



International Association for eScience



Jiangnan University, Wuhan, China

## **Wuhan Summer University (China)**

### **July 6th – 19th 2015**

### **Wuhan, China**

### **Wuhan Summer University (China)**

The “Wuhan Summer University” (China) is open to all students and will help all participants to gain from new methods of lecturing and research as well as enjoying the international atmosphere. As set by the traditional program itself, this program brings also regional and international professors and lecturers for a period of two weeks together and provides the opportunity for local and international students to learn and share their experiences.

### **Wuhan**

Wuhan (simplified Chinese: 武汉; traditional Chinese: 武漢; pinyin: *Wūhàn* [wùxân]) is the capital of Hubei province, People's Republic of China, and is the most populous city in Central China. It lies in the eastern Jiangnan Plain at the intersection of the middle reaches of the Yangtze and Han rivers. Arising out of the conglomeration of three cities, Wuchang, Hankou, and Hanyang, Wuhan is known as "the nine provinces' leading thoroughfare"; it is a major transportation hub, with dozens of railways, roads and expressways passing through the city. Because of its key role in domestic transportation, Wuhan was sometimes referred to as the "Chicago of China". Holding sub-provincial status, Wuhan is recognized as the political, economic, financial, cultural, educational and transportation center of central China. The city of Wuhan, first termed as such in 1927, has a population of 10,220,000 people (as of 2013).

### **Apply for admission applicants:**

[Johann.guenther@aon.at](mailto:Johann.guenther@aon.at) or [lei.chen@jhun.edu.cn](mailto:lei.chen@jhun.edu.cn)

## The Wuhan Summer University offers several modules

- **Journalism - New and old Technologies in Mass Media**  
Dr. Johann Günther, Professor at: Danube University Krems, Austria, The Bonch-Bruevich Saint Petersburg State University of Telecommunications, Russia and Jiangnan University, Wuhan, China
- **Financial markets and institutions with emphasis on development of markets and the crisis of the last years**  
Prof. Don May, Alaska Pacific University, USA
- **Business English Language**  
Dr. ADLAI E. NAIDOO, University of Buraimi, Oman/South Africa
- **Cloud and Mobile Computing**  
Prof. Felix Edelmann, Danube University Krems, Austria
- **Cross-Media – Challenges and Business Models**  
Prof. Mag. Dr. Kai Erenli LL.M., cPM, Program director, University of Applied Science
- **Quantitative Analysis – Big Data Analysis on Chinese Automobile Manufacturing and Marketing**  
Prof. Lei Chen, Jiangnan University, Wuhan, China; PhD at University of Connecticut, USA  
Prof. Lan Liu, Jiangnan University, Wuhan, China; Visiting scholar at University of La Verne, USA
- **Accounting, Economics and Finance – International Comparison on Emerging Economies**  
Prof. Xiaoyu Zhang, Jiangnan University, Wuhan, China; Visiting scholar at Niagara University, USA  
Prof. Lin Xiang, Jiangnan University, Wuhan, China; Visiting scholar at Saint Vincent College, USA  
Prof. Liyan Liu, Jiangnan University, Wuhan, China

### 1. Journalism - New and old Technologies in Mass Media

Dr. Johann Günther

Professor at: Danube University Krems, Austria, Bonch-Bruevich Saint Petersburg State University of Telecommunications, Russia and Jiangnan University, Wuhan, China

Doctorate (PhD) in 1974 at University in Vienna in Communication Science, Two terms in Cambridge. Many years in management positions in industry like marketing manager with Philips, „DATEX-Technical Development Corp.“ Frankfurt, Germany, Export Director for Central- and Eastern Europe and Latin America. Alcatel Headquarters in Paris with the responsibility for Latin America and Europe, development of the distribution network of Alcatel in Eastern Europe, foundation of 12 companies with nearly 100 subsidiaries (Kazakhstan to Hungary)

1979 - 1996 lectures at the University of Vienna „Department for Journalism and Communication Science“ with main emphasis on new communication technologies

1996 – 2004 head of the „Department for Telecommunication, Information and Media“ at Danube University, Austria, 1999 – 2004 Vice-President

2004 – 2007 Executive Director University of Applied Sciences St.Pölten

2007 – 2010 Agency for European Integration, Prishtina, Kosovo, Project manager, development of University System

From 2010 vice chancellor University of Buraimi

**Contact:** Prof. Dr. Johann Günther [Johann@johannguenther.at](mailto:Johann@johannguenther.at) or Dr. Lei Chen [lei.chen@jhun.edu.cn](mailto:lei.chen@jhun.edu.cn)

Publications: 50 books, some in up to seven languages, participation in more than 60 compendiums, more than 200 articles in specialist journals

**Learning outcomes:**

Know how about basics in communications and media technologies.

Learned and tested how to act in front of a camera.

Learn about non-verbal and verbal communication and get experiences in this.

First contact with different media. Excursions to newspaper, radio station, TV and new media house.

**Course Topics**

Theory of Communication

Practical work in the course

Excursions to media organizations

**Course description:**

Journalism

New and old Technologies in Mass Media

Production of a Film about Summer University

The students will have the chance, to learn theoretically about communication technologies and rules of journalism. But they also can work with new media by themselves. They will produce own TV- and radio clips. The group will visit newspapers, television studios and other media companies. In parallel they will produce a film about Summer University

## **2. Financial markets and institutions with emphasis on development of markets and the crisis of the last 5 years**

Prof. Don May

Alaska Pacific University, USA

Don May was the Director of the MBA in Telecommunications Management Program at Alaska Pacific University where he taught graduate courses in telecommunications policy, economics and management as well as other business courses. Prior to that, he served as a Public Utility Commissioner for the State of Alaska through appointment by the Governor of Alaska. He has been employed most recently as Chief Financial Officer for several Alaska companies where his responsibilities included management of investment portfolios and analysis of business opportunities. Mr. May also has an extensive background in financial and regulatory consulting. In that capacity, he authored, directed or assisted in many studies and comments presented to the U.S. Federal Communications Commission and the Regulatory Commission of Alaska. Mr. May holds an MBA/MPPM in finance and accounting from the Yale University School of Management as well as a master's degree from the University of Washington. He is a certified management accountant and has been licensed as a certified public accountant. He is a graduate of the International Organization and Systems Development course offered through the Gestalt International Study Center.

**Module Description**

This course will quickly review the development of modern financial markets, and then study the global financial crisis that began in 2008 and disrupted those markets. Students will be introduced to key concepts in financial theory, and will analyze and discuss approaches to mitigating risk. Students will then examine a sample of the key decisions made in response to the financial crisis of 2008 and will draw conclusions about the legacy of those events in today's financial markets. While some financial theory will be introduced and discussed, a background in finance is not required. Emphasis will be on class participation, role playing, and simulations or case studies. The professor's background is primarily with U.S. financial markets, so the U. S experience will be the main area of inquiry, but developments in European and global markets will also be briefly addressed.

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### **Learning Objectives**

Students will obtain an overview of financial markets and of key concepts that underlie financial decision-making. By studying the 2008 financial crisis, student will become familiar with decision making under stress and the role of biases and political action.

### **Course Content:**

- Part 1: Development and operation of financial markets and institutions: stocks, bonds, commodities, and banks.
- Part 2: Traditional financial concepts: risk and return; risk premiums; dividend theory; bond yield and risk; time value of money; options; efficient market theory and diversification.
- Part 3: Newer financial measures to mitigate risk: collateralized debt obligations; futures; derivatives; hedge funds; quantitative models.
- Part 4: The financial crises of 2008. What led up to it? What happened? The regulatory and political response. The market response. How biases influence decision-making.
- Part 5: Looking to the future. Lessons learned and not learned.

## **3. Business English Language**

Dr. ADLAI E. NAIDOO

University of Buraimi, Oman/South Africa

A commitment towards EXCELLENCE in EDUCATION and an EFFECTIVE curriculum that is DYNAMIC, SUSTAINABLE, CONTEMPORARY AND CONTEXTUAL is my passion towards educational philosophy.

### **Greetings...**

I am a highly motivated South African born national of Indian descent, presently residing in Buraimi, Oman, where I am presently enjoying my passion of Educational Administration. My Senior Management skills embody an exciting trend towards Contact Education, Accreditation, Research and Development (Curriculum), Teacher training, mentorship and facilitation, Recruiting and Human Resources, and Conflict Resolution. Having served in South Korea as English Professor at Samyhook University of Foreign Studies, Headmaster, and Principal of two large American (WASC) based International Schools, has allowed my strong Teaching and Administrative experience and expertise to come to the fore. I strive to be a well organized individual, who understands the ethos and the challenges of education in a multi-ethnic society. I fully understand that multi-tasking and the effective cohesion of working with peers, learners and stakeholders from all walks of life is the key to effective success. I have a genuine zest for life, dynamic classroom charisma and a strong time management discipline, which embodies a professional dress code ethic, and a conscientious habit towards high family values and morals. My Academic journey has instilled an effective eye for detail, and a quest for the empowerment and transformation towards our learner's enhancement.

### **Program Description**

The Business English program is designed to develop your language skills within a broader business context. Specifically designed for students of St. Petersburg University, it develops a wide range of Business English skills covering areas as diverse as formal Report-Writing topics, presentation skills and sales & negotiation skills. The program is further designed to develop strong communication skills and uses role-plays and case -examples to illustrate learning points and allow participants to practice skills learned. The Business English program covers a wide range of functional areas including General Business and specializations such as English for Marketing, Trade and Investment and Finance.

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## 4. Cloud and Mobile Computing

Prof. Felix Edelmann  
Danube University Krems, Austria

40 years of Information Technology and telecommunication experience in high level technical and business consulting in the areas of networking, telecommunications and online transaction processing in USA, middle East and Europe. 1997 post graduate at the Danube University Krems and Alaska Pacific University, in Telematics Management. Since then running my own company with a focus on wireless mobile solutions and cloud computing.

### Course Objective:

On completion of the course students will have a basic understanding of Cloud Computing and Mobile Computing and will be able to make practical use of them.

In addition students will be able to:

- Understand one of the biggest paradigm shifts in the IT industry in the last decade – Cloud and Mobile Computing and make practical use of them.
- Identify different cloud computing models, characteristics and technologies involved and how they relate to mobile computing.
- Understand the impact of Cloud- and Mobile Computing on society, individuals, organizations, products and services.
- Get hands on and practice with cloud- and mobile computing

### Course Topics:

#### Lecture:

Definition of Cloud and Mobile Computing  
Driving forces for Cloud and Mobile Computing and technologies involved  
Wireless technologies  
Various cloud services and mobile applications  
Key players in this area and the services they offer  
The value for business and private life, work life balance  
Security and risks  
Trends and issues

#### Lab:

Configure, customize and manage a ready to use cloud service and access this service from different mobile devices. Deploy a virtual machine in the cloud, install an application and access this application from different mobile devices.

Course description:

Lecture, Case studies, Lab and discussions

Prerequisites:

Students should bring one or more mobile devices like Notebooks, Tablet PCs or Smart Phone etc.



## Jiangnan University Retrospective View



# Wuhan Summer University Timetable 2015

**7 teaching days: 4 teaching hours in the morning**

**1 day for organizational issues**

**1 day for examinations**

**1 day final event**

## European Credit Points (3 ECTS)

Every participant receives a certificate from the Wuhan Summer University, a certificate from Jiangnan University, Wuhan and a certificate from IAFES (International Association for eScience). **You will get 3 ECTS points.**

## Conditions

**Date:** July 6<sup>th</sup> – 19<sup>th</sup> 2015

**Location:** Campus of “Jiangnan University”

**Accommodation:** Student Hostel of “Jiangnan University”

**Fee:** € 400 includes accommodation, meals (breakfast and lunch), events and school

Students from Jiangnan University pay discount rate of ¥ 1,000

**Application Period:** till April 15<sup>th</sup> 2015 (first come, first served)

## Contact

Contact persons:

Prof. Dr. Johann GÜNTHER

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# Apply Now for Wuhan Summer University 2015

## Application Procedure

Admission applicants have to complete the application form available as download and submit it together with all required application material.

Application material must be sent to the following address per email or you apply online:

[Johann.guenther@aon.at](mailto:Johann.guenther@aon.at) or [lei.chen@jhun.edu.cn](mailto:lei.chen@jhun.edu.cn)

**Application material must reach the office of the Wuhan Summer University 2015 by April 15<sup>th</sup> 2015.**

IAFES

Prof. Dr. Johann Günther

Secretary General IAFES

[Johann.guenther@aon.at](mailto:Johann.guenther@aon.at)

Hauptstrasse 37

2371 Hinterbrühl

Austria

<http://www.iafes.org> (*under construction*)

or

Jiangnan University

Dr. Lei Chen

Associate Dean

School of Business

[lei.chen@jhun.edu.cn](mailto:lei.chen@jhun.edu.cn)

8 Sanjiaohu Road

Economic & Technological Development Zone

Wuhan, Hubei 430056

China

<http://www.jhun.edu.cn>

The deposit of € 200 is considered part of the required application material and must be transferred to the following **bank account of IAFES** by April 15<sup>th</sup>:

Raiffeisenlandesbank NÖ-Wien

Internationaler Verein für eScience (IAFES)

BIC: RLNWATWW

IBAN: AT52 3200 0000 1188 4848

The applicant's full name (first name and surname) has to be stated as "reason for transfer" or "reason for payment". All charges in connection with the payment must be borne by the participant. After April 30<sup>th</sup>, those students that are accepted by the Wuhan Summer University will be informed via email.

It is advisable to check the email account on a regular basis after applying.

Upon notification of their acceptance, students are required to pay the remaining balance of € 200 to the bank account of the IAFES.

After the IAFES receives the total program fee the applicant will be informed via email and receive a payment confirmation and/or an official invitation letter (which might be needed for visa applications) via regular mail.

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## The Organizers



Located on the beautiful Sanjiaohu Lake in the Wuhan Economic & Technological Development Zone (WEDZ), Jiangnan University, a comprehensive institution of higher education approved by the Ministry of Education, is an ideal place for learning. With a total area of around 348 acres and a gross floor area of more than 550,000 square kilometers, the University is made up of School of Business, School of Law, School of Humanities, School of Fine Arts, School of Design, School of Music, School of Electromechanics and Construction Engineering, School of Physics and Information Engineering, School of Mathematics and Computer Science, School of Chemistry and Environmental Engineering, School of Medicine, School of Nursing and Medical Technology, School of Life Sciences, School of Pedagogy, School of Foreign Languages, School of Sports, School of Marxism, School of Golf, School of Higher Vocational Technologies, School of International Education, and School of Continuing Education. Eleven disciplinary categories are covered, namely, Economics, Law, Pedagogy, Literature, History, Natural Science, Engineering, Agriculture, Medicine, Management Science, and Art, with 66 bachelor's majors in total. Master-degree awarding programs include 2 First-level Disciplines, 15 Second-level Disciplines, and 1 Professional Master Degree, in addition to 3 Provincial-level Key Disciplines, 2 Provincial-level Key (Nurture) Disciplines, 7 Municipal Key Disciplines, 1 Provincial-level Educational Innovation Base for Graduates, 2 National Distinctive Majors, 2 Provincial-level Brand Majors, 10 Provincial-level Excellence Courses, and 3 Provincial-level Teaching Groups.

With the student population exceeding 18,000, the university now has a faculty of 977 teachers, including 696 professors and associate professors, in addition to 1 part-time academician, 12 "Chutian Scholars", 14 Professors II, 45 Young Scholars either of Special Provincial or Municipal Achievements or eligible for State Council/Provincial/ Municipal Expert for Special Allowance, 1 supported by Program for New Century Excellent Talents in University (NCET), 1 elected as Excellent Youth Talent for Hubei's New Century High-level Talent Program, and 16 included in "213 Talent Program", and "Shi-Bai-Qian Talent Program".

With 1 Key Lab under Ministry of Education, 2 Provincial-level Key Labs, 2 Provincial-level Key Bases for Social Sciences and Humanities Studies, 1 Provincial-level Joint Innovation Center, 6 Provincial-level Experimental Teaching Model Center, and 51 research organizations, the total value of the university's teaching instruments and research equipment amounts to over RMB 200 million. Its library possesses a book collection of over 1.95 million volumes, 520,000 volumes of electronic materials, 2,100 periodicals in both Chinese and foreign languages, and 41 data bases. Jiangnan University Journal has been ranked as one of the 30 National Excellent Humanities & Social Sciences Journals.

Based in Wuhan and oriented towards serving the society and local economy, Jiangnan has maintained a policy of promoting international co-operation and exchanges with other institutions, including those from the United States, France, Germany, Japan, the Netherlands, Austria, Canada, and South Korea. Major efforts have been made towards undergraduate education, in addition to an active promotion of graduate education and a balanced concern over the development of vocational and continuing education, in order to produce highly innovative and practical talents capable of tackling all sorts of challenges.

The university is now poised to make new strides towards the goal of increasing its social influence both in Wuhan and throughout China by tapping into its own potentials to establish itself as an institution of distinctive characteristics.

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## International Association for eScience (IAFES)



In Vienna an international association has been established under the name “Internationaler Verein für eScience/International Association for eScience”. IAFES is a non-profit organization.

The history of IAFES goes back to 1994 when our scientific searches and ideas in the field of Telematics, such as Teleducation – Telework – Teleconference - Telemedicine, brought into contact colleagues from European Institutes and Universities.

The main objectives of the association are to promote international eScience.

This is achieved through the following actions:

- a) Foster new methods for the expansion of Telematic Applications and improve the understanding of Telematic Application practices through the European Union.
- b) Establish mechanism for the industrial participation in the activities of the Association.
- c) Promote continues education for Under- and Post-graduate studies in order to improve skills in Telematic Applications.
- d) Contribute to initiatives of the European Commission concerning the education and research in Universities, Polytechnics and other Institutes of Higher Education on similar subjects.
- e) Establish a strong technological research net and develop research on Telematic Applications and encourage the exchange of staff and students between collaborating institutions.
- f) Promote Telematic Applications for improvement in living and working conditions for all and especially for disable elderly and people with special needs.

The Association pursues its objectives by taking actions based on activities such as:

- a) Create and maintain a data bank on courses within collaborated research centers, organizations and institutions of Higher Education through the European Union concerned with education in Telematic applications.
- b) Establish a network for information exchange within higher education institutes. Also, we are trying to include in this network organizations and industries that produce and support Telematic Applications.
- c) Organizing in different nation conferences and symposia.
- d) Publishing an informational newsletter, which will be send to the members of the association twice a year. (e-mail)
- e) Collaborating with other international organizations with common interests.
- f) Organizing annually an international conference, and publishing its proceedings.

IAFES's activities undertaken until now are various: it has organized several annual International Conferences on Networking Entities (Netties), workshops, intensive courses, Summer Schools and Summer Universities.