

# Cambridge Summer Institute

## Academic Outline 2017

### Overview

Magdalene College (University of Cambridge, UK) and CBL International a WorldStrides organization, are inviting students and working professionals to participate in a 4-week session of *Cambridge Summer Institute at Magdalene College*. Delegates can also extend their stay for up to 8 weeks in Cambridge or combine this with our sister programme in Oxford, *Oxford Summer Institute* offered jointly with Oriel College (University of Oxford, UK).

Four sessions will be held in Cambridge:

- **Session I: 2 July – 29 July 2017**
- **Session II: 16 July - 12 August 2017**
- **Session III: 30 July - 26 August 2017**
- **Session IV: 13 August - 09 September 2017**

***In Session IV Weeks 1 & 2 are in Cambridge and Weeks 3 & 4 are in Oxford***

This summer programme will give all participants the opportunity to attend cutting-edge lectures on several subjects. Delegates will appreciate the strong focus on International Business Management, International Relations, Politics, History, and Business and Legal English. This programme is the only extensive summer programme in Cambridge that focuses on international relations, politics and dispute settlement, history, international business and management, and business and legal English.

A certificate will be jointly issued by Magdalene College and CBL International to the participants. *Cambridge Summer Institute* is a certificate programme that may be accountable for optional credits depending on the requirements of the home institution/school/university.

Combining lecture time, preparation, study time, and tests, each week is designed to be the equivalent to 3 ECTS credits or 1.5 US credits. Each week delegates are invited to participate in one examination. All programmes offered by CBL International Education in the UK are run by CBL International Oxbridge Programmes Ltd. We are

proud to announce that CBL International Oxbridge Programmes Ltd is accredited by the British Accreditation Council.

The following courses will be offered during the programmes:

**Note:** *All the below-mentioned courses are subject to possible changes.*

### **International Relations and Politics Courses**

#### **1. International Relations – European Union as a Global Power and Political Systems in the Far East**

**a. European Union as a Global Power:** The decision by the Nobel Committee to award the 2012 Nobel Peace Prize to the European Union has been seen by many as the best choice. Despite the current crisis gripping the EU, the Nobel Committee chose 'to focus on what it sees as the European Union's most important result: the successful struggle for peace and reconciliation for democracy and human rights'. Nevertheless the decision faces us with a series of questions: Is the European Union actually greater than the sum of its parts? Have the achievements helped to turn the European Union into a unique global player? Can it project its soft and hard powers beyond European borders? Can we consider the European Union as a global power in other areas, such as foreign affairs, diplomacy, and security? This course will provide participants with the historical, theoretical, and practical understanding of the European Union as a global political power.

**b. Political Systems in the Far East:** The three leading states of East Asia, China, Japan, and the Republic of Korea, are all in their own current self-understanding ancient states. Their territories have been expanded and consolidated over thousands of years to create nations formed as communities through a deep and purposeful process of political construction. The category of democracy is one which has reached them relatively recently and unmistakably from the outside. Two of the three now have political and legal orders modeled on the European or American paradigm of representative democracy, with constitutions and clearly competitive elections between rival political parties to select their national governments. One, the People's Republic of China, is governed very differently. This course considers the historical process of interpreting the western category of democracy as a source of political authority and a basis for effective government in all three countries. It explains why the political forms in which they are now embodied have limited credibility in all three countries, and



why those forms now make such an unimpressive contribution to handling the political challenges which each now conspicuously faces.

2. **International Politics – International Organisations:** this course will use a combination of theoretical and cutting-edge empirical research to critically examine the role of international institutions in promoting cooperation in several different areas of global politics. The introductory sessions entitled 'Institutions and Cooperation: Competing Theoretical Frameworks' will introduce students to basic conceptual and theoretical questions in the study of international organisation and then delegates will move on to a thematic study of the functioning and impact of international organisations in different issue areas. Starting with 'The International Organisation of Security', the course will look at the theme of 'Protecting the Global Environment'-before looking at the question of the "International Organisation of Human Rights".
3. **International Relations and International Security:** This course will provide an introduction to international relations and international disputes. Students will explore the historical roots of modern day disputes in international relations, as well as systemic obstacles to dispute settlement. While the first part of the course will focus on a theoretical and historical overview, the second part of the course will focus on an ongoing dispute, namely the civil war in Syria, in order to illustrate the insights from the earlier lectures on an ongoing case study.
4. **International Relations - World Trade Organization (WTO):** This course discusses the history, objectives, and institutional aspects (trade negotiations, decision-making, and dispute settlement) of GATT and the WTO. It also includes case studies and casework. There is a particular focus on the legality of measures adopted for the protection of the environment and human rights. The lecture also focuses on the more jurisprudential aspects of the WTO dispute settlement system. It also considers trade in services, which is of increasing importance to WTO Members and which is disciplined in a manner similar to trade in goods. It turns then to the regulation of free trade agreements and customs unions and also touches on the development dimension of the WTO, a topic of increasing importance given the Doha Development Agenda currently being negotiated by WTO Members.
5. **Association of South East Asian Nations (ASEAN):** The course analyzes situation in Southeast Asia during the Cold War period, emergence of regionalization leading to the formation of ASEAN. It discusses the role and function of ASEAN, impact on ASEAN of regional politics and economy, ASEAN's norms and practice and transformation of ASEAN in response to international, regional and



subregional changes. The lectures also focus on the relationship with China, what the challenges and opportunities for China and the future of ASEAN.

### **International Business & Management Courses**

- 1. Entrepreneurship – Evaluation, Creation, and Funding of new Ventures:** Glamorised as an alternative career choice, entrepreneurs like Bill Gates, Mark Zuckerberg and Li Kashing are changing the world. As part of this course we will look at cases of success and failure to understand which competencies, skills, and tools are necessary to evaluate, create, and guide your own business, or to support an employer in launching and growing an entrepreneurial venture.
- 2. Banking and Finance:** This course will familiarise delegates with current trends and look deeper at individual practices, methods and financial instruments within the banking and finance sector. Students will develop an understanding of today's markets and the forces influencing growth and recession. By looking at case studies, students will be able to identify market trends and analyse problems emerging in the market place.
- 3. Business Strategy - Innovation, Organisation, and Markets:** Successful entrepreneurs, leaders, and managers understand what innovation is and how it can be generated and managed to create sustained competitive advantage. During this course delegates will look at the interplay of innovation across individuals, organisations, and markets that change the nature of competition by destroying industries and creating new ones. The course will cover five critical aspects of innovation studies: What are the sources of innovation, types of innovation, how it occurs, differs, and diffuses. The course will also look at how innovative companies like Apple and Amazon create new markets.
- 4. Organisation of Multinational Corporations and Leadership:** What is it like to lead and work in a multinational corporation? This course exposes delegates to the challenges and dilemmas that managers face in multinational corporations. Delegates will learn how multinationals are organised, and what unique opportunities and challenges today's world offers to businesses operating across different geographical, cultural, and institutional borders. The course will move back and forth between a practical and a theoretical perspective including the analysis of different international cases and multinational companies such as Toyota, IBM, FedEx, or Google.
- 5. Business Model Development:** This course will introduce delegates to a simple, robust model for developing and analysing new business proposals whether as



part of entrepreneurial ventures or new lines of business within existing firms. Students will learn

- The centrality of the Value Proposition and different types of value
- The importance of elegant and functional design
- How to analyse a cost structure
- The different possible models of Revenue Generation
- How to build a business with partners and channel members
- How to critically evaluate competing business models

**6. How Silicon Valley Works:** This short course provides an overview of the business and technical topics necessary for understanding Silicon Valley. It will discuss how money, technology, and culture combine to make Silicon Valley a distinctively successful place for innovation. Students will learn:

- How startups are financed and managed
- Understand the distinct norms and values that drive startups
- Acquire an understanding of the technologies that underpin current Silicon Valley firms
- Become familiar with the cultural and social issues of Silicon Valley

**7. Game Theory:** This course will cover some basic concepts in game theory, illustrated with applications: Utility functions , Simultaneous games including Nash equilibrium in pure and mixed strategies, Dominant strategies and Stability of equilibria and Non-simultaneous games like the Stackelberg equilibrium, Subgame perfect equilibrium and Supporting cooperation and collusion. It will also talk about Game theory in political economics and international relations.

**8. Chinese Economics and Outbound Investment:** China is the new economic powerhouse of the 21<sup>st</sup> century. Many international corporations are already creating a presence in Chinese markets, either by moving production to China to save costs or marketing their products to Chinese customers in major cities like Beijing, Shanghai, and Hong Kong. Consumer and luxury brands such as Volkswagen, Apple, Louis Vuitton and Prada are notable success stories. However Ebay, Mediamarkt, Best Buy and Google have not found the same ease at market entry. On the other hand Chinese entrepreneurship is developing rapidly and Chinese brands like Alibaba, Haier, Tsingdao Beer, Huawei, or even Lenovo are seeing considerable growth. This course will give delegates an overview of the various options to start doing business in China, present successful case studies of Chinese entrepreneurs, and analyse the successes and failures of international business in China.

**9. International Trade:** This course explores the interaction between national economies through the flow of imports and exports, multinational firms, the role



and position of the WTO in the global economy, with an emphasis on the theoretical models of international trade, global production structures, and associated policies. This course consists of a number of 90-minute lectures, some of which will be devoted to discussions, classroom games, and discussions of assignments.

- 10. Human Resource Management, Innovations & Organization:** Human Resource Management, usually referred to as HR, involves everything related to the employer-employee relationship and is about supporting and managing people and associated processes. It is seen as a core business function essential to the organisation's effective operation and survival. Most larger organisations have their own designated HR department, which allows for organisation-specific innovations in the way people are being managed. This is an introductory Human Resource Management course that aims to provide an overview of key themes and innovations in HR. It is supplemented by real life examples and hands-on sessions relevant to future people managers.

### History Courses

- 1. British Economic History I:** This course will look at the history of economics from the Renaissance period including Machiavelli up until Industrialisation. Delegates will learn about the foundations of economics from a historical context and how these original theories were applied. In addition, the evolution of economics over these centuries will be studied in order for delegates to understand how it has changed.
- 2. British Economic History II:** Following on from Economics I, this course will analyse the development of economics from Industrialisation until post World War II and the collapse of the Soviet Union. Delegates will look at the development of the modern economic system and how it has been adopted globally as well as identifying how historical events have impacted on economics.
- 3. British History: The World of Magna Carta:** The Magna Carta has been established as one of the most eminent documents throughout world history and recently celebrated its 800th anniversary. This course provides participants with essential knowledge about the issue of the grant, its implications and effect on history by looking at more modern examples of declarations, and treaties such as the American Declaration of Independence.
- 4. The Birth of Modern British:** In this course we will discover how this cultural revolution in postwar Britain was achieved. We will examine the birth of the teenager and the advent of mass marketing and culture industries, such as popular music, during the late 1950s and early 1960s. We will analyse the phenomenon of 'Beatlemania'-in other words, how four working-class lads from





a Northern industrial city, Liverpool, became the most significant and creative force in the history of popular music-either at the time or since. In addition, the course will explore the influences shaping British cultural life since the Second World War: for example, the process of 'Americanisation' and what this entailed. Furthermore, the course will examine the revolution in the lives of young people brought about by the emergence of mass higher education in Britain; the increase in affluence and the greater social and occupational mobility of the era. The course will introduce students to innovative new historical work being undertaken on Postwar British Culture by historians such as Dominic Sandbrook, David Fowler, and Doug Rossinow (from the US). We will discuss the pivotal places in the cultural history of postwar Britain, such as Carnaby Street, the fashion centre and Mod capital of the 1960s; Abbey Road, where the Beatles recorded their pathbreaking albums 'Abbey Road' and 'Sergeant Pepper's Lonely Hearts Club Band'; and the London School of Economics, where the first student 'sit-ins' in Britain took place-and in fact, the crucible of the student revolution in 1960s' Britain. The course will illuminate a period of recent British history when British culture was at the forefront of creative ideas and global influence.

### **Business and Legal English Course**

**Business and Legal English:** During this course, the delegates will learn about the economic risks that underlie in each deal, and the legal means that are used towards their mitigation. Through the analysis of actual deals, delegates will be able to improve their understanding of transactional risks, enhance their commercial awareness, and learn the fundamentals of business and law. Moreover, they will learn and develop their negotiation skills in an interactive and practice-oriented manner.

### **Additional Course Features**

*The following features are offered complimentary in every session for all delegates.*

1. **Visit to London:** It is essential not only to learn the theory of economics and international law but also to understand some of the important practical aspects. Therefore included in the programme is a trip to the City of London where students will have the chance to visit some of the following: British and international institutions, city law firms, Inns of Court, banks, corporations, and law courts. Previously visited institutions are, among others:
  - Thomson Reuters
  - Fountain Court Chambers
  - UBS
  - Westlaw
  - The Royal Courts of Justice
  - Lincoln's Inn
  - Middle Temple Inn
  - Bank of England



# Cambridge Summer Institute



- International Sugar Association
- Whitehouse Consultancy
- Incorporated Council of Law Reporting
- London Court of International Arbitration
- Harvey Nichols
- Rouse
- BBC
- Houses of Parliament
- Amnesty International
- International Maritime Organization

2. **Cultural Activities in Cambridge:** Throughout the programme, delegates will have the opportunity to get to know the city of Cambridge through a variety of activities

- Cambridge Walking Tour
- Fitzwilliam Museum
- College Tours
- Punting
- Film Nights
- Pub Crawl
- Quiz Night
- Academic and Cultural Evening Talks
- Sports Activities
- River Cruise

## Faculty

CBL International, Magdalene College, and all involved colleges are composing a strong team of faculty members including professors, university lecturers, university researchers, college tutors, and DPhil candidates from the University of Oxford (UK) and the University of Cambridge (UK). We also invite teachers and lecturers from other prestigious universities such as London School of Economics and University of California, Berkeley, and other selected institutions to deliver course material.

In previous years the following faculty members (selection) have taught with Cambridge Summer Institute at Magdalene College:

- **Professor John Dunn**, Emeritus Professor of Political Theory, King's College, University of Cambridge (UK)
- **Professor Raphael Silberzahn**, IESE Business School, University of Navarra
- **Dr David Robinson**, Haas School of Business, University of California, Berkeley
- **Dr Lorand Bartels**, University Senior Lecturer in Faculty of Law, Fellow of Trinity Hall, University of Cambridge (UK)
- **Dr Catherine MacKenzie**, University Lecturer of International Environmental Law, Selwyn College, University of Cambridge (UK)





- **Dr Povilas Lastaukas**, Faculty of Economics, University of Cambridge (UK)
- **Dr Ayse Zarakol**, Department of Politics and International Studies, University of Cambridge (UK)
- **Dr Alexandra Bocse**, Department of Politics and International Studies, University of Cambridge (UK)
- Dr David Fowler, A Life Member of Clare Hall, University of Cambridge (UK)
- **Dr Alexis Litvine**, Faculty of History, University of Cambridge (UK)

### **Certificate, Academic Transcript, and Accreditation**

A certificate will be jointly issued by Magdalene College and CBL International to participants. *Cambridge Summer Institute* is a certificate programme that may be accountable for optional credits depending on the requirements of the home institution/school/university.

The Academic Transcript will show the courses chosen and attended by each delegate. It will indicate the workload of each course as well the results of exams and assignments. Each week, one course will be taught. Combining lecture time, preparation, study time, and tests, each week is designed to be equivalent to 3 ECTS credits or 1.5 US credits. Each week delegates are invited to participate in one examination. All programmes offered by CBL International Education in the UK are run by CBL International Oxbridge Programmes Ltd. We are proud to announce that CBL International Oxbridge Programmes Ltd is accredited by the British Accreditation Council.

### **Combination of Oxford Summer Institute and Cambridge Summer Institute**

CBL International is jointly offering Oxford Summer Institute with Oriel College (University of Oxford, UK) and Cambridge Summer Institute in collaboration with Magdalene College (University of Cambridge, UK). This academic programme is the only extensive summer programme in Oxford that focuses on law, economics, philosophy, politics, computer science, physics, and mathematics, British literature and academic writing, and business and legal English. Delegates have the possibility to combine these two outstanding academic programmes and spend up to 10 weeks in Oxford and 8 weeks in Cambridge. Please contact our Academic Programme and Partnership Managers for further details.



### **Tuition & Accommodation**

#### **Tuition Fee (4 weeks):**

**For NAAU students**

**RMB 32,500**

**RMB 22,800**

Tuition fee includes all lectures, course materials, hand-outs, a corporate day in London, academic evening talks, scheduled cultural activities, and excursions.

#### **Accommodation (4 weeks)**

**RMB 16,400**

Accommodation fee includes a single room with shared bathroom facilities in a college of the University of Cambridge (in total 27 nights) and breakfast in college dining hall.

Extra charge for full board (lunch and dinner served daily)

**RMB 6,250**

### **Application and Contact Details**

Student groups can apply through a university/school representative. Qualified representatives will be individual professors, programme directors, or head of international offices.

For further information regarding *Cambridge Summer Institute* and the application process, please contact:

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