
**Zhejiang University - University of Cambridge
Finance and Western Culture Online Communication Programme**

Date: 05/Aug. – 16/Aug./2021

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.

We are proud to launch our 2021 Online 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.

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

- INDUSTRIALIZATION, INTERNATIONAL TRADE AND ECONOMIC DEVELOPMENT
 - GLOBAL VALUE CHAINS AND ECONOMIC DEVELOPMENT
 - MARKETING: BRANDING STRATEGY
 - MARKETING: EVOLUTIONARY CONSUMER PSYCHOLOGY
 - THE ECONOMIC IMPACT OF LEADERSHIP
 - HISTORY AND PRESENCE - LONDON HIGHLIGHTS & UNIVERSITY OF CAMBRIDGE
 - BUSINESS ECOSYSTEM
 - WESTERN CULTURE AND 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.