

INTRODUCTION

The Short Course of Business and Marketing will last for **fifteen days**, from **Jan.18th** to **Feb. 1th**. This workshop provides students with an introduction to a wide range of concepts, theories, and practical techniques in business and analysis. Business and marketing is an interdisciplinary field about business methods, processes, and systems to extract knowledge or insights from data in various forms, either structured or unstructured. Business and data analysis are essential components in a wide range of fields. It is critical for students to understand and gain practical experience with the entire life cycle of data, from data collection to data analysis to the dissemination and archiving of valuable results. In this workshop, students will be introduced to the broad landscape of business and marketing. Students will learn to design and implement computerized databases for business analysis, perform basic queries and prepare the actual case for analytical tasks, and understand basic marketing knowledge. This workshop will be a foundation for students who are interested in becoming excellent business analysis.

Importantly, the program provides the opportunity for students to visit UF research laboratories and work with the UF course staff. Students may discuss future MS and PhD opportunities with the department and university. Our program aims to help international students to learn theoretical knowledge, develop research ideas and skills, and improve their opportunities for successful application to US Graduate Schools. While on campus, students may meet with other faculty and visit ongoing classes and research labs at UF.

WORKSHOP INFORMATION

- **Major Goal:**

The workshop consists of 2 weeks of lectures. Teaching methods include lecture, discussion, and hands-on data assessment, analysis, and presentation. The goals of the course are:

- To provide an overview of the business, questions, and tools that data analysts and business analysts work with.
- To provide students with basic principles of business modeling.
- To introduce the concepts of marketing, and the associated tools, methods and approaches.
- To give students an opportunity to conduct their own business analysis project and apply the marketing knowledge learned in this workshop.

- **Course Description:**

- **Business Data Analysis**

This course provides an overview of methods and techniques of data analysis in business. It prepares students for their future courses and careers by introducing the statistical methods most often used in business. This course covers the fundamental concepts in statistics as well as common study designs. Students will learn different types of data and some of the widely used statistical models for analyzing these data.

- **Interactive Marketing**

Analyzes economic, social and cultural issues affecting marketing management in the international environment. Development and analysis of overall marketing strategies involving product and brand development, channels of distribution, pricing and promotion with consideration of marketplace conditions and related factors affecting implementation and execution.

- Strategic Communication Management

Success in the new global business environment requires executives, managers and staff who are knowledgeable about cultural differences and who know how to communicate effectively in increasingly diverse local, regional, national and global markets. This course sensitizes students to various factors which influence intercultural communication effectiveness. It equips them for success in the multicultural and global workplace of the 21st century. Students demonstrate their mastery of the subject through written reports, oral presentations, discussions, exercises and a final paper or project.

- **Schedule and Topic:**

The workshop will last 2 weeks and be hosted at the University of Florida Gainesville campus in January and February 2019. There will be 6 lectures per week (12 lectures total), and each lecture will be 2 hours. There will also be seminars, independent studies and site visits as well.

Table. A tentative schedule and associated lecture topics (Jan. 18, 2019 to Feb. 1, 2019).

WEEK #1	Sat, Jan.19/ Sun, Jan.20	Mon, Jan.21	Tue, Jan.22	Wed, Jan.23	Thu, Jan.24	Fri, Jan.25
Morning 9:00-11:00	Welcome Orientation & Campus Tour	Integrative Marketing(1)	Integrative Marketing(3)	Integrative Marketing(5)	Integrative Marketing(6)	Integrative Marketing(7)
Lunch		Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
Afternoon 2:00-4:00		Integrative Marketing(2)	Integrative Marketing(4)	Seminar 1 (Topic to be confirmed)	Independent study of Integrative Marketing	Site Visit 1
WEEK #2	Sat, Jan.26/ Sun, Jan.27	Mon, Jan.28	Tue, Jan.29	Wed, Jan.30	Thu, Jan.31	Fri, Feb.1
Morning 9:00-11:00	Free Weekend	Strategic Communication Management(1)	Strategic Communication Management(3)	Independent study of Integrative Marketing	Strategic Communication Management(5)	Final presentation
Lunch		Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
Afternoon 2:00-4:00		Strategic Communication Management(2)	Seminar 2 (Topic to be confirmed)	Strategic Communication Management(4)	Strategic Communication Management(6)	Group Departure

- Students will have the unique opportunity to participate in:
 - Intensive instruction by University of Florida professors in Engineering on Health Outcomes and Biomedical Informatics.
 - Customized English language program to improve skills in listening and speaking, grammar, reading and writing
 - Instruction on technical report writing (including grammar, style, and content)
 - Instruction on technical presentation delivery (including preparation skills)
 - Cultural interaction with UF faculty and students inside and outside of the classroom
 - Professional development lectures conducted by workshop staff

BENEFITS

Specific benefits of the short course include the following:

- The international students will benefit from exposure to a high-quality and comprehensive educational experience under instruction from UF professors, along with relevant industrial and cultural experiences.
- Students will have the opportunity to interact with UF students serving as mentors in the classroom and on trips to foster cultural exchange.

HOUSING

During the program, student will be housed in the 3-star hotel assigned by the University of Florida. High-speed Internet access is available in each room and the breakfast is included for each student. Students will have access to on-campus dining options and 24/7 on-call staff.

TRANSPORTATION

University of Florida will be responsible for picking up students to campus after their arrival at Gainesville Regional Airport (GNV) and send them back to the Gainesville Regional Airport (GNV) after the program is finished. At orientation, students will be given a 1-month bus pass that gives them unlimited access to all Gainesville Regional Transit System (RTS) buses for the duration of the program. The hotel will provide shuttle to the campus on weekdays.

INSURANCE

During the program, Liberty Insurance covers students' health insurance.

ADMISSION REQUIREMENTS

Students must meet the following requirements:

- Minimum GPA 3.0
- CET-6 500 or TOEFL 80
- Major in Business, Management, Marketing or related field.
- Junior or senior level standing.
- Students who do not meet the requirements will need an interview (contact Sam Zheng).

PROGRAM ADMISSION

The logistical administration of this program will be carried out by Sam Zheng. His email address is dzheng1@ufl.edu(link sends e-mail).

TUITION FEE

\$3,500 per student, including accommodation and breakfasts during three weeks, insurance, transportation on campus, education and teaching resource charge; but round-trip flight, meal cost (except breakfast) and personal cost are not included.

APPLICATION DETAILS

Please contact Sam Zheng for application process, costs and other details. The deadline for application is **Sep. 30th, 2018**. Please contact Sam Zheng if you have any questions.