



Cambridge Summer Institute



Academic Outline 2016

Overview

Magdalene College, University of Cambridge (UK) and CBL International, a not-for-profit exclusive education provider, are inviting groups from selected schools to participate in a 4-week session entitled *Cambridge Summer Institute*. Delegates can also combine sessions and spend up to 8 weeks in Cambridge or to combine this with our programme in Oxford, *Oxford Summer Institute* with Oriel College, University of Oxford (UK).

Four sessions will be held in Cambridge:

- **Session I: 3 July – 30 July 2016**
- **Session II: 17 July - 13 August 2016**
- **Session III: 31 July - 27 August 2016**
- **Session IV: 14 August - 10 September 2016**

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 2 - 3 ECTS credits or 1 - 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 Oxford King's College Ltd (OKC Ltd.). We are proud to announce that OKC Ltd. is accredited by the British Accreditation Council.



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The following courses will be offered during the programmes:

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

International Relations & 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 modelled 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



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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:** Since the late 19th century political leaders and peoples have put their faith in international organisations to enhance cooperation among states. During the 20th century, the number of international organisations doubled from 123 at the end of World War II to 250 at the close of the century. Today, there are more than 7.000 international organisations registered with United Nations. But what role do international institutions and organisations play in facilitating inter-state collaboration? Are they merely symbols of cooperation or actual drivers? How can we, as scholars, observe and assess the effects of institutionalized cooperation at the global level? What types of institutions and organisations are most likely to promote productive exchange, and to what extent do major intergovernmental organisations such as the United Nations, the WTO and NATO fit the bill? Are these bedrocks of the global liberal order effective facilitators of cooperation? If not, ought they to be reformed?

To address these fundamental questions, the 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: How do we define cooperation? How can we observe it and measure its effects? How can international institutions help states and non-state actors to overcome dilemmas of collaboration, and under what conditions are they most likely to do so? What is the role of power in enabling cooperation? In an anarchical international system, why do states generally comply with international agreements?

Having addressed these foundational issues, 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".



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3. **International Relations and Dispute Settlement:** This course will deal with the private as well as institutional enforcement of international commercial law, examining judicial and arbitration structures, which exist to resolve international disputes.
 - a. **World Trade Organisation (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.
 - b. **Association of South East Asian Nations (ASEAN):** These lectures focus on the history, goals, legal-political classification, the organisational structure, judicial dispute settlement, and the protocol on dispute settlement 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.



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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. **Innovation in Emerging Markets** In the knowledge economy innovation is key to business strategy. Successful entrepreneurs, leaders, and managers understand what is innovation and how to generate and manage innovation for sustained strategic competitive advantage. For instance Apple, and Google have not just created the iPhone and Nexus as popular products but an ecosystem of markets for books, music, and information centered around their core technologies. The course will broadly cover five critical aspects of innovation studies: What are types of innovation, sources, how it differs, occurs, and diffuses. Learning outcomes include familiarity and insights in current theoretical and practical approaches to mainstream entrepreneurial innovation and strategic innovation.
7. **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



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- Become familiar with the cultural and social issues of Silicon Valley
8. **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.
 9. **Chinese Economics and Outbound Investment** China is the new economic powerhouse of the 21st 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.

History Courses

1. **History of Economics 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. **History of Economics 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.



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3. **100 Years of World War I:** 2014 marked the beginning of the World War I centenary. From 1914-1918, the war impacted the lives of millions and forced the world's major economic powers to come together. Delegates will look at the major events throughout this global conflict, as well as how national borders altered, and empires collapsed. The consequences of the war will also be examined such as how economic stability and infrastructure was restored.
4. **800 Years 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.

Business and Legal English Courses

1. **Business English:** This course will focus on the reading, writing, and listening skills of the English language in a business context. By being able to understand and use the business language, participants will be able to further their career in both their quality of work and building relationships among colleagues and clients.
2. **Legal English:** This course will provide delegates with the ability to communicate on an international level using precise and correct legal language. Upon completion of the course, participants will improve their confidence in explaining points of law, enhance their drafting and editing skills and ultimately represent their organisation in a more effective 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:



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- Thomson Reuters
- Allen & Overy LLP
- London School of Economics and Political Science
- Fountain Court Chambers
- UBS
- Westlaw
- The Royal Courts of Justice
- Lincoln's Inn
- Middle Temple Inn
- Bank of England
- International Sugar Association
- Incorporated Council of Law Reporting
- London Court of International Arbitration
- Harvey Nichols
- Rouse
- BBC
- Houses of Parliament
- City University London
- International Maritime Organisation

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)
- **Dr Lorand Bartels**, University Senior Lecturer in Faculty of Law, Fellow of Trinity Hall, University of Cambridge (UK)



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- **Dr Mette Eilstrup-Sangiovanni**, Lecturer International Studies, University of Cambridge (UK)
- **Dr Catherine MacKenzie**, University Lecturer of International Environmental Law, Selwyn College, University of Cambridge (UK)

Certificate and Academic Transcript

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.

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). 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 per 4-week session

Tuition fee per student GBP 2,950

Accommodation

College accommodation, bed & breakfast (single room) GBP 1,860

Extra charge for full board (lunch and dinner served daily) GBP 700

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:

Oxford Partner Office

Phone: +44 1865 236 580

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