



# MAGDALENE COLLEGE UNIVERSITY OF CAMBRIDGE

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in partnership with:



WorldStrides®

CBL International

# WELCOME



Students from over 100 countries have participated in  
*Cambridge Summer Institute*

## Session Dates:

**Session I: 07 July – 03 August 2019**

**Session II: 21 July – 17 August 2019**

**Session III: 4 August – 31 August 2019**

**Session IV: 18 August - 14 September 2019\***

## Magdalene College (University of Cambridge, UK)

The College of St Mary Magdalene, or more simply Magdalene College, is located in the centre of Cambridge on the River Cam. It was founded in 1428 when King Henry VI approved the establishment of a Benedictine hostel on the site for the monks to study Canon Law at the University. The college was refounded and renamed after the Saint Mary Magdalene in 1542.

Today, the College has some 320 undergraduates, nearly 180 graduate students and around 60 Fellows and other teaching officers. A highlight of the opening of the new millennium was the admission of Nelson Mandela as an Honorary Fellow and his visit to the College in 2001, when he was welcomed by the fellows and students and met some of the holders of the College's Mandela-Magdalene scholarships.

## Accredited by the British Accreditation Council

We are proud to announce that WorldStrides | CBL International is accredited by the British Accreditation Council as a Short Course Study Provider.



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

Welcome to *Cambridge Summer Institute*. At Magdalene College (University of Cambridge) we are excited to have you on board at our exclusive study abroad programme offered in partnership with WorldStrides | CBL International.

Since 2013 *Cambridge Summer Institute* has been growing significantly and we have added more and more academic subjects to the offering. Apart from Business and Management our valued delegates can choose from our modular courses in History, International Relations, Diplomacy, International Organisations, Medicine and even Biochemistry with more to come.

Each of our courses which are available in July and August are taught by faculty from Magdalene College or other parts of the University of Cambridge or the University of Oxford. We try to give all our delegates the closest possible Cambridge experience in the summer.

We are very much looking forward to welcoming you to Magdalene College to bring your academic summer abroad to a total new level.

Kind regards,

Dominik Wanner  
Dr. mgt. (Shanghai Tongji University)  
Programme Director  
Attorney-at-Law (Germany)

# PROGRAMME INFORMATION

Cambridge Summer Institute (CSI) is an exclusive study abroad programme, offered by Magdalene College (University of Cambridge, UK). Courses on a variety of subjects are offered through CSI: International Business & Management, International Relations & Politics, History, Medicine, and Business & Legal Communication. Delegates choose one course per week, and have the opportunity to stay in Cambridge for up to eight weeks.

Our outstanding faculty is comprised of current professors and lecturers from the University of Cambridge and University of Oxford, as well as professors with a connection to one of these two world-class universities. At Cambridge Summer Institute, you'll attend seminar-style classes with a maximum number of 30 to 40 students.

The courses are open to undergraduate students. Graduate students no older than 28 are invited to join the programme if they have a keen interest in the subject offered and are aware that the main target audience are undergraduate students.

Additionally, students have the chance to extend their summer abroad experience with our partner Summer Institute in Oxford. This programme is offered by Oriel College, one of the 38 colleges of the University of Oxford. The Summer Institute at Oriel College Oxford focuses on International Law, Economics, PPE (Politics, Philosophy & Economics), STEM subjects, Business & Legal English, Academic Writing & English Literature. Both Summer Institutes are offered in partnership with WorldStrides | CBL International.



“ I had a lot of fun with my new friends, while at the same time the classes have been very serious and demanding. *Cambridge Summer Institute* is a once in a lifetime experience, so I warmly recommend it to everyone. ”

# Cambridge Summer Institute

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# INTERNATIONAL BUSINESS & MANAGEMENT



At CSI, you'll learn more about the nature and the scope within management of multinational companies. Through studies of our increasingly globalized world and the challenges that accompany it, delegates will increase their cultural sensitivity and develop the skills necessary to effectively manage cultural differences within a single international business. The following courses are especially designed to educate our delegates who are interested in supporting the international strategy of an organisation in the future. Changes to course descriptions, topics, programme structure, and schedules may occur due to the availability of faculty members at the actual time of the programme.

## **Entrepreneurship – Evaluation, Creation, and Funding of New Ventures**

Delegates will have the opportunity to look at both the failures and successes of companies in order to understand which 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.

## **Business Strategy & Development – Innovation, Organisation, and Markets**

We look at the interplay between individuals, organisations and markets, and how innovation can change the nature of competition by destroying industries and creating new ones. Delegates will also be introduced to business model development and will analyse new business proposals. Case studies may include Silicon Valley and other successful and innovative companies.

## **Banking and Finance**

The primary aim of this course is for delegates to develop analytical tools necessary for understanding banking issues and various financial instruments. The properties of these financial instruments will be analysed and related to risk management, portfolio diversification, systemic risk, financial fragility and contagion.

## **Organisation of Multinational Corporations and Leadership**

This course is designed to equip students with the skills to manage global projects and interact with diverse workforces. As the world is becoming increasingly globalised, it is becoming more and more important to recognise cultural differences and adapt business and managerial strategies accordingly.

## **Chinese Economics and Outbound Investment**

This course will give an overview of the various pathways to begin doing business in China. It will also present the success stories of Chinese entrepreneurs, and will analyse the successes and failures of international businesses in China.

## **Game Theory**

In this course, the basic concepts in game theory are covered: utility functions; simultaneous games including Nash equilibrium in pure and mixed strategies; dominant strategies, stability of equilibrium and non-simultaneous games like Stackelberg equilibrium; subgame perfect equilibrium; and supporting cooperation and collusion.

## **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.

## **International Trade**

This course explores the interaction between national economies through the flow of imports and exports, multinational firms, and the role and position of the WTO in the global economy. This course emphasizes the theoretical models of international trade, global production structures and associated policies.

## **Human Resource Management**

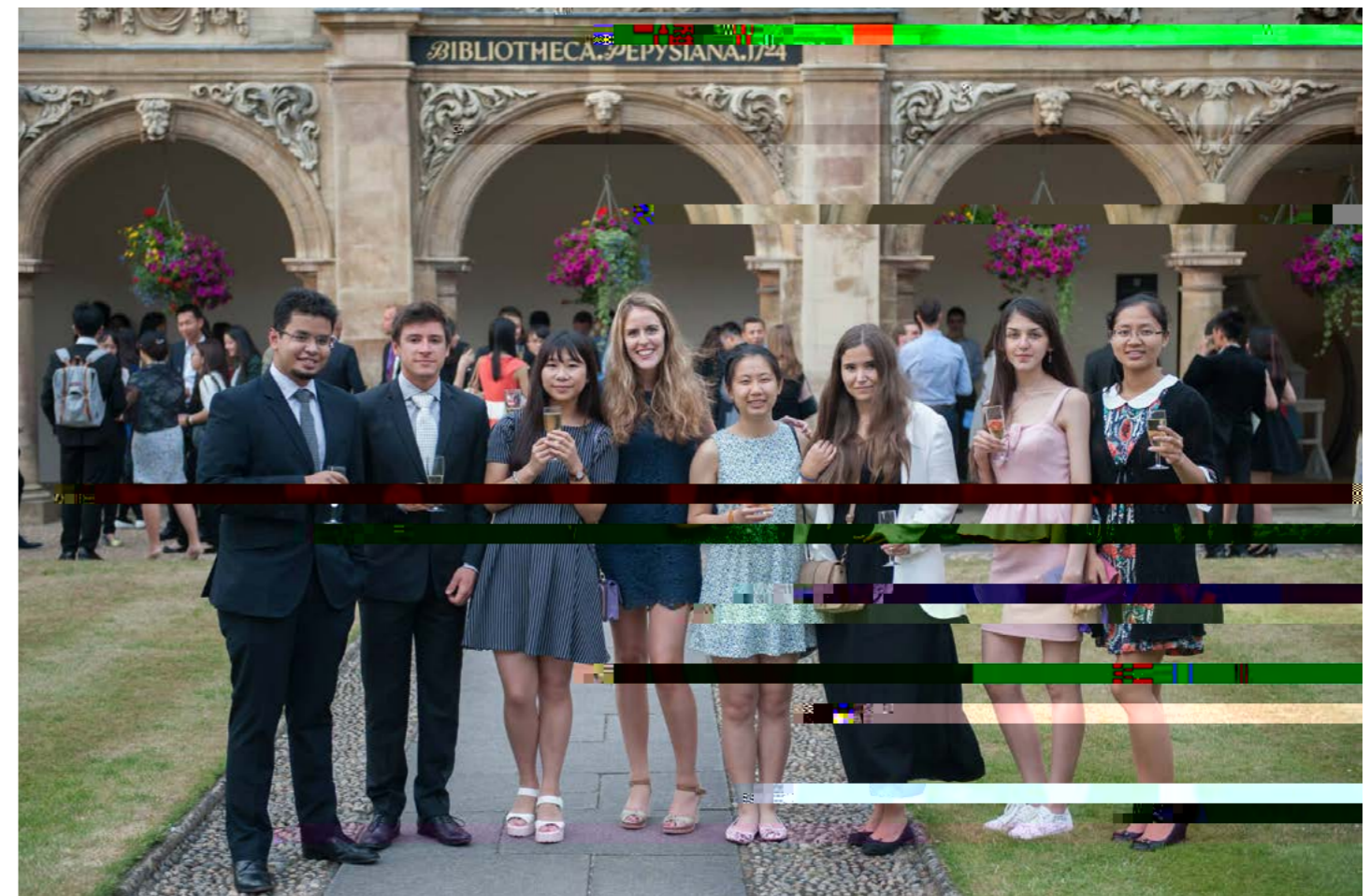
Human Resource Management, usually referred to as HR, involves everything related to the employer-employee relationship and is about supporting and managing people and associated processes. It is seen as a core business function essential to the organisation's effective operation and survival. Most larger 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 which aims to provide delegates with an overview of key themes and innovations in HR.

## **Silicon Valley**

This short course provides an overview of the business, technical and social topics necessary for understanding Silicon Valley. It will discuss how technology, money, and culture combine to make Silicon Valley a distinctively successful place for innovation. Delegates will learn how start ups in Silicon Valley are financed and managed. Understand the unique norms and values that drive innovative startups, become familiar with new technologies, and discuss cultural and social issues in the Valley.

## **Business and Legal Communication**

Developing confidence and skills in English is key in today's international business environment. Our intensive Business & Legal English courses have been tailored to promote fluency in the areas of communication that are particularly important in the workplace. The ability to use English confidently and clearly is a marketable skill, as it allows you to be a more effective communicator, not only on paper, but also in person, with international colleagues and clients. These courses are designed to complement all the other courses offered at CSI.



# HISTORY

We offer delegates the opportunity to attend a number of historical survey courses focusing on various eras, as well as courses that introduce the origins of economics and modern economics today. The following courses may be subject to change depending on availability of faculty and course schedule.

## *The Origins of the Industrial Revolution*

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.

## *The British Industrial Revolution in Global Context*

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.

## *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.

## *The Birth of Modern Britain*

In this course we will discover how the 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, rfash6 (the )0.d it su(Liver17e e

# OUR FACULTY

BELOW, YOU WILL FIND A SELECTION OF THE OUTSTANDING FACULTY WE WORK WITH, MADE UP OF MEMBERS FROM THE UNIVERSITY OF CAMBRIDGE AND THE UNIVERSITY OF OXFORD.



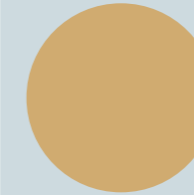
PROFESSOR JOHN DUNN

FACULTY OF POLITICS / FELLOW OF KING'S COLLEGE UNIVERSITY OF CAMBRIDGE

PROFESSOR JOHN DUNN IS A PROFESSOR FOR POLITICS WITH THE DEPARTMENT OF POLITICS AND INTERNATIONAL STUDIES (POLIS) AT UNIVERSITY OF CAMBRIDGE, UK.

Professor Dunn is a fellow of King's College at Cambridge University and his research interests include rethinking modern political theory; the historical formation and intellectual weakness of liberal and socialist conceptions of political value and political possibility; explaining the political trajectories of the varieties of modern states; political thought of Locke; and the historical development and current significance of democracy in different parts of the world.

His latest book 'Setting the People Free: The Story of Democracy' was published in 2005.



DR. MONICA WIRZ

CENTRE FOR GENDER STUDIES UNIVERSITY OF CAMBRIDGE

DR. MONICA WIRZ HAS 27 YEARS OF CORPORATE EXPERIENCE IN A WIDE RANGE OF STRATEGIC AND MANAGERIAL DISCIPLINES, INCLUDING FMCG'S, MEDIA, MANAGEMENT CONSULTANCY AND BUSINESS START-UPS.

Dr. Wirz's main skills are in the areas of strategic planning, governance, and business sustainability through diversity, brand management, product development, marketing research, e-commerce and new business development. Her international experience comprises secondments in Germany, the UK and Brazil; area coordination in Latin America; new business development for Russia and Eastern European countries, management consulting in Northern and Western Europe. Her professional experience in the field of management and leadership has evolved into a strong interest in investigating the relationship between theory and praxis, in particular, but not exclusively, with special consideration given to gender.

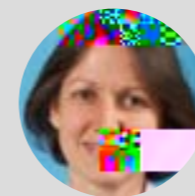


DR. ALEXANDRA MARIA BOCSE

TRINITY COLLEGE UNIVERSITY OF CAMBRIDGE

Dr Bocse has worked and volunteered for different governmental and intergovernmental organisations. She was a Robert Schuman Fellow with the Directorate General for External Policies of the European Parliament working in this capacity on the EU Foreign Policy towards new and emerging democracies.

She has worked in research for the United Nations University – Comparative Regional Integration Studies, Bruges and researched on the role of the European Union as a regional actor with global aspirations in the field of security, as well as on the regional integration trends around the Atlantic and the implications of these trends for the European Union Foreign Policy. Alexandra has also worked in the past for the United Nations Development Programme and the British Embassy in Bucharest, the Political and European Affairs Section.



DR. CATHERINE MACKENZIE

FACULTY OF LAW UNIVERSITY OF CAMBRIDGE

Dr Mackenzie is a university Lecturer in International Environmental Law at the University of Cambridge. She is also an Academic Fellow of the Honorable Society of the Inner Temple.

A member of the Bar of England and Wales and Australia, she has practised law in UK, Hong Kong and Australia and been employed by the World Bank, Asian Development Bank and United Nations. Her research focuses on the relationship between international law and environmental protection and she has particular interests in international forest law, climate change obligations and the implementation and enforcement of environmental obligations by international courts and tribunals. She coordinates the Cambridge MPhil and LLM paper in International Environmental Law, supervises PhD research, and lectures on the Masters in Sustainability Leadership.



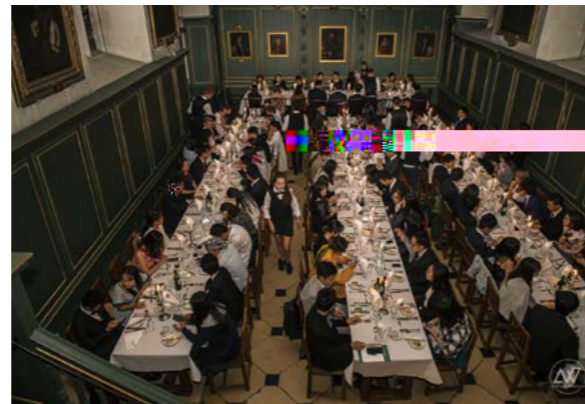
DR. ALEXIS LITVINE

FACULTY OF HISTORY

Dr Litvine got his first degrees in sociology and philosophy before specialising in history as a graduate student at the Ecole Normale Supérieure de Paris. He has worked as a research fellow at the Centre for the Study of Institutions, Population and Environmental Change (CIPEC) at the University of Cambridge.

He has also practised law in the United Kingdom.

# Programme Impressions



# EXCURSIONS & CULTURAL ACTIVITIES

*A perfectly balanced summer abroad programme*

THE PROGRAMME IS NOT ALL ACADEMIC - YOU WILL RECEIVE BREAKS FROM THE INTENSE LEARNING. DURING YOUR TIME OFF, THERE ARE CULTURAL ACTIVITIES AS WELL AS PLANNED TRIPS TO TOP ATTRACTIONS AND LANDMARKS AROUND THE UNITED KINGDOM.

## PLANNED EXCURSIONS & ACTIVITIES

We design our programmes to be a well-balanced combination of academic content and cultural immersion. There are a number of activities and planned trips to iconic British landmarks in England, as we want to ensure delegates have the opportunity to enjoy the rich history and culture of a multitude of cities across the UK. Locations we have previously visited include: **York, Norwich, Stratford-upon-Avon, Oxford and London.**

Our collaboration with local organisations in Oxford offers participants opportunities to engage in popular activities around the city, such as special city and university tours.

Our team will organise a variety of social activities for you and your fellow delegates. In the past, we have organised traditional punting on the River Isis, football and cricket tournaments, college tours, a pub crawl, quiz nights, and much more.

In addition to this, we invite industry professionals, VIPs, and subject specialists to our Evening Talks, where a number of thought provoking and current issues are discussed in greater depth.

**This map shows some of the locations delegates have previously visited:**

### -A

The birthplace of one of the most important and influential writers in the world, Stratford-Upon-Avon provides a unique opportunity to learn about Shakespeare's life and his impact on the medieval town and England as a whole.



### & E

Peterborough is a city in the east of England. One of its famous historical attractions is the Peterborough Cathedral which was built as an abbey in the 1100s. Ely is the second smallest city in England however it offers so much to see. It was also home to Oliver Cromwell who was an English military and political leader.



### L

London is the capital and a great place for the world to meet. It is a major hub for business, finance, culture, innovation and creative work. A multicultural city with so much for delegates to choose from, whether it be to visit a world-renowned museum, an awe-inspiring palace, or to simply enjoy afternoon tea in a riverside café.



# TESTIMONIALS

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"The summer course held by Magdalene College and CBL International was very well done. The students could choose 4 courses from total 28 courses in four different fields including business and management, international relations and politics, history, medicine and natural science. The students enjoyed the courses which are all given by professors who are related with Cambridge University. This ensured the quality of the courses. The students studied and lived for 4 weeks at Magdalene College, just like a real Cambridge student!

They experienced the way of how Cambridge faculty teach and how to learn in a Western background. They communicate with their teachers and classmates from all over the world. After a whole month of study, they said, everything is like Harry Potter except that we did not learn any magic! The summer course may change their life direction in the future and has definitely changed their mind in a good way."

**GUAN YAN (VICE SECTION CHIEF - SECTION OF FACULTY AND STUDENT EXCHANGE) NANKAI UNIVERSITY, TIANJIN (CHINA)**

My students have different majors and most of them went abroad for the first time. Before our departure, they were all excited and curious about foreign culture and exotic customs. After one-month study, all my students successfully obtained graduation certificates and are satisfied with this experience. I was deeply impressed by the vigorous and interactive class atmosphere. Students were encouraged to express their thoughts and opinions, and some brilliant ideas could often be sparked during the process.

At weekends, Magdalene College and CBL International organised trips to Bath, Oxford and London and other activities, which were very interesting and educative, and closely linked to the law and economy study. I think CBL International summer session programme is a wise choice for both Chinese university students and teachers to open academic visions and experience foreign culture.

**PROFESSOR HENRY HUANG (VICE DEAN OF LAW SCHOOL) BEIJING NORMAL UNIVERSITY (CHINA)**

In August 2017, participants from School of Economics and Management, Tongji University attended *Cambridge Summer Institute*, organised by CBL International and Magdalene College Cambridge. The programme was a very well-organised workshop, focusing on international economics and management. It lasted 4 weeks, combined with several lectures delivered by Cambridge faculty and visits to Oxford and London. The lectures have been a great experience in terms of having the opportunity to learn about UK business culture and society. Cambridge University is the oldest university in the English-speaking world. It is also regarded as one of the world's leading academic institutions. It was a great experience for us to live, study and have meals at Magdalene College Cambridge. We can trace the university's roots back to the end of the 12th century from its lordly architecture. The facility in dormitory, lecture venues and dinner room was excellent. Our hosts at Magdalene College Cambridge and CBL International team have been fantastic, and have really helped to make the visit enjoyable and interesting.

**SUSAN ZHOU (INTERNATIONAL PROGRAM MANAGER SCHOOL OF ECONOMICS & MANAGEMENT) TONGJI OXFORD, SHANGHAI (CHINA)**



# PARTICIPANTS

*CSI OFFERS A COMPREHENSIVE PROGRAMME IN A WORLD-RENOWNED UNIVERSITY WITH EACH SESSION ATTRACTING A LARGE NUMBER OF DIFFERENT NATIONALITIES.*



**W**e welcome applications from all regions of the world, and each year we have students studying with us who hail from a multitude of countries. *Cambridge Summer Institute* offers participants a stimulating academic experience, as well as a full social schedule to ensure you experience British culture while studying with us. Over 4,000 students from more than 100 different countries and regions have attended CSI so far. Countries and regions of origin of our delegates include:

## TESTING, WORKLOAD & CREDITS

An assignment will be given during each course, along with one examination at the end of the week. Course examination results will be listed in your official academic transcript. Workload of *Cambridge Summer Institute* is designed to be equivalent to:

· 2 – 3 ECTS (1 – 1.5 US credits) each week



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[www.cambridgesummerinstitute.com](http://www.cambridgesummerinstitute.com)