

# 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

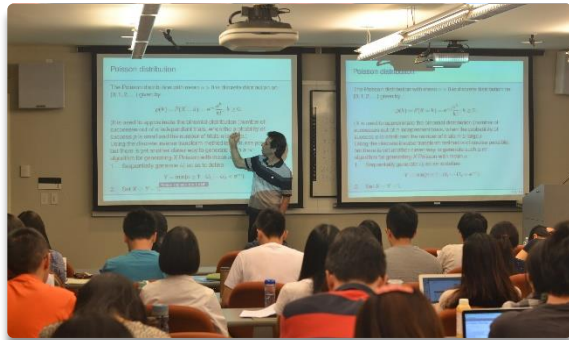
Previous Managing Director of Citi Group;

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

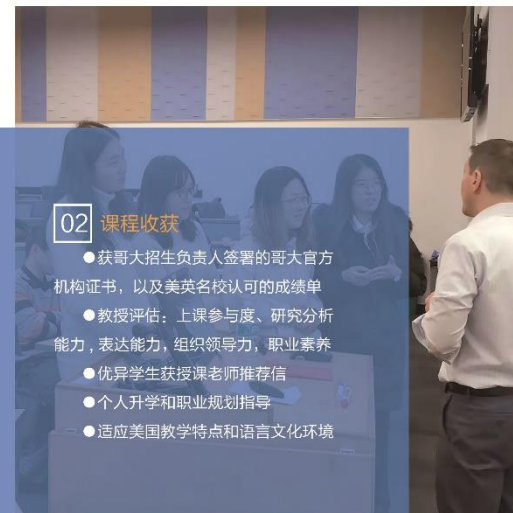
- 01 在截止日期之前，将个人中英文简历(包括学习背景，研究和实习经历，社团、竞赛和其他个人领导力的表现)和护照个人信息页(可补发)提交至DL2199@tc.columbia.edu。  
成绩优异且领导力突出的申请者可以申请助学金(assistantship)择优择先。
- 02 提交申请材料之后，2周内通知申请者电话英文面试。申请者被录取后将收到邮件通知。
- 03 录取学员一旦确认参加则需缴纳定金Deposit。之后将给录取学员寄送正式书面邀请函，并指导学员申请B1/B2签证(通过率99%)。如果学员签证被拒，则定金全额退还。
- 04 所有学员将通过微信群持续得到项目老师的指导。签证通过后，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。

扫描下方二维码添加微信咨询课程详情及报名要求：



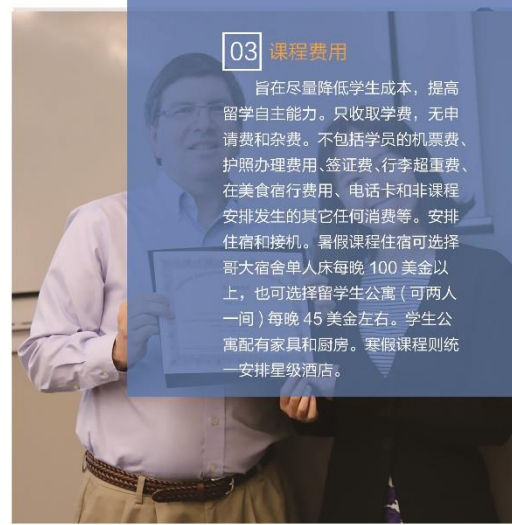
#### 01 课程对象

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。