
Zhejiang University - University of Cambridge Finance and Western Culture 2020 Summer Communication Programme

Date: 03/Aug. – 14/Aug./2020

TO: Zhejiang University

For centuries the University of Cambridge has helped to shape and change the world through visionary ideas and ground-breaking discoveries. This contribution has never been so important as it is now, in these rapidly-changing and uncertain times, when countries, institutions and businesses are discovering new ways of working together and sharing knowledge for the common good. For nearly a century, the University's International Summer Programmes have brought people together, face-to-face, to hear our scholars talk about ideas and discoveries. This year we have had to find new ways to share inspirational learning with our global community of adult students.

The impact of social distancing is likely to mean that we will not be able to deliver all our teaching and learning as we usually do. However teaching is delivered, we will do all we can to ensure that the University continues to provide students with the highest quality education and offers the best possible experience during their time of online study.

We are proud to launch our 2020 Summer Communication Programme. Please join us.

Tuition Fees: 9800 RMB P.P.



The highlights of this programme:

1. Special tailored communication programme offered by University of Cambridge.
2. Online courses and distance learning on Global economy, High-tech finance & Big Data and Western Culture and Innovation.
4. Exchange of the research experience in the field of finance and technology.
5. To accelerate students' ability to increase competitive edge in today's continually evolving markets.
6. Certificates awarded upon completion.

Committee board:

- ✧ Professor Alec Boksenberg CBE, FRS
- ✧ Professor Eric Levy PhD – Judge Business School, University of Cambridge
- ✧ Professor David Stillwell - Judge Business School, University of Cambridge
- ✧ Dr. Jostein Hauge - Centre for Science, Technology & Innovation Policy, University of Cambridge
- ✧ Dr. Patrick Horsley – Director of Cambridge Visits
- ✧ Dr. Maurice Yearwood PhD – Senior consultant of JPMorgan & KPMG
- ✧ Dr. Ying Yan- Senior Bioinformatician at the Sanger Institute

Distance learning and our online courses allow you to study wherever you are, arranging your studies around your work or family life. You learn using study materials and online learning resources that are designed for active learning. You can also connect with other students around the world via your Virtual Learning Environment (VLE).

Programme Overview & Course Topics**Global economy, High-tech finance & Big Data, Western Culture & Innovation**

- Raise students' financial awareness, confidence and skills
- Enable students to engage more successfully with finance specialists
- Support students considering a career or secondment in finance

- To introduce students to the field of international development by looking at a range of contemporary issues and themes.
- To teach students about the history, theory and practice of international development, using a variety of case studies and examples from around the world.
- To encourage students to critically assess and analyse the successes and failures of international development.

- To introduce students to the concept of globalisation, especially economic globalisation and the interaction of this process with international development.
- Students will explore the theoretical underpinnings of globalisation and its practical manifestation in different regions of the world. Instead of taking a short-term view, students will discuss the similarities/differences between the current era of globalisation and earlier eras.
- Using empirical evidence and case studies, students will be asked to critically analyse whether the process of globalisation has had a positive impact on international development or has led to further accentuation of differences between low and high income countries.