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# Bootcamp Proposal 2019

In 2018, IBS introduced the idea of the Innovation and Enterprise Bootcamp. 50 Business students, and 6 Computing students completed 3 very intensive weeks of hard work. The student and staff feedback has been excellent.

We followed the methods that 12 staff members learned during 3 weeks in Lisbon in July 2017 when the University funded them to attend the European Innovation Academy. We participated with some of the best Universities in the world, and 5 of our students went to the 2019 EIA and performed exceptionally well. We are confident now that there are staff in IBS, and in the Computing Program who understand the method very well and can implement it.

We would hope that, in the future, other staff who were in Lisbon will join us in organising a number of bootcamps for the benefit of all our students.

The Gengdan Bootcamp took place over 3 weeks in July and was a substitute for the Year 2 and Year 3 Company Internships. In IBS we were unhappy with the quality of many of the internships, and we are now confident that the bootcamp is a much better experience and it connects students with the realities of Business in a very effective way.

All content and activities were focused on real-world business issues.

Students participating had to maintain high professional standards of work, collaboration, time-keeping, productivity, and commercial focus.

The Language used was English, and even students with weak English made great progress over the 3 weeks. Two foreign specialists, who were graduates of EIA, and three local teachers delivered the program. The learning was fully assessed using a range of methods.

## What are the benefits of the Bootcamp Model?

The method brings together students from different disciplines to work intensively in Group Situations.

It involves:

- Innovation
- Interdisciplinary Co-Operation
- Problem Based Learning
- Integration and Sharing of Knowledge
- Group-work and Teamwork
- Specialist Knowledge Inputs
- Industry Experts Presentations
- An Offsite visit to a High-tech Incubator
- Fully developed Business Plans as an Output

We believe that the method can rapidly introduce real inter-disciplinary learning to the Gendang Campus, and that it is the kind of approach now found in the most innovative American and European Universities.

## Proposal

We now propose that all Departments in the University should co-operate in providing a range of bootcamps for students from all programs across the campus.

The three-week bootcamps will be a substitute for the four-week internship.

Local teachers will be fully involved in the delivery and support of the students learning.

Specialists foreign teachers will come to the Campus to lead the bootcamps. This will also be a very significant learning opportunity for our local teachers who can experience the method at first hand, and participate even more fully in the future. It will be an important opportunity for Teacher Training and Staff Development in a very cost-effective way.

Bootcamp 1: Enterprise & Innovation - This will repeat the 2018 Bootcamp based on the EIA Model.

Bootcamp 2: Coding & App Development – A Bootcamp for Computing Students, members of the Coding Club, and other interested Students

Bootcamp 3: Corporate Finance & Company Reports – The idea arose from a discussion between Mrs. Wang and the Dean. Financial Management students and others will engage closely with the company reports of Chinese and International Companies to give a real insight into Financial Management. Our Financial Management Students tell us that they do not have a difficulty in getting an internship for one-month, but that companies do not really involve them in Financial Management issues, and what they can learn is limited.

Recently Dr. Guo has visited *Pricewaterhouse Cooper* who would be interested in helping.

This is also a Teacher Training and Staff Development opportunity.

Bootcamp 4: eCommerce – During the Academic Year beginning September 2018, we introduced two commercial training companies to provide eCommerce practical training to Year 3 International Trade, and Year 3 Marketing students. This was successful, and we can build a Bootcamp using these training companies input.

Bootcamp 5: Internationalization – The students who wish to go abroad from all Departments to continue their Bachelor's Studies as 2+2, or who wish to go abroad for a Masters Program, will have an in-depth experience which will rapidly improve their English, their Cultural knowledge, and their ability to make applications to foreign Universities.

We detail the bootcamp proposals below.

## Enterprise and Innovation Bootcamp

### Purpose

To provide an interdisciplinary platform for problem solving. Students will work in teams to develop new Business ideas and create start-up companies.

### Learning Approach/Outcomes

Problem Based Learning involving Group Work and Teamwork, Project Management, Generation of Innovative Ideas, Development of Communication, Presentation, and Leadership Skills, and Documentation of a Full Business Plan.

### Main Activities

- Understand and Manage the Business Model Canvas
- Identification of Business Opportunities
- Production, Market and Financial Research and Analysis
- Engagement with Business Leaders and Innovators
- Development of Financial Projections and Costings
- Completion of Feasibility Study
- Business Plan

Lead Department(s) – IBS (Lead), Engineering, International Design School, Humanities

### Lead Staff Involvement

Three Experienced Staff from IBS, Two other EIA trained staff.

We also recommend each Department have one or more staff members as observers and mentors so they can learn the method.

### Student Participants

55 participants.

25 to 30 from IBS.

25 from other Departments.

### Language

English but any student who has taken an international class will be able to cope. Other students who are ambitious to go abroad will also be able to participate. All students will do a screening interview.

### Key Costs

Two foreign specialists for three weeks.

Access to Computer Lab and Software.

Bus for two field visits.

## Coding and App Development Bootcamp

### Purpose

To improve the overall standard of coding for Computer students in Gengdan. To bring about wide participation in coding from other Departments (this may become part of the normal curriculum through a public module in the future). To promote Coding Competence as an interdisciplinary skill. To develop capability in App Development to International Standards.

### Learning Approach/Outcomes

Problem Based Learning involving Group Work and Teamwork, Project Management, Intensive Coding Workshops. Introductory and Advanced Level App Development with a range of Tools. Understanding of the Software Development Lifecycle Process. Training in Agile Methodologies and Frameworks. Generation of Innovative Ideas, Development of Communication, Presentation, and Leadership Skills.

### Main Activities

- Coding Workshops
- Software Development Lifecycle Process
- Training in Agile Methodologies and Frameworks
- Introduction to a variety of Developer Tools
- Development of Minimum Viable Product (MVP)
- Engagement with Industry Developers and Leaders
- Off-Site Visits to Leading Companies

Lead Department(s) – Engineering (Lead). Participation by IBS, International Design School & Humanities. Digital Arts and Digital Technology Students will be a key group.

### Gengdan Staff Involvement

Three Experienced Staff from Engineering. One staff member from each of the other Departments as observers and mentors so they can learn the method.

This will also be an opportunity for any staff members who is interested in the digital economy or in learning coding.

### Student Participants

50 participants. (25 from Engineering, 15 from Digital Programs, 10 from other Departments.)

### Key Costs

Two foreign specialists for three weeks.

Access to Computer Labs and Software.

Guest Speakers from Industry

Bus for two field visits.

## Corporate Finance and Company Reports Bootcamp

### Purpose

To give students an in-depth training and real-life experience of the annual company reports of Chinese and International Companies. They will understand the reality of company finance and will use the reports as a means of understanding the deep operation of the companies.

### Learning Approach/Outcomes

Workshops and Lectures will provide a complete overview of the English language professional Accounting ACCA Curriculum in the morning sessions. Afternoon sessions will be in-depth workshops and group case study sessions using actual company reports.

Students who have not studied Financial Management will be introduced to enough Accounting and Finance knowledge to make their participation possible. This will be a separate stream in the morning sessions, but they will all work in groups together in the afternoons. This approach is used in many MBA programs, as a module called '*Finance for Non-Financial Managers*'. It is aimed at students from all Departments on the Campus.

Problem Based Learning involving Group Work and Teamwork, Development of Communication, Presentation, and Leadership Skills. Students from different Academic programs will work together in an integrated way, and they will bring interdisciplinary insights to understanding the real situation of companies.

### Main Activities

- Refresh all knowledge of Papers 1-4 of the ACCA Curriculum
- Introduce beginners to '*Finance for Non-Financial Managers*'
- Develop Group-work, Organisation, and Leadership Skills
- In-Depth Analysis of Company Reports
- Daily Presentation by Groups with Discussion
- Input from Major International Accountancy Firms – e.g. PWC
- Presentations by Corporate Finance Managers

Lead Department(s) – IBS (Lead). Participation from other Departments.

### Gengdan Staff Involvement

Two Experienced English Speaking Staff from IBS, Two other IBS Financial Management Teachers with limited English.

### Student Participants

40 participants. (30 from IBS. 10 from other Departments.)

### Key Costs

Three foreign specialists for three weeks.

Access to Computer Labs for Simulation Work.

Bus for one field visit.

## E-Commerce and Digital Economy Bootcamp

### Purpose

To provide an interdisciplinary platform to study the Operations and Methods of the Digital Economy, and to train students in practical eCommerce operations to Industry standard. Students will work in teams to develop new actual eCommerce offerings.

### Learning Approach/Outcomes

Students will acquire Industry level knowledge and skills through Problem Based Learning involving Group Work and Teamwork. Project Management will be a key skill, and students will generate innovative ideas and products for an actual eCommerce launch. Development of Communication, Presentation, and Leadership Skills will be learnt. Students will understand eCommerce in the context of the Global Market Economy.

### Main Activities

- Training in eCommerce Operations
- Training in the Overall Architecture of eCommerce Companies
- Identification of eCommerce Business Opportunities
- Production, Market and Financial Research and Analysis
- Understanding Logistics and Fulfilment
- Engagement with eCommerce Business Leaders and Digital Innovators
- Development of Financial Projections and Costings
- Completion of Feasibility Study
- eCommerce Business Launch Plan

Lead Department(s) – IBS (Lead). Participation from Engineering, International Design School, Humanities.

### Lead Staff Involvement

Two Experienced Staff from IBS, Two other interested staff.

We also recommend each Department have one or more staff members as observers and mentors so they can learn the method.

### Student Participants

40 participants. (Approx 30 from IBS. 10 from other Departments.)

### Key Costs

One or possibly two Commercial Companies as key deliverers. We are currently negotiating price.

One Foreign Specialist who will be shared across bootcamps 1 and 2.

Access to Computer Lab and Software.

Bus for two field visits.

## Internationalization Bootcamp

### Purpose

To provide a simulated international environment, and an immersion experience through English. Students will rapidly develop English Language Skills, and meet Cultural Experiences and Problem Solving Challenges of the kind they will meet in foreign study environments. This will be an interdisciplinary platform with a problem solving approach. Students will work in teams to research, analyse, and make decisions.

### Learning Approach/Outcomes

A total immersion experience using Problem Based Learning, Group Work and Teamwork. There will be extensive use of simulations and multimedia supports. There will be rapid English Language acquisition and improvement. Development of Communication, Presentation, and Leadership Skills. Students will receive detailed guidance on their Educational Pathways at Bachelor's and Master's levels, and they will learn a range of psychological and social support techniques to ensure their success abroad.

### Main Activities

- A three-week immersion experience in English for Social and Specific Academic Purposes
- Training in IELTS examination methods
- Games and Simulations of foreign environments and challenges
- Researching Cultural and Educational Issues
- Living abroad workshops
- Educational Pathway Workshops and Guidance
- Psychological Workshops to Develop Problem Solving, Resilience, and Self-Reliance

Lead Department(s) – International Office, IBS & Humanities (Lead). Participation from Engineering & International Design School.

### Gengdan Staff Involvement

The Project will be led and managed by the International Office Team. Two Experienced Staff from IBS. One Experienced Staff from Humanities. One staff member from each of the other Departments.

### Student Participants

60 participants drawn from International Classes from across the University. Student members of the exchange club will be ideal. Students on the joint DIT Programs may wish to prepare for going abroad by participation.

### Key Costs

Two foreign specialists for three weeks.  
Some access to Computer Lab and Software.  
Bus for two field visits.