International Association for eScience   Jianghan University, Wuhan, China

Wuhan Summer University (China)
September 4th – 16th 2016

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.
http://iafes.webling.eu/web.php/OiMaWr/Summer_University_Wuhan_2016.html

Wuhan

Wuhan (simplified Chinese: 武汉; traditional Chinese: 武漢; pinyin: *Wǔhàn* [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 Jianghan 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 or lei.chen@jhun.edu.cn

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

The Wuhan Summer University offers several modules

- **Accounting, Economics and Finance – International Comparison on Emerging Economies**
  Prof. Xiaoyu Zhang, Jianghan University, China; Visiting scholar at Niagara University, USA
  Prof. Lin Xiang, Jianghan University, China; Visiting scholar at Saint Vincent College, USA
- **Business English Language**
  Prof. Dr. Nicole Knighten, Jianghan University
- **Cloud and Mobile Computing**
  Eurocloud
- **Cross-Media – Challenges and Business Models**
  Prof. Mag. Dr. Kai Erenli LL.M., cPM, Program director, University of Applied Science
- **Project Management – the basic methods involved and when to choose what from a family of methodologies**
  Amanda Delamer MSc, MAS, University of Applied Sciences Wiener Neustadt, Austria..
- **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 Jianghan University
- **Quantitative Analysis – Big Data Analysis on Chinese Automobile Manufacturing and Marketing**
  Prof. Lei Chen, Jianghan University, Wuhan, China; PhD at University of Connecticut, USA
  Prof. Lan Liu, Jianghan University, China; Visiting scholar at University of La Verne, USA

1. Accounting, Economics and Finance – International Comparison on Emerging Economies
Prof. Xiaoyu Zhang, Jianghan University, China; Visiting scholar at Niagara University, USA
Prof. Lin Xiang, Jianghan University, China; Visiting scholar at Saint Vincent College, USA

2. Business English Language
Prof. Dr. Nicole Knighten,
Jianghan University

Program Description
The Business English program is designed to develop your language skills within a broader business context. Specifically designed for students of Summer University Wuhan, 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.

3. Cloud and Mobile Computing
Eurocloud

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:

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

- o 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.
- o Identify different cloud computing models, characteristics and technologies involved and how they relate to mobile computing.
- o Understand the impact of Cloud- and Mobile Computing on society, individuals, organizations, products and services.
- o Get hands on and practice with cloud- and mobile computing

Course Topics:
Lecture:
Definition of Cloud and Mobile Computing
Driving forced 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.

4. Cross-Media – Challenges and Business Models
Prof. Mag. Dr. Kai Erenli LL.M., cPM, Program director, University of Applied Science

Course Contents
Cross-Media is a media property, service, story or experience distributed across media platforms using a variety of media forms. It refers to the journey or linkages across devices and through forms and is most evident in branded entertainment, advertising, games and quest based forms such as Alternate Reality Games where there are a range of dependencies between the media placed across devices and fragments there-of. The course will deal with the challenges deriving out of these facts and the business models that apply to Cross-Media Products. Therefore it will cover technical, business and content related aspects.

Objective of the Course
At the completion of the course students acquire the basic knowledge of Cross-Media and are able to differ the diverse subjects within (such as ip-TV, Crowdsourcing and -funding, etc). Furthermore, students will be able to describe the most important aspects of Cross-Media and to outline its specifics. Furthermore they know about key-players and their respective playing fields. They can describe elemental business models and name their functionality.

5. Project Management – the basic methods involved and when to choose what from a family of methodologies
Amanda Delamer MSc, MAS
Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

University of Applied Sciences Wiener Neustadt, Austria.

Currently lecturing in Project Management for Business-Consultancy International Programme. Qualified as an engineer in Ireland. Postgraduate in Microelectronics at Trinity College Dublin, and in IT Consulting at Danube University Krems. Working for over 30 years in IT industry with international companies in different countries. Experience including: hardware development, design/planning/implementation of telephone & data networks, consulting, customer training.
Course objectives:
-	To introduce the theoretical principles and practical applications of project management
-	To explore basic methods of traditional project management as used in the various phases of a project
-	To further consider contemporary newer and more adaptive approaches to project management and to examine the reasons why a more evolved methodology of this type may be the best-fit for your project.
Content description:
⬜	The essential components of any project and the constraints operating on it will be defined.
⬜	The basic principles of traditional project management will be presented in detail for each stage in the life cycle of a project.
⬜	Examples and case studies will be worked through with students to better illustrate and investigate the processes involved.
⬜	More recently developed and intrinsically more complex approaches to project management will be reviewed and compared.
⬜	Finally, the criteria for choosing the right approach to manage any particular project will be discussed

6. Journalism - New and old Technologies in Mass Media

Prof. Dr. Johann Günther
Professor at: Danube University Krems, Austria, Bonch-Bruevich Saint Petersburg State University of Telecommunications, Russia and Jianghan 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 (Kazachstan 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
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.

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

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

7. Quantitative Analysis – Big Data Analysis on Chinese Automobile Manufacturing and Marketing

Prof. Lei Chen, Jianghan University, Wuhan, China; PhD at University of Connecticut, USA
Prof. Lan Liu, Jianghan University, China; Visiting scholar at University of La Verne, USA

Jianghan University Retrospective View

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

Wuhan Summer University Timetable 2016

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 Jianghan University, Wuhan and a certificate from IAFES (International Association for eScience). **You will get 3 ECTS points.**

Conditions

Date: September 4th – 16th 2016

Location: Campus of "Jianghan University"
Accommodation: Student Hostel of "Jianghan University"
Fee: € 400 includes accommodation, meals (breakfast and lunch), events and school
Students from Jianghan University pay discount rate of ￥1,000

Application Period: till May 15th 2016 (first come, first served)

Contact

Contact persons:
Prof. Dr. Johann GÜNTHER
johann@johannguenther.at
+43 (664) 1008102

Dr. Lei Chen
lei.chen@jhun.edu.cn
+86 (27) 84226649

Apply Now for Wuhan Summer University 2016

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 or lei.chen@jhun.edu.cn

Application material must reach the office of the Wuhan Summer University 2016 by May 15th 2016

IAFES
Prof. Dr. Johann Günther
Secretary General IAFeS
Johann.guenther@aon.at
Hauptstrasse 37
2371 Hinterbrühl
Austria
http://www.iafes.org *(under construction)*

or

Jianghan University
Dr. Lei Chen
Associate Dean
School of Business
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 May 15th:
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 May 30th, 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.

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

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.

The Organizers

Located on the beautiful Sanjiaohu Lake in the Wuhan Economic & Technological Development Zone (WEDZ), Jianghan 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. Jianghan 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, Jianghan 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.

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

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.
https://iafes.webling.eu/web.php/21pzvh/IAFeS.html

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

Impressions Summer University 2015

Wuhan Planning Exhibition Hall

Hubei Provincial Museum

Yellow Crane Tower

Cruise on the Yangtze River

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

Golf Introduction

Dumpling Making

Tang Lake Park and Art Museum

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn

Three Gorges Waterfall

Three Gorges Dam

Cruise on the Three Gorge

Car Factory Honda

TV Station of Wuhan

Buddhist Tempel

Final Party in a Restaurant

Contact: Prof. Dr. Johann Günther Johann@johannguenther.at or Dr. Lei Chen lei.chen@jhun.edu.cn