

# Course Introduction

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Session 2 | 21st July - 11th August



2019 Cambridge Summer Academic Programme

# Course Option | International Finance and Business Management

## Course Description

The ultimate goal of corporations is to take on the best possible projects and finance them the best way possible. The time and uncertainty of investment payoffs make these problems nontrivial and essential for long-term success. The first module will cover questions of how to value and choose projects and how to value a company.

The 2nd module helps students increase understanding of organizations and their management. Business management encompasses the various processes, procedures and practices for effective management of organizations. Management has broad applications because it involves a wide range of skills and attributes which equip students to succeed in any organization. It includes theories, models, frameworks, tasks and roles of management, including the management of people and corporate social responsibility, together with rational analysis. The second part of the course focuses on leadership, an essential quality for effective management, and which is vital in any role. Leaders develop the ability to motivate teams to achieve goals. The module discusses how leaders analyze facts and circumstances to determine the cause of a problem and identify appropriate solutions.

## Module 1: International Finance and Valuation

### Module Description

First, we will discuss how economic variables affect financial markets and, in particular, stock prices and interest rates. We will examine and interpret information from the news media seeing in practice what the most important economic indicators are. Second, we will see an introduction to financial statements, talking about balance sheets and profit/loss statements. Third, we will see how to estimate the value of a company using the multiples technique.

### Module Aims

- Introduce financial markets
- Explain accounting and financial statements
- Demonstrate basic valuation methods

## **Module Objectives**

- Understand financial markets and interpret the main movements of stock markets
- Understand the basic structure of financial statements
- Implement the multiples technique to value a stock

## **Module 2: Business Management**

### **Module Description**

This module addresses the design and development of organizations from a management perspective. It covers basic functions of planning, organizing, and managing resources to achieve organizational goals. The module covers the need for individuals and organizations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues.

### **Module Aims**

- Overview management fundamentals
- Introduce organizational behavior concepts
- Discuss issues of social responsibility

### **Module Objectives**

- Gain knowledge of management frameworks
- Become familiar with management styles
- Analyze management case situations

# Course | Sociology and British Literature and Culture

## Course Description

This course is designed to provide an introduction to sociology and British Literature and Culture. Sociologists focus on the actions, beliefs, value, norms, organizations, institutions, and other social forces that characterize a society and shape people's lives. The first module features an introduction to sociology and presents some of the most influential theories used by sociologists to think about the social world, and methods sociologists employ to investigate it. The second module will examine the work – both dramatic and poetic – of one author, William Shakespeare, in the context of society of Early Modern England.

## Module 1: Introduction to Sociology

### Module Description

This module explores the importance of institutions in mediating the relations between the individual and the larger society. It invites critical thinking about social and cultural issues. The module discusses what Sociology is as a discipline, what sociologists do, and how they see the world.

### Module Aims:

- Provide an introduction to sociology
- Discuss what theory and research can tell us about the social world
- Reflect on the changing nature of modern societies in the contemporary global age

### Module Objectives

- Discuss specific areas of study within sociology
- Critically examine theoretical perspectives
- Evaluate ideas and debates using the sociological perspective

## **Module 2: Shakespeare**

### **Module Description**

Around 1576 the first commercial theatre was built in England: in James Burbage's Theatre, for the first time, audiences paid money to see plays performed in the closed confines of a permanent playhouse. Within a few years an entire institution had sprung up, comprising rival companies and playwrights, theatre owners and managers, actors and hired hands. At the same time, the theatre was an object of suspicion: were the actors usurping the parts of their betters by dressing up as kings and courtiers? Was the theatre responsible for spreading sedition and encouraging immoral behaviour? Such questions testify both to the popularity of the young theatres and the dangers posed by that popularity. A central figure in this tumultuous period of theatre history was William Shakespeare, now seen as the central author of the English-speaking world. Why is that and who "is" he? What meanings did his plays have in his own time, and what relevance do his works have for us today? This course will introduce you to the range of Shakespeare's drama, and, through close reading of plays, address these and other questions.

### **Module Objectives:**

- By the end of the semester, you should:
- Have an understanding of Shakespeare's major works, and be able to analyze his plots and language effectively;
- Have an increased knowledge of the history of Early Modern England, and how it influenced Shakespeare's writing and the performances of his plays;
- Be able to discuss the contemporary relevance of Shakespeare, and how his plays are currently transmitted to audiences via stage performance and film.

# Course Option | Computer Science and Artificial Intelligence

## Course Description

Computing is one of the most significant advances of the twentieth and twenty-first centuries. Within the discipline of computing, artificial intelligence is one area with growing impact on everyday life. Artificial Intelligence holds potential to solve problems previously impossible to overcome. This course introduces artificial intelligence and principles which can be employed to generate solutions to real-world problems. The course begins with an overview introducing the history of artificial intelligence and industry applications in use today. Building upon this overview, the course continues with a practical in the second module by exploring machine learning in the second module. Practical strategies will include simple algorithms and sophisticated applications.

## Module 1: Applications of Artificial Intelligence

### Module Description

This module is an introduction to the nowadays popular and widely used areas of Artificial Intelligence, including pattern recognition, machine learning, data science and more. The module will provide an interactive guide through the dawn and present of these techniques and an open discussion of the future we are facing.

### Module Aims

- Overview of the development and history of Artificial Intelligence
- Introduce data science
- Expand on applications of AI in business, healthcare, and more areas

### Module Objectives

- Understand the history of Artificial Intelligence
- Think critically about current challenges within rapidly developing areas of AI
- Evaluate ways artificial intelligence can be used as a driving force to improve our society

## **Module 2: Machine Learning and Big Data**

### **Module Description**

This module teaches selected topics within the broader areas of Machine Learning and Algorithms. It begins with an introduction to spectral graph theory, revealing fascinating connections. This theory will then be applied to central problems in Machine Learning and Computer Vision. We then conclude with the topic of randomised algorithms.

### **Module aims**

- Spectral Graph Theory and Clustering
- Random Walks and Randomized Algorithms
- Online Algorithms for Machine Learning

### **Module objectives**

- Become familiar with different paradigms within machine learning
- Understand the basic ideas and intuitions behind spectral graph theory
- Appreciate the power of algebraic and randomized techniques to solve a variety of problems

# Course Option | Electronic and Information Engineering

## Course Description

Electrical and electronic engineers are at the forefront of the challenge to use technology to improve the performance of electronic equipment and power distribution, and to improve communication in different aspects of life. First, the course looks at how the most common semiconductor devices operate and what their performance metrics depend on, allowing us to think about how they are engineered into the future. As we constantly try to improve the performance of semiconductor devices, we need to understand quantitatively how they operate and therefore how their performance depends on their geometry and the material that we use for their manufacture. The module then provides an introduction to how microfabrication techniques are used to manufacture semiconductors and MEMS devices. Microfabrication has enabled the development of the consumer electronic devices that we rely on today. The second module of the course features an introduction to information theory, a field which has had a great impact in computer engineering, communications, and signal processing.

## Module 1: Semiconductors and Microfabrication

### Module Description

This module begins with an introduction to the ubiquity of semiconductor devices, crystalline silicon and alloys, metallization and materials characterization. The second half of the module introduces microfabrication. It looks at why microfabrication is important and presents two key classes of materials that are used: silicon-based materials and metals, including how to characterize these materials.

### Module Aims

- Pn Junction Diode, metal semiconductor junctions and current flow in the pn junction
- Bipolar junction transistors and MOSFETs
- How to characterize silicon-based materials and metals

### Module Objectives

- Appreciate the key engineering considerations in the design of pn junction diodes, metal-semiconductor diodes, bipolar junction transistors and MOSFETs



- Appreciate the importance of microfabrication for the development of modern electronic components
- Understand how to produce silicon-based materials and metals

## **Module 2: Information Theory**

### **Module Description**

This module introduces the concepts of information theory that are essential building blocks in the design of communication and storage systems. It reviews the probability theory of discrete random variables, introduces fundamental measures of uncertainty and information, and derives the fundamental limits of communication and storage. Furthermore, it presents a number of practical compression and error control algorithms.

### **Module Aims**

- Entropy and uncertainty
- Huffman coding and arithmetic coding
- Limits of reliable transmission / storage

### **Module Objectives**

- Understand principles and applications of information theory
- Define channel capacities and properties
- Understand encoding and communication schemes

# Course Option | Materials Science and Environment Engineering

## Course Description

This course provides an introduction to nanotechnology and quantum mechanics, two areas which have become essential to materials science and engineering. From Quantum mechanics to relativity, science was shaken at its roots over a century ago, and this led to the interest in all things small. The first module of this course takes a look at the origins of nanotechnology, deep in the mists of time when science thought it had all the answers, and then became clear from one discovery after another that this was not the case. It looks at nanotechnology in everyday use, providing an understanding of the basic underpinning principles to view where this exciting field is heading. The second module explores the foundations of quantum mechanics and how they led to a deepening understanding of the world, and how many of the properties of matter can be explained. The module will examine what quantum technologies are, where they have come from and where they can and are being used.

## **Module 1: Nanotechnology**

This module looks at what nanotechnology really is, how and why the properties of nanometer-sized objects are fundamentally different to larger things, and how we can take advantage of this. It then examines specific examples of nanotechnology applications in healthcare, electronics, textiles, defence, automotive industry, fuels, food, etc. Finally, it looks at how to explore the properties of nanometer sized things.

### Module Aims

- Overview the Classic Science of Nanotechnology
- Introduce the Modern Science of Nanotechnology
- Explore applications of Nanotechnology

### Module Objectives

- Understand how, why and where Nanotechnology is employed

- Have an appreciation of the fundamental scientific principles underpinning Nanotechnology
- Analyse the key industrial sectors where Nanotechnology is used and assess the impact

## **Module 2: Quantum Mechanics**

### **Module Description**

This module explores quantum mechanics and how this field has led to novel devices in computing, data storage, information processing and other fields. It encourages an appreciation for this often-misunderstood branch of science. The module introduces the Schrodinger equation and solves it for a number of everyday problems which will reveal the breadth of this field.

### **Module Aims**

- Provide an introduction to Quantum Mechanics
- Present specific examples of the application of Quantum principles
- Overview Quantum technologies & Quantum computing

### **Module Objectives**

- Understand the basic principles of Quantum Mechanics
- Be able to perform calculations predicting the behavior of quantum systems
- Appreciate the principle of operation of quantum computers



***Successful investing is anticipating the anticipations of others.***

***---John Maynard Keynes***