

NEST STOP



McGILL



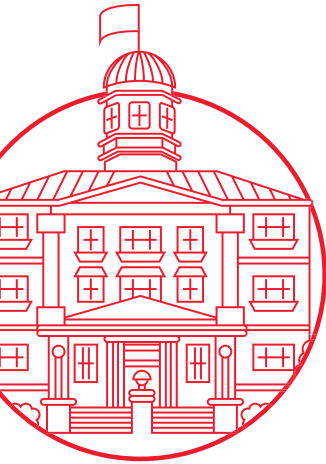
McGILL UNIVERSITY SHORT PROGRAMS
WINTER/SPRING 2019



McGill

School of Continuing Studies École
d'éducation permanente





McGILL UNIVERSITY: THE NEXT STOP ON YOUR JOURNEY

Offering prestige, culture and fun, McGill University's School of Continuing Studies provides international students with unique opportunities to learn both in and out of the classroom and experience something new.



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INTRODUCTION TO BIG DATA

NON-CREDIT PROGRAM WITH TRANSCRIPT

DESCRIPTION

Leverage your strengths in quantitative analysis to extrapolate meaningful business insights from large data sets. This program will introduce you to a practical toolkit to help you work with data at scale.

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. DATA SCIENCE FOR BUSINESS DECISIONS (30 HOURS)

This course aims to provide an overview of how data science can help drive business decisions and create new business models. The emphasis is placed on how to move from data to insight. The course explores the data science process and various challenges that data driven businesses face including ethics, data governance and privacy among others. The evolution of data technology and storage, as well as application of data science tools and techniques in different business areas such as customer and web analytics, operations analytics, human resources related analytics are explored through examples from various industries such as banking, healthcare, marketing, agriculture to name a few.

2. DATA AT SCALE (35 HOURS)

This course familiarizes participants with different aspects of large data sets and how they are managed both on site and in the Cloud. Emphasis is placed on providing participants with hands-on experience from data ingestion to analysis of large data sets, both data-at-rest or data-in-motion (streaming data), including defining Big Data and its 5 V's: Volume, Velocity, Variety, Veracity, and Value. Architectures of distributed databases and storage, ecosystems such as Hadoop and Spark are covered followed by introduction to Scala, Spark-Shell and PySpark.

These courses are non-credit. A McGill Record of Study will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

PRE-REQUISITES

- Strong quantitative background
- Solid understanding of statistical concepts:
- Applicants must be currently enrolled in one of the following programs or hold a degree in:
 - Bachelor of Engineering (B.Eng.)
 - Bachelor of Science (B.Sc.)
 - Bachelor of Commerce in MIS (B.Com MIS)

Students without prior knowledge of Python must complete the following Python courses online and provide proof of completion prior to the start of the program:

[Introduction to Python for Data Science course](#)

FEES

- Tuition Fees: \$2355 CAD
- Ancillary Fees: \$320 CAD
- Total Program Fees: \$2675 CAD (≈ \$2025 USD*)

Save \$400 and pay \$2275 instead of \$2675 if you register before October 31st, 2018!

→ Fees include:

- International Health Insurance (for non-Canadian residents)
- Course material
- McGill Record of Study

- Attestation of Completion of Program
- Orientation session
- Welcome and Farewell receptions
- Optional:

- Accommodation (Double Occupancy): \$820 CAD (\$625 USD*) (for 21 nights, get 7 additional nights free)
- Cultural and social activities (Fees to be announced)
- Not included:
 - Meals



BUSINESS ANALYTICS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

DESCRIPTION

This program will introduce you to the world of data management and how it can help increase business performance, innovation potential and customer satisfaction using two powerful tools: Business Analytics to collect, analyze and visualize data and Agile Project Management to gain competitive advantage and risk reduction in the context of constantly changing business environment.

COURSES

1. INTRODUCTION TO BUSINESS ANALYTICS & DATA MODELLING (30 HOURS)

This course will explore the fundamental analytical methods and tools used to collect, analyze and interpret business data to gain insight and inform business decision-making, as well as data modelling concepts and techniques used by business analysts to accurately define and communicate business data requirements, business rules and data analytics methods for any project.

2. INTRODUCTION TO AGILE PROJECT MANAGEMENT (30 HOURS)

This course covers the application of agile concepts, principles, and methodologies in project management, largely developed and tested on software development projects, and being successfully applied to projects of all sizes and types in other various industries.

The course topics are aligned with the established agile manifesto and principles supporting the Agile Certified Practitioner certification offered and administered by the Project Management Institute (PMI-ACP®).

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

- Tuition Fees: \$2175 CAD
- Ancillary Fees: \$320 CAD
- Total Program Fees: \$2495 CAD (≈ \$1895 USD*)

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 - Meals

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COMMUNICATION AND INTERPERSONAL SKILLS IN BUSINESS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. INTERPERSONAL SKILLS FOR PROFESSIONALS (30 HOURS)

Strong interpersonal skills and emotional intelligence have been identified as key ingredients for success in the professional world. Professionals from any and all fields of expertise need to rely on their interpersonal skills when interacting with colleagues, subordinates, superiors, clients and other stakeholders.

The objective of this course is to help students develop career-enhancing interpersonal skills with emphasis on the following areas: communication styles, emotional intelligence, conflict resolution, influencing others, diversity and intercultural communication, presentation and facilitation skills.

2. PROFESSIONAL BUSINESS COMMUNICATION AND NETWORKING (30 HOURS)

Your ability to communicate effectively and efficiently in the workplace influences your opportunities for advancement. The demand for specialized language and intercultural communication skills is steadily growing in today's global marketplace. You need more than technical expertise to succeed. You need excellent professional, interpersonal and social skills to direct others' activities to attain organizational goals. In this course, students will acquire techniques and strategies for successful cross-cultural, business and professional communication and networking in English.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEF IBT 79 or equivalent). There are no other prerequisites.

FEES

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- Ancillary Fees: \$320 CAD
- Total Program Fees: \$2495 CAD (≈ \$1895 USD*)

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- Optional:
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ENTREPRENEURSHIP

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. INTRODUCTION TO ENTREPRENEURSHIP (30 HOURS)

Success as an entrepreneur begins with a solid understanding of the key concepts and processes involved in starting and managing a new venture. This course will provide an overview of the fundamental concepts and approaches in entrepreneurship and the tools needed for the set-up and evaluation of a new business enterprise. Topics include: idea generation, valuation techniques, funding, intellectual property and business plan development.

2. DEVELOPING A BUSINESS PLAN (30 HOURS)

Success in any venture begins with a good business plan. A well thought out and well executed plan can provide the roadmap to success. This course will examine the key components involved in developing a solid business plan for a new or existing venture. In this practical hands-on course students will develop and present a business plan.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEF IBT 79 or equivalent). There are no other prerequisites.

FEES

- Tuition Fees: \$2175 CAD
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 - Orientation session
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- Optional:
 - Accommodation (Double Occupancy): \$820 CAD (\$625 USD*) (for 21 nights, get 7 additional nights free)
 - Cultural and social activities (Fees to be announced)
- Not included:
 - Meals



INTERNATIONAL BUSINESS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. FUNDAMENTALS OF INTERNATIONAL BUSINESS (30 HOURS)

This course deals with fundamental international business issues: the international business environment, foreign exchange risk, multinational corporations, international organizations, international sources of financing, international marketing policies, essential factors to be considered when entering foreign markets (licensing and exporting) and international management.

2. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)

Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEF IBT 79 or equivalent). There are no other prerequisites.

FEES

- Tuition Fees: \$2175 CAD
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- Optional:
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INTERNATIONAL MARKETING USING THE INTERNET

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)

Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)

The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEF IBT 79 or equivalent). There are no other prerequisites.

FEES

- Tuition Fees: \$2175 CAD
- Ancillary Fees: \$320 CAD
- Total Program Fees: \$2495 CAD (≈ \$1895 USD*)

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 - Course material
 - McGill Record of Study
 - Attestation of Completion of Program
 - Orientation session
 - Welcome and Farewell receptions
- Optional:
 - Accommodation (Double Occupancy): \$820 CAD (\$625 USD*) (for 21 nights, get 7 additional nights free)
 - Cultural and social activities (Fees to be announced)
- Not included:
 - Meals



LEADERSHIP

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR (30 HOURS)

The implications for management and the essential concepts of social psychology such as motivation, perception, attitude change and organization. Group and organizational dynamics will be the major emphasis of the course. Classroom discussion and student participation is encouraged.

2. LEADING SUSTAINABLE CHANGE (30 HOURS)

This course explores issues related to change management including models of change management, keys to successful change processes, change leadership structures, common change management techniques, integrating change management considerations into consulting programs and proposals, choosing the intervention and getting client buy-in. A substantial proportion of the class time is devoted to discussions, role-plays, case study exercises, and participant-facilitated discussions.

These courses are non-credit. A McGill Record of Study will be issued for these courses. The language of instruction is English (TOEFL 550+ - paper-based or equivalent). Courses can be taken individually.

FEES

- Tuition Fees: \$2175 CAD
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- Total Program Fees: \$2495 CAD (≈ \$1895 USD*)

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 - Course material
 - Official McGill Record of Study
 - Attestation of Completion of Program
 - Orientation session
 - Welcome and Farewell receptions
- Optional:
 - Accommodation (Double Occupancy): \$820 CAD (\$625 USD*) (for 21 nights, get 7 additional nights free)
 - Cultural and social activities (Fees to be announced)
- Not included:
 - Meals





MACHINE LEARNING

NON-CREDIT PROGRAM WITH TRANSCRIPT

DESCRIPTION

If you are interested in acquiring essential practical machine learning knowledge and skills, this program is for you.

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. STATISTICAL MACHINE LEARNING (30 HOURS)

This course introduces fundamental statistical machine learning concepts and tools using Python. Emphasis is placed on the following subjects: descriptive statistics, statistical distributions, random number generation, basic data visualization; linear regression; basic classification; error estimation; cross-validation, bias-variance trade-off; shrinkage methods; dimension reduction; beyond linearity: smoothing splines, local regression, additive models; tree and ensemble methods; powerful classifiers; unsupervised learning.

2. PRACTICAL MACHINE LEARNING (35 HOURS)

This course aims to introduce participants to essential machine learning methods and techniques through an end-to-end machine learning project. Emphasis is placed on practical experience with machine learning using Python programming language, scikit-learn and TensorFlow, as well as on understanding classification and training models. The course will provide an introduction to artificial Neural Networks, deep learning, convolutional and recurrent neural nets and reinforcement learning.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEF IBT 79 or equivalent). There are no other prerequisites.

PRE-REQUISITES

- Strong quantitative background
- Essential programming skills in Python
- Applicants must be currently enrolled in one of the following programs or hold a degree in:
 - Bachelor of Engineering (B.Eng.)
 - Bachelor of Science (B.Sc.)
 - Bachelor of Commerce in MIS (B.Com MIS)

Students without prior knowledge of Python must complete the following Python courses online and provide proof of completion prior to the start of the program:

- [Introduction to Python for Data Science course](#) - prior to taking Statistical Machine Learning
- [Intermediate Python for Data Science course](#) - prior to taking Practical Machine Learning

FEES

- Tuition Fees: \$2355 CAD
- Ancillary Fees: \$320 CAD
- Total Program Fees: \$2675 CAD (≈ \$2025 USD*)

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→ Optional:

- Accommodation (Double Occupancy): \$820 CAD (\$625 USD*) (for 21 nights, get 7 additional nights free)
- Cultural and social activities (Fees to be announced)

→ Not included:

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PROJECT MANAGEMENT

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. INTRODUCTION TO PROJECT MANAGEMENT (30 HOURS)

This course addresses the fundamental principles of project management, and the tools and techniques at our disposal to help achieve project goals. These principles, largely developed and tested on engineering projects, are being successfully applied to projects of all sizes and types within the business world. They are also fully aligned with A Guide to the Project Management Body of Knowledge (*PMBOK® Guide*), published by the Project Management Institute (PMI).

Topics include: project life cycle, planning, scheduling, implementing, monitoring, controlling, close-out and ethics. Students have the opportunity not only to delve into the key principles of project management, but to put these principles into practice. Students will learn how to use Microsoft® Project 2010 to prepare a clear project plan and communicate project progress and status.

2. INTRODUCTION TO AGILE PROJECT MANAGEMENT (30 HOURS)

This course covers the application of agile concepts, principles, and methodologies in project management, largely developed and tested on software development projects, and being successfully applied to projects of all sizes and types in other various industries.

The course topics are aligned with the established agile manifesto and principles supporting the Agile Certified Practitioner certification offered and administered by the Project Management Institute (PMI-ACP®).

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

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- Not included:
 - Meals





SOCIAL MEDIA AND DIGITAL COMMUNICATION IN BUSINESS

NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES

January 14 – February 1, 2019 (3 weeks)

COURSES

1. CURRENT TRENDS IN DIGITAL COMMUNICATIONS (30 HOURS)

Whether you have knowledge and experience in one or more digital applications, or almost none, this course will ensure your grasp of digital media is comprehensive, solid and up to date. It will give you a broad overview of the technology, its current uses in organizations and society, and its potential and implications for the future. It will provide knowledge and skills that form a strong base for immediate application. Topics covered include: principles of digital communication; overview of current uses of internet-based media in public relations, direct marketing, internal communications, fundraising, consumer relations and reputation management; trends and best practices in digital and social media technologies; effective online community management.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)

The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

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QUESTIONS?

WE CAN HELP!

McGILL UNIVERSITY SCHOOL OF CONTINUING STUDIES

688 Sherbrooke Street West, Suite 1029
Montreal, Quebec, Canada
H3A 3R1

E-MAIL

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HOURS

Monday – Friday from 9:00 am to 5:00 pm (GMT-4)

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