aspects of analytics.
6. Exploring Prompt Engineering and utilizing Chat GPT and Midjourney for prompt engineering, along with understanding the applications of Chat GPT and Generative AI.
7. Develop storytelling and presentation skills to effectively communicate analytical findings.
8. Collaboratively assemble a final presentation for IBM Clients and gain experience in presenting their analytics findings.

The IBM project includes four phases as follows:

- Problem Statement and Preliminary Assessment
- Research and Analysis
- Evaluation of Alternatives and Roadmap Development
- Final Recommendation and Presentation

This project's purpose is to support you in the following areas:

- Apply the classroom learning to an organizational context
- Work on a realistic project at IBM
- Use critical thinking skills and own practical experience to build solutions
- Utilize various tools and concepts to better understand an organizational challenge
- Expand your network and collaborate with others

Project Assistant Sessions

Throughout the program, you will be supported by your Project Assistant (PA) who will provide overall class support as well as work with you in small groups. Each coach or mentor session will be followed by a session with your PA. The purpose of these sessions is to:

- Review content to reinforce key concepts
- Help you to make the material your own by applying what you have learned to assignments/activities given by the mentor

Student Responsibilities

- Be actively present for ALL coaching, mentor and PA sessions (video must be ON at all times)
- Be prepared to participate in dialogues and debates, which are highly encouraged. The more you participate, the more you will learn.
- Always put forth your best effort and ensure that you are completing your tasks to contribute to your group's success

Assessment Criteria

The overall assessment criteria for each team are:

- Attendance
- Active Engagement and Professionalism
- Productivity and Contributions, including Quality of Work
- Teamwork, Initiative and Leadership
- Critical and Creative Thinking
- Final Presentation