



Communicate with Impact: Thriving in the Global Corporate Arena

有影响力的沟通:在全球商业企业中成长

Course Details

Language of Instruction:

English

Dates: Jul. 10 to Aug. 4, 2023

Meeting Time: 6:30-9:00pm

Beijing Time (Mon / Wed / Fri)

Course Meeting Place: Zoom

Instructor: Dave Mammoliti

Participant Profile:

This course is open to senior undergraduate students and graduate students from diverse disciplines who are eager to improve their communication skills and excel in corporate contexts.

课程详情

教学语言: 英语

课程时间: 2023年7月10日至8月

4日, 每周一、三、五晚上6:30-

9:00 (北京时间)

课程地点: Zoom

授课老师: Dave Mammoliti

课程对象:

本课程面向来自不同学科的高年级本科生和研究生, 他们渴望提高沟通技巧并在企业环境中脱颖而出

Course Description

This engaging course, taught by an experienced academic along with industry coaches from renowned Fortune 500 companies, empowers students with knowledge and skills to communicate effectively in the global corporate arena.

Throughout, students gain understanding of verbal and nonverbal communication, active listening, persuasion, intercultural communication, and digital platforms. Industry coaches share invaluable insights and practical tips on effective communication in real-world corporate settings. Combining academic expertise with industry perspectives, this course bridges theory and practice. Students gain comprehensive understanding of communication principles from professionals who have successfully navigated the corporate landscape.

By course end, students confidently engage, build relationships, and navigate challenges in the fast-paced globalized world.

Learning Outcomes

- Enhance articulation of ideas with confidence and persuasion in professional settings.
- Grasp significance of body language, facial expressions, and tone for effective messages and connections.
- Learn active listening, provide constructive feedback.
- Comprehend cultural impacts on communication, excel in cross-cultural interactions.

课程描述

这门引人入胜的课程由经验丰富的学者授课, 并由来自著名的财富 500 强公司行业导师补充, 旨在为学生提供具有影响力的沟通知识和技能, 并在全球商业职场中脱颖而出。

在整个课程中, 学生将全面了解交流的各个方面, 包括口头和非口头交流、积极倾听、说服技巧、跨文化交流和数字交流平台。除了学术讲师外, 还将邀请来自财富500强公司的行业导师分享他们在现实世界企业环境中有效沟通的宝贵见解和实用技巧。通过将学术专长与行业观点相结合, 本课程为学生提供了一个独特的机会来弥合理论与实践之间的差距。他们将全面了解沟通原则, 同时也向成功驾驭企业格局的专业人士学习。

在本课程结束时, 学生将有能力自信地参与, 建立专业关系, 并驾驭全球化、快节奏世界的挑战。

学习成果

- 提高在各种专业环境中清晰、自信和有说服力地表达想法的能力
- 了解肢体语言、面部表情和语气在有效传达信息和建立牢固的人际关系方面的重要性
- 学习积极的倾听技巧并提供建设性的反馈
- 了解文化差异如何影响沟通并成功参与跨文化互动

Communicate with Impact: Thriving in the Global Corporate Arena

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York University Profile

- 3rd largest university in Canada
- 3rd in Canada (and 21 in the world) in academic or research performance (Shanghai Ranking)
- Top 35 in the world in The Times Higher Education Impact Rankings
- 55,000 students, including more than 10,000 international students from 178 countries
- 7,000 faculty and staff, as well as 325,000 alumni worldwide

Global Perspectives Courses

Part of the Global Perspectives series, this course will allow you to advance your knowledge and skills in specialized areas through study of the most current trends and topics from abroad.

约克大学简介

- 加拿大第三大大学
- 在学术或研究成果方面加拿大排名第三 (全球排名21) (软科排名)
- 泰晤士报高等教育影响力排名全球前35名
- 超过55,000名在校生,包括10,000多名来自178个国家的国际学生
- 7,000名教职员工,以及遍布全球各地的325,000名校友

全球视野课程

本课程为全球视野课程系列中的一门课程。通过研究国外的最新趋势和主题,帮助学生专业领域提高知识和技能。

Learning Outcomes (continued)

- Master digital tools for virtual meetings, emails, and collaboration.
- Acquire presentation skills, structure content, engage audience.
- Foster productive collaboration, inclusive discussions in diverse groups.

Outline of Topics

- Effective communication in corporate settings
- Clarity and confidence in speaking
- Nonverbal communication: body language matters
- Active listening techniques and feedback
- Persuasion and influential communication
- Communication essentials for crisis management
- Professional networking and relationship building
- Cross-cultural communication styles
- Digital communication trends in modern world
- Organizational communication: internal vs external
- Relationship management and collaboration
- Ethical communication and professionalism
- Industry insights: Fortune 500 best practices

学习成果(续)

- 探索有效利用数字工具和平台进行专业沟通,包括虚拟会议、电子邮件和协作平台
- 获得演讲技巧,包括构建内容、使用视觉辅助工具和吸引观众
- 培养富有成效的协作、有效的团队合作的技能,并促进不同群体内的包容性讨论。

课程主题

- 企业环境中的有效沟通简介
- 清晰自信地说话
- 非语言交流和肢体语言的重要性
- 积极倾听和反馈的技巧
- 说服技巧和有影响力的沟通
- 危机管理的沟通要点
- 建立专业网络和关系
- 跨文化的沟通方式
- 现代世界的数字通信趋势
- 针对内部与外部受众的组织沟通
- 关系管理与协作
- 道德沟通和专业精神
- 来自财富 500 强领导者的行业洞察和最佳实践





Visual Analytics and Modeling

数据可视化分析和建模

Course Details

Language of Instruction:

English

Dates:

July 11 to August 17, 2023

Meeting Time:

7:00-9:30 pm Beijing Time
(Tues / Thurs)

Course Meeting Place: Zoom**Instructor:** Zekiye Erdem**Participant Profile:**

This course is open to undergraduate students studying computer, statistics and other subjects that request visual analytics knowledge and skills.

课程详情

教学语言: 英语**课程时间:** 2023年7月11日至8月

17日, 每周二、四晚上7:00-9:30 (北京时间)

课程地点: Zoom**授课老师:** Zekiye Erdem**课程对象:**

本课程面向计算机、统计学和其他需要视觉分析知识和技能学科的本科生开放

Course Description

Data visualization has a pivotal role in data science because the way the human brain processes information using charts or graphs to visualize large amounts of complex data is easier than poring over spreadsheets or reports. Data visualization is also crucial to analyze problems in ways that are more efficient. Most scientific writing involves graphical communication tools such as charts, plots, and graphs to represent their findings. Presenting the results in a better visualization improves communication with the other researchers. Patterns, trends, and correlations that might go undetected in text-based data can be exposed and recognized easier with data visualization.

This course aims to give the students the principles of visual analytics and introduce the latest tools for data visualization while providing hands-on experience in real-world problems with various data visualization techniques.

Learning Outcomes

- A broad understanding of Visual Analytics and Modeling
- Why Visual Analytics and Data Visualization are important and how to use them effectively
- Identification of categorical, numerical, and non-numerical data types
- Hands-on experience in common data visualization techniques

课程描述

数据可视化在数据科学中起着举足轻重的作用, 因为人脑使用图表或图形来可视化大量复杂数据的方式比仔细研究电子表格或报告更容易。数据可视化对于以更有效的方式分析问题也至关重要。大多数科学写作都涉及图形通信工具, 如图表、绘图和图形来展示研究人员的发现。以更好的可视化方式呈现结果可以改善与其他研究人员的沟通。通过数据可视化, 可以更轻松地显示和识别在基于文本的数据中可能未检测到的模式、趋势和相关性。

本课程旨在为本科生提供可视化分析的原理, 并介绍最新的数据可视化工具, 同时提供各种数据可视化技术在分析和呈现现实世界问题方面的实践经验。

学习成果

- 对可视化分析和建模的广泛理解
- 为什么可视化分析和数据可视化很重要以及如何有效地使用它们
- 识别分类、数字和非数字数据类型
- 常见数据可视化技术的实践经验

Visual Analytics and Modeling

数据可视化分析和建模



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Learning Outcomes (continued)

- Being able to represent real-world data visualization problems
- Familiarity with the latest advanced visualization techniques

学习成果 (续)

- 能够以数据可视化技术展示现实世界的问题
- 熟悉最新的高级可视化技术

课程主题

Outline of Topics

- Introduction to Data Visualization
- Multivariate charts
- Perception and pre-attentive processes - Gestalt laws
- Visual Analytics on Temporal Data and Data Visualization on Time Series
- Visual Analytics on Geospatial and Hierarchical dataset
- Data Visualization on Network Data

- 数据可视化简介
- 多变量图表
- 感知和预先注意过程 - 格式塔定律
- 时态数据的数据可视化分析和时间序列的数据可视化
- 地理空间和分层数据集上的可视化分析
- 网络数据的数据可视化

