

2024 SUMMER Columbia Young Development Program



Features 课程特点

- Career-oriented curriculum 以职业发展为核心的课程设计
- Faculty with industry and market experiences 师资具备业界背景
- Interdisciplinary teaching and peer learning 强调跨主题教学
- Alumni resources in finance, consulting, tech, media, law, education 十七年校友网络
- Reference and reputation 优异学生将获得推荐信，并受到国内外名校认可
- Low cost and scholarship 课程学费较低，表现突出的学生将获得奖学金

Faculty Profile



Advisor

Deputy Director of Center on Chinese Education, Columbia University

哥伦比亚大学

中国教育研究中心副主任



Columbia Professor

Vice President of Marketing Communications at Goldman Sachs;

Head of Marketing on National Growth Brands at Nestle Waters USA

哥大商学院教授，兼高盛投行高管



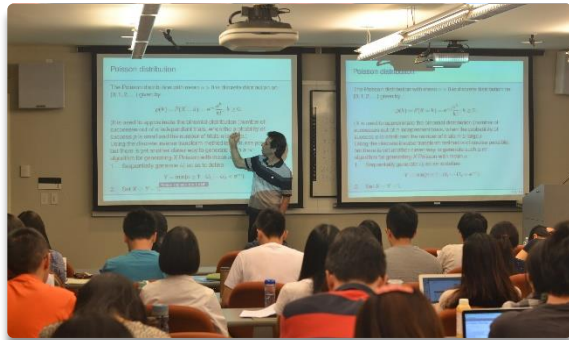
Columbia Professor

Previous Managing Director of Citi Group;

North American co-chair of ISDA's (International Swap and Derivatives Association) Risk Management Committee

哥大商学院教授，前花旗集团董事总经理

Cross-Disciplinary Curriculum



Columbia Professor

Professor of Financial Engineering and
Business Analytics, Columbia University

哥大金融工程硕士项目教授



Princeton Professor

Professor of Economics and Public Affairs,
Department of Economics and School of
Public and International Affairs, Princeton
University

普林斯顿大学经济学教授



Columbia Professor

Senior Associate Dean of Undergraduate and
Graduate Student Affairs

Adjunct Professor of Professional
Development and Leadership

哥大工程学院副院长

Fostering graduate study and application



Columbia Professor

Associate Professor of Columbia Business School, Partner of an investment firm in NYC

哥大商学院价值投资教授



Columbia Professor

Director, Professor of Practice in International and Public Affairs, Columbia University

哥大国际关系学院教授



Columbia Professor

Associate professor of Columbia Business School, teaching MBA courses on Leadership Communication, previously in McKinsey

哥大商学院教授

Building up solid base for growth



Columbia Professor

Director of IEOR Undergraduate Studies,
Ph.D. in Information Systems
Management from Carnegie Mellon
University

哥大工程学院本科生项目主任



Columbia Professor

An award-winning former business
reporter

哥大新闻学院教授，资深财经记者



Columbia Professor

Found two hedge funds and run a Fintech firm,
overseeing portfolio analytics

哥大商学院教授，兼华尔街投资机构总裁

MSBA, Columbia University

哥大商业分析硕士大纲

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

 COLUMBIA | MS IN BUSINESS ANALYTICS
COLUMBIA ENGINEERING | COLUMBIA BUSINESS SCHOOL

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Welcome

Master of Science in Business Analytics

Core - 12 credits

IEOR	E4502	Python for Analytics Bootcamp (0-credit)
IEOR	E4599	MSBA Quantitative Bootcamp (0-credit)
IEOR	E4101	Probability, Statistics and Simulation
IEOR	E4523	Data Analytics
IEOR	E4650	Business Analytics
MRKT	B9651	Marketing Analytics
ENGI	E4000	Professional Development Leadership (0-credit)

2024 Summer Program Agenda 夏季课程表

Date	Time	Courses/Activities
07/29 周一		Arrival in NYC and pick up at the airports 抵达纽约，安排接机
07/30 周二	Morning	Orientation 开课仪式，说明课程纪律和安全事宜 American Pedagogy & Culture by Deputy Director of CoCE, Columbia University 哥大中国教育研究中心副主任讲述美国教学和文化
	Afternoon	Team-building and brainstorming on team project 分组进行头脑风暴，讨论小组案例方向
	Evening	Visit 5th Ave, St. Patrick's Cathedral, Rockefeller Center, Empire State Building, Korea Town, and Times Square 课后团队游览市区，调整时差，晚上九点前回到学生公寓，和家人联系报平安
07/31 周三	Morning	Financial Modeling I by Columbia MFE Professor 哥伦比亚大学金融工程硕士项目教授讲述金融模型
	Afternoon	Financial Modeling II by Columbia MFE Professor 哥伦比亚大学金融工程硕士项目教授讲述金融模型
	Evening	Visit City Hall, Brooklyn Bridge and Dumbo 课后团队游览，调整时差，然后集体回到哥大驻地
08/01 周四	Morning	Financial News Investigation by Columbia Journalism School Professor 哥大新闻学院教授讲述经济金融市场调查
	Afternoon	Visit Statue of Liberty 游览自由女神像
08/02 周五	Morning	Data Analytics I by Columbia Professor 哥大工程学院本科生项目教授讲述数据分析
	Afternoon	Data Analytics II by Columbia Professor 哥大工程学院本科生项目教授讲述数据分析

Second Week

Date	Time	Courses/Activities
08/03 周六	Morning	Buffet's Value Investing by Columbia Business School Professor 哥大商学院教授讲述巴菲特价值投资体系
	Afternoon	Visit Morgan Stanley Capital International (MSCI) 参访摩根斯坦利资本国际，与业界领导学习投资策略
08/04 周日	Morning	Visit University of Pennsylvania 参访宾夕法尼亚大学
	Afternoon	Visit City of Philadelphia 游览费城
08/05 周一	Morning	Admission Information Session by Associate Dean of Columbia Engineering School 哥大工程学院副院长讲述硕博申请
	Afternoon	Professional Development by Associate Dean of Columbia Engineering School 哥大工程学院副院长讲述职业规划
08/06 周二	Afternoon	Market Analysis I by Columbia Business School Professor 哥大商学院教授讲述市场策略和分析
	Evening	Market Analysis II by Columbia Business School Professor 哥大商学院教授讲述市场策略和分析
08/07 周三	Afternoon	Market Analysis III by Columbia Business School Professor 哥大商学院教授讲述市场策略和分析
	Evening	Market Analysis IIII by Columbia Business School Professor 哥大商学院教授讲述市场策略和分析

Third Week

Date	Time	Courses/Activities
08/08 周四	Morning	Market Analysis III by Columbia Business School Professor 哥大商学院教授讲述市场策略和分析
	Afternoon	Market Analysis IV by Columbia Business School Professor 哥大商学院教授讲述市场策略和分析
08/09 周五	Morning	Data Analytics III by Columbia Professor 哥大工程学院本科生项目教授讲述数据分析
	Afternoon	Data Analytics IV by Columbia Professor 哥大工程学院本科生项目教授讲述数据分析
08/10 周六	Morning	Workshop on Soft Skills and Career Planning by President of AIEEC 项目负责人讲述软性技能和职业规划
	Afternoon	Visit United Nations 参访联合国总部，了解国际组织就业发展和实习计划
08/11 周日	Morning	Financial Risk Management I by Columbia Business School Professor 哥大商学院教授讲述金融风险管理
	Afternoon	Financial Risk Management II by Columbia Business School Professor 哥大商学院教授讲述金融风险管理
08/12 周一	Morning	McKinsey Consulting Framework I by Columbia Business School Professor 哥大商学院教授讲述麦肯锡咨询构架
	Afternoon	McKinsey Consulting Framework I by Columbia Business School Professor 哥大商学院教授讲述麦肯锡咨询构架

Fourth Week

Date	Time	Courses/Activities
08/13 周二	Morning	Design Thinking I 蓝色巨人IBM前高管讲授设计思维
	Afternoon	Design Thinking II 蓝色巨人IBM前高管讲授设计思维
08/14 周三	Morning	Quantitative Investment by Columbia Business School Professor I 哥大商学院教授讲述量化投资
	Afternoon	Quantitative Investment by Columbia Professor II 哥大商学院教授讲述量化投资
08/15 周四	Morning	Social Value Investing by Columbia SIPA Professor 哥大国际关系学院教授讲述社会价值投资
	Afternoon	Career workshop with young professionals in NYC 与往届校友纽约在职人士座谈，分享过来人经验
08/16 周五	Morning	Team competition on business analysis 小组案例演示
	Afternoon	Closing ceremony 结业仪式，颁发哥大官方机构课程证书
08/17		Woodbury Outlet Shopping and return to China 启程回国
08/18		Arrival in China 抵达国内
08/19-23 Unpaid Apprenticeship 无薪见习		Morning Professional Training
		Afternoon Marketing Research

Teamwork 团队合作

- ▶ Team project on Fintech/Investment/Industry/Start-up
- ▶ Team contest: Stock Trading Simulation

\$ 100,000.00



Soft Skill Workshop 软性技能 职业素养

- ▶ Professionalism
- ▶ One-minute elevator pitch
- ▶ Networking skills



Study and Career Planning 升学和职业规划

- ▶ Career-oriented
- ▶ Self-assessment
- ▶ Majors/Programs
- ▶ Schools/Locations



Performances and Benefits 个人收获

Performance

- ▶ Attendance
- ▶ Engagement
- ▶ Contribution
- ▶ Teamwork

Benefits

- ▶ Connections with faculty 与教授建立联系
- ▶ Certificate and transcript 官方证书和成绩单
- ▶ Recommendation letters 优异表现赢取推荐信
- ▶ Individual development planning 个人发展规划

Apply



申请

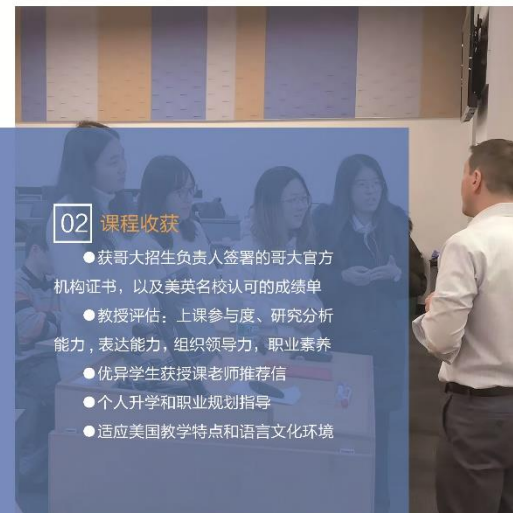
Apply/Contact

- 01 在截止日期之前，将个人中英文简历(包括学习背景，研究和实习经历，社团、竞赛和其他个人领导力的表现)和护照个人信息页(可补发)提交至 ghccufe@163.com
成绩优异且领导力突出的申请者可以申请助学金(assistantship)择优择先。
- 02 提交申请材料之后，2周内通知申请者电话英文面试。申请者被录取后将收到邮件通知。
- 03 录取学员一旦确认参加则需缴纳定金Deposit。之后将给录取学员寄送正式书面邀请函，并指导学员申请B1/B2签证(通过率99%)。如果学员签证被拒，则定金全额退还。
- 04 所有学员将通过微信群持续得到项目老师的指导。签证通过后，学员将根据出发地组团购买机票，办理国际旅行保险，完成课程布置的行前作业。分组从上海/北京/香港出发前往纽约。
- 05 安排好学习期间的住宿，学员抵达后从机场送到住所。
- 06 学员抵达美国后缴纳学费和住宿费用。学员将根据课程时间统一行动，不得擅自离队。课程结束后从纽约/洛杉矶/旧金山回国。



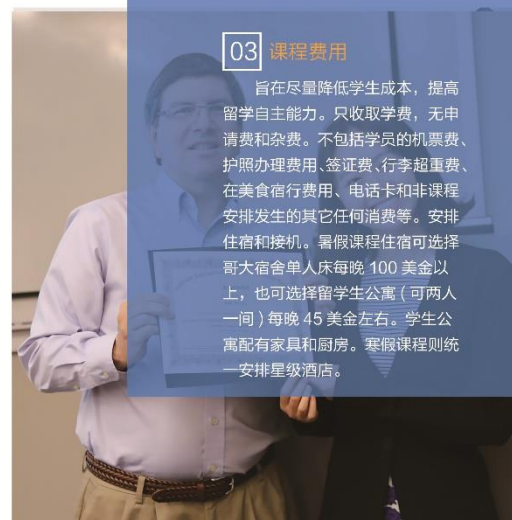
01 课程对象

志在提升名校和名企申请竞争力的在读本科生，不限专业背景，无托福成绩要求。具备一定的英语听说能力、独立生活能力和适应环境的能力，能够与来自不同高校的同学高效完成团队任务。



02 课程收获

- 获哥大招生负责人签署的哥大官方机构证书，以及美英名校认可的成绩单
- 教授评估：上课参与度、研究分析能力，表达能力，组织领导力，职业素养
- 优异学生获授课老师推荐信
- 个人升学和职业规划指导
- 适应美国教学特点和语言文化环境



03 课程费用

旨在尽量降低学生成本，提高留学自主能力。只收取学费，无申请费和杂费。不包括学员的机票费、护照办理费用、签证费、行李超重费、在美食宿行费用、电话卡和非课程安排发生的其它任何消费等。安排住宿和接机。暑假课程住宿可选择哥大宿舍单人床每晚 100 美金以上，也可选择留学生公寓(可两人一间)每晚 45 美金左右。学生公寓配有家具和厨房。寒假课程则统一安排星级酒店。



04 课程资助

AIEEC 基金会为成绩优异领导力突出的学生提供助学金和奖学金。个人奖学金将根据学员行前表现、在上课期间的个人表现、团队中个人表现、和课后个人表现而定。团队奖学金根据小组竞赛成绩评定。在课程结束时颁发。