Oxford Study Programme
Cultural Leadership: Tradition & Innovation
Online Winter Course
23 January – 01 February 2021

Our world and civilisation are at a critical juncture. Across the globe, cultural and social disintegration, economic recessions, public health crises, political instability, international conflicts, and environmental disasters pose unprecedented challenges to many cities, regions, and countries. Together these compounded challenges are destabilising the world and rendering the future of humanity and civilisation vulnerable. The need to train leaders with a clear understanding of the important role cultural development has played in safeguarding and revitalising human societies and the skills needed to lead cultural innovation, manage cultural organisations and creatively address the key issues of our times is ever more pressing.

The Cultural Leadership: Tradition & Innovation Short Course is part of the Oxford Study Programme provided through Summit Education Enterprise (SEE), a leading education organisation based in Oxford, United Kingdom, which is accredited by the British Accreditation Council as a Short Course Provider for Independent Further and Higher Education. The Short Course is designed to help talented university students and professionals aspiring to leadership positions explore the importance of cultural development within its historical and modern contexts so as to learn how to preserve our cultural heritage whilst achieving innovation to maintain cultural vibrancy and contribute to critical aspects of the contemporary world. Aiming to connect top research and best practice, the course engages attendees in interactive and participatory lectures and workshops taught by leading experts from relevant branches of the University of Oxford and other leading research institutions, cultural institutions, and the creative industry. Together the experts will showcase the indispensable roles the cultural and creative sectors have played in meaningful human existence and their capacity to contribute to cultural, economic, environmental, social, urban, and peace development in the world. The course also invites outstanding young scholars and professionals at the University of Oxford to share their academic or professional experience and to guide attendees in short research and practice projects. The course also offers sessions that help attendees develop important leadership skills in cultural and creative sectors. As an integral part of this course, attendees are given the opportunity to apply their knowledge and experience under the supervision of experienced supervisors or tutors in relevant research and practice-based projects to help tackle local challenges in relevant parts of the world.

The course has contributed to the success of previous attendees' applications for relevant postgraduate degree courses at the world's leading institutions and for relevant internships and jobs at government institutions, NGOs, and business and industrial organisations.

Introduction to the University of Oxford
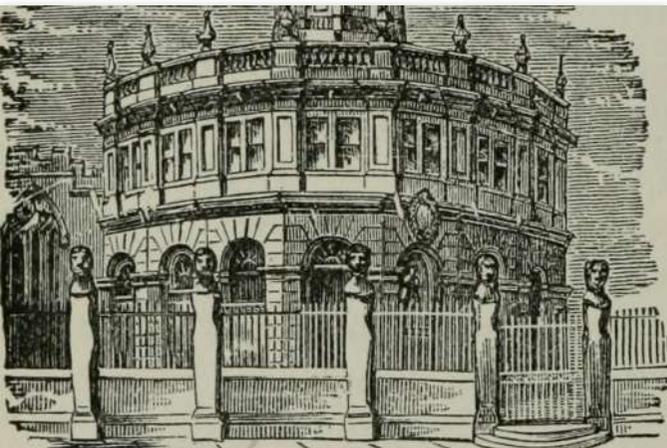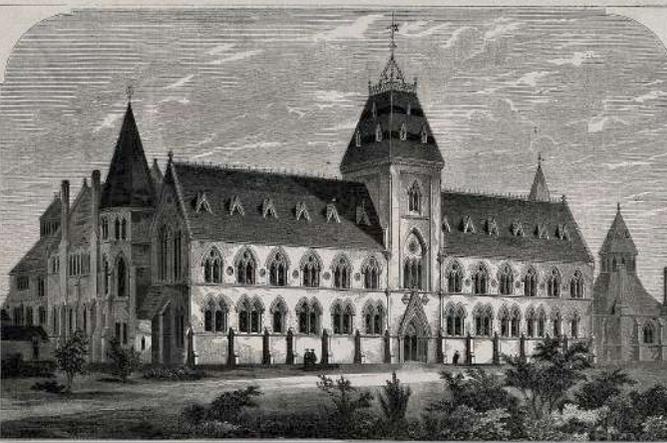
The University of Oxford is the oldest university in the English-speaking world; the evidence shows that teaching in Oxford started as early as 1096. Today, the University of Oxford has 39 colleges and 6 permanent private halls (PPHs) of religious foundation and it has been continuously ranked as the best university in the world by Times Higher Education (THE) over the past five years (2017–2021). Many gifted men and women have studied or taught at the University throughout its history, among them there are 7 award-winning poets, 28 British Prime Ministers (e.g., Boris Johnson, Theresa May, David Cameron, Tony Blair and Margaret Thatcher), at least 30 international leaders (e.g., Bill Clinton, Aung San Suu Kyi and Indira Gandhi), 72 Nobel Prize winners (14 in Physics, 19 in Chemistry, 19 in Physiology or Medicine, 9 in Economics, 5 in Literature, and 6 in Peace), and its alumni winning 160 Olympic medals. Many of those associated with the University have also contributed significantly to the world, for example, Tim Berners-Lee, the inventor of the World Wide Web, and the late Professor Stephen Hawking, the world-famous theoretical physicist. As a collegiate research university, it has a team of world-class researchers in Humanities; Mathematical, Physical, Life Sciences; Medical Sciences; and Social Sciences. The University of Oxford has not only been successful in preserving its extraordinary history and traditions but has also been a pioneer in the higher education sector as a modern, global university. Its world-class education provision, research, and global engagement and impact continue to inspire many to carry on, reflect on, and renew valuable cultural and social traditions and to innovate in different fields to tackle global challenges for the future of humanity.

Cultural Leadership Development

This course aims to help attendees develop relevant leadership qualities especially for the cultural and creative sectors.

Historical understanding

to develop deep historical understanding of cultural development and its contributions to human civilisation

Cross-disciplinary and cross-sectoral experience

to be able to draw on knowledge from a variety of relevant disciplines and sectors and make links and arrive at new insights across the disciplinary and sectoral boundaries

Cross-cultural and international experience and perspective

to develop a multi-cultural understanding of and solutions to global challenges beyond the limitations of group and local perspectives, for the future of humanity and the environment in a complex, connected, and interdependent world

Innovation and entrepreneurship

to develop skills that could generate creative and innovative ideas and implement these ideas in action with management skills to keep cultural organisations financially viable, legal, and well-organised, contributing to cultural, economic, social and wider development

Critical thinking

to be able to challenge assumptions and traditional beliefs through research and public discourse

Sustainable strategy and practice

to focus on sustainability in strategy and practice rather than mere short-term solutions and benefits

Ethical thinking and actions

to develop ethical reasoning and practice at individual, corporate and global levels

Networking and collaboration

to develop cross-cultural and international networking and collaboration skills for tackling local and global challenges

Core Themes for Lectures

Music, Media & Society
This is to show that music compositions and performance, combined with the media, have been used to shape national events, spirit and cultural identity.

Museums & Our Past
The lecture helps attendees explore the archaeological evidence preserved at museums around the world to understand how people in various civilizations confronted different challenges, such as managing resources, organising societies, developing systems of control, handling conflicts, defining identity, and searching for life's meaning and purpose.

Literary Production
The lecture is to showcase a wide variety of literary production in the English Language, including drama, poetry, novels, detective and spy fiction, fantasy and children's fiction, that have had a powerful impact across the globe, to stimulate imagination and creativity.

Museums & Social Development
By reviewing the history of museums and artistic collections since the Renaissance, the lecture aims to show how the museums and collections have contributed to the construction of social and cultural identity and status in the past and how modern museums strive to achieve social inclusiveness to engage people from different social backgrounds.

Managing Cultural Institutions
The lecture is designed to show the importance of the wider cultural sector for maintaining soft power and competitiveness of an institution, a city, a region or a nation, discuss about the current challenges facing the sector today, and the skills needed to manage cultural institutions and the challenges.

Museums & Modern Education
The lecture helps attendees understand the importance of museums in modern education and society, in terms of promoting and facilitating research, teaching and public engagement for learning and public discourse through interaction with material artifacts and the use of modern technologies and connectivity.

Heritage & Sustainability
This is to showcase the ingenious ways traditional architectural design and planning have incorporated sustainability ideas which may also inspire further innovation.

Cultural Industry & Cosmopolitanism
This lecture intends to use the history of the fashion industry in London as a case study to show how cultural and creative industry contributes to the development of London's cosmopolitanism.

Course Design

This course is made up of multi- and inter-disciplinary lectures, skills workshops, sharing sessions & panel discussions, and group projects that are designed to inform attendees of the important roles various areas of cultural development have played in historical and contemporary societies and to equip attendees to participate in major arenas of cultural leadership.

Practical & Leadership Skills

Postgraduate applications and research: to learn about how to put together successful postgraduate applications and how to complete one's postgraduate research programmes

Public speaking & debating: to develop critical thinking and public discourse skills

Research methods: to train in critical reviews and research methods

Project management: to prepare attendees for managing group projects

Working with international design and planning firms: to discuss what life is like working in international design and planning firms

Sharing Sessions & Panel Discussions

Outstanding postgraduate students from Oxford and other leading UK universities will share their relevant fields of study and work and will hold panel discussions with attendees.

Group Project

As an essential part of the course that allows attendees to integrate and practice what they have learned, the group project is carried out under the guidance of project supervisors. Teamwork is vital for delivery of the project which will be assessed through the final group presentation and report.

Interactions

The course will provide opportunities for attendees to interact with the teaching faculty through Q & A sessions as well as with outstanding students and project supervisors from the University of Oxford during skills and project workshops.

Cultural & Social Experience

There will also be online cultural sessions that provide a virtual Oxford tour and introduce British culture, as well as online social events that are designed to help attendees to get to know one another and the Oxford students involved in the course.

Further Information About the Online Course

Total hours of course time: 40 hours

Attendee Profiles: Talented students from leading universities and professionals from business, industry, and government organisations

Lectures, workshops, sharing sessions and panel discussions

All the lectures and workshops will be conducted through an online platform. Attendees will be provided with information on how to access the online platform in advance of the course. Attendees are responsible for being equipped with all the necessary IT facilities (e.g., desktop or laptop computers) and high-speed and reliable internet access in order to attend all the online course sessions.

The lectures will be either pre-recorded or live streamed. All the interaction sessions, including Q & A sessions, will be live.

It is required that anyone who is admitted into the course should attend all the scheduled sessions of the course. The course management team has tried to accommodate the time difference across different time zones in the design of the course schedule.

Attendees will interact with each other during group project workshops through the designated online portal during the course's scheduled meeting time, and self-chosen social media outside of the course's scheduled meeting time.

Readings and other assignments

Pre-course readings and other assignments: The course management team will send a list of pre-course readings and other assignments for those admitted into the course. All the attendees need to complete the readings and other assignments before the commencement of the course as part of the course preparation.

Group projects: Crucial to the completion of the course is a group project, for which attendees will be organised in small groups to work towards the completion of the project. Information about the group project will be sent to all the attendees prior to the commencement of the course.

Assessment

Throughout the course there will be several assessment points, at which attendees in groups will present the progress of their group projects.

The final grades will be based on the attendee's course attendance, interaction with teaching staff and fellow attendees, and performance in the group project work.

Certificate

On the final day, all the attendees who have successfully completed the course will receive the Certificate of Completion from the Oxford Study Programme.

Follow-up

Those attendees who perform particularly well during the course may receive a reference letter from a designated staff member of the course for their postgraduate applications. Many attendees who attended the course have successfully moved on to top postgraduate programmes in their own countries and overseas (e.g., UK and US) with our guidance and reference letters.

Technical Requirements

A desktop or laptop computer with a web camera and microphone

High-speed and reliable internet connection

Online platform app (to be downloaded online after registration)

"The Oxford Study Programme has shown me a wider world. I will always remember this journey and its positive impact on me. I am very grateful to this programme as it gave me a valuable experience and helped me discover my potential. I made many friends from different countries and gained the new motivation to pursue different possibilities in life. I really hope I could come to pursue further study at Oxford in the future."

"This programme, however, has not only given me an opportunity to experience British culture, but has also helped me understand that against the background of globalisation, university students should do their best to take on the responsibility of promoting cultural exchange among nations."

"By having the opportunity to study a variety of different fields and try to see things from different perspectives, this programme has opened up my mind and led to a lot of thinking about my future. At the same time, the workshops also made me feel that studying in Oxford is different from my pervious experience. It was full of passion, energy and interests, which is exactly the state of learning I aspire to."

"What impressed me the most during my trip in the UK was the spirit of excellence from Oxford professors and students. Although they are ordinary people like us, doing ordinary instead of earth-shaking things, they create something extraordinary out of the ordinary with their focus and professional attitude."

"I am very fortunate to have this opportunity to attend the Oxford Study Programme this time. The programme allows me to experience the historical and cosmopolitan aspects of the University of Oxford. I am very much enchanted by the cultural diversity and lovely and warm people involved. The teaching faculty are very knowledgeable, the management staff are very responsible and caring. We also have very talented students coming from different major universities. There are so many interesting people who make me feel deeply touched and whom I will miss."

"Every day is so memorable: every new knowledge I learned, every new friendship and affection I gained!"

Student Feedback

"As a student majoring in science and technology, I normally paid more attention to science-related subjects, but tended to overlook subjects related to arts, aesthetics and global perspectives. This programme, however, has not only given me an opportunity to experience British culture, but also has helped me understand that against the background of globalisation university students should do our best to take on the responsibility of promoting cultural exchange among nations."

"One of the most rewarding aspects of the programme was the opportunity to meet with world-class scholars at the University of Oxford for face-to-face communication. They are not only incredibly learned, but also always responded to whatever questions we had. Their patient, warm and humble demeanour left a strong impression for me. It is hard to believe that people who have achieved such deep and broad knowledge and a high social status could keep such a humble attitude towards to anyone and remain curious about all things."

"This programme has not only helped clarify the future direction of my study and life, but also has helped me see what it would take to fulfil my goals. Thanks to the unforgettable experience provided by the programme, I am motivated to study harder and excel more."

Week 1 (23 – 27 January 2021)

Date/Time	Saturday 23 January	Sunday 24 January	Monday 25 January	Tuesday 26 January	Wednesday 27 January
Theme	Orientation	Museums and Our Past	Museums and Social Engagement	Museums & Modern Education	Managing Cultural Institutions
09:00–09:45 UK (17:00–17:45 China)	Welcome Talk Getting to Know Each Other & Course Induction	Lecture: History of Civilisation from the Perspective of Museum Curation	Lecture: Social Inclusiveness through Museum Curation	Lecture: Roles of Museums in Modern Education	Lecture: Managing Cultural Institutions
09:45–10:00 UK (17:45 – 18:00 China)	Q & A	Q & A	Q & A	Q & A	Q & A
10:00–10:15 UK (18:00 – 18:15 China)	Break	Break	Break	Break	Break
10:15–11:00 UK (18:15–19:00 China)	Sharing Session: Studying & Living in the UK and Oxford	Project Workshop: Introduction to the Group Project and Research Methods	Sharing Session & Panel Discussion History of History, History of Art and Museum Studies	Skills Workshop: Oxford Style Public Speaking & Debating	Sharing Session & Panel Discussion Art Management
11:00–11:15 UK (19:00–19:15 China)	Q & A	Q & A	Q & A	Q & A	Q & A
11:15–12:15 UK (19:15–20:15 China)	Break	Break	Break	Break	Break
12:15–13:00 UK (20:15–21:00 China)	Skills Workshop: Applying for and pursuing postgraduate study in the UK	Skills Workshop: Project Management	Project Workshop: (with training on academic writing skills)	Skills Workshop: Oxford Style Public Speaking & Debating	Project Workshop
13:00–13:15 UK (21:00–21:15 China)	Q & A	Q & A	Q & A	Q & A	Q & A
13:15–14:00 UK (21:15–22:00 China)	Virtual Oxford Tour	Group Project Time	Group Project Time	Group Project Time	Group Project Time
14:00 UK (22:00 China)	Rest	Rest	Rest	Rest	Rest

Week 2 (28 January – 01 February 2021)

Date/Time	Thursday 28 January	Friday 29 January	Saturday 30 January	Sunday 31 January	Monday 01 February
Theme	Heritage & Sustainability	Literary Production	Music, Media and Society	Fashion and Cosmopolitanism	Final Day
09:00–09:45 UK (17:00–17:45 China)	Lecture: Cultural & Natural Heritage and Sustainability	Lecture: The Influence of British Literature and Drama: from Shakespeare to Harry Potter	Lecture: Music, Media and Society	Lecture: Fashion Industry and Its Contributions to Cosmopolitanism in London	Final Project Report Presentations (Part I)
09:45–10:00 UK (17:45–18:00 China)	Q & A	Q & A	Q & A	Q & A	Q & A
10:00–10:15 UK (18:00–18:15 China)	Break	Break	Break	Break	Break
10:15–11:00 UK (18:15–19:00 China)	Project Workshop: Mid-term Project Report	Sharing Session & Panel Discussion Literature & Music Studies	Sharing Session & Panel Discussion Cultural & Natural Heritage Conservation	Skills Workshop: Working with International Design and Planning Firms	Final Project Report Presentations (Part II)
11:00–11:15 UK (19:00–19:15 China)	Q & A	Q & A	Q & A	Q & A	Q & A
11:15–12:15 UK (19:15–20:15 China)	Break	Break	Break	Break	Break
12:15–13:00 UK (20:15–21:00 China)	Project Workshop: Mid-term Project Report Feedback	Project Workshop	Project Workshop	Project Workshop	Final Project Report Feedback and Evaluation
13:00–13:15 UK (21:00–21:15 China)	Q & A	Q & A	Q & A	Q & A	Q & A
13:15–14:00 UK (21:15–22:00 China)	British Social Life & Pubs Group Social & Cultural Evening	Group Project Time	Group Project Time	Group Project Time	Course Review & Summary Graduation Ceremony
14:00 UK (22:00 China)	Rest	Rest	Rest	Rest	Farewell

Past and Current Teaching Faculty

Professor Andy Orchard

Professor Orchard is Professor of English Literature at the University of Oxford, Fellow of the National Institute of Humanities and Social Sciences in the UK. His current position at Oxford University used to be held by JRR Tolkien, the author of the Lord of the Rings. He was ranked as the best humanities lecturer at Oxford University by the famous Oxford University Student Union in 2015. He was the former president of Trinity College at the University of Toronto, and graduated from Oxford University and Cambridge University.

Dr Paul Collins

Dr Paul Collins is Jaleh Hearn Curator of Ancient Near East in the Department of Antiquities at the Ashmolean Museum and is currently a Hugh Price Fellow at Jesus College and holds a supernumerary Fellowship at Wolfson College. He has worked previously as a curator in the Middle East Department of the British Museum and the Ancient Near Eastern Art Department of the Metropolitan Museum of Art, New York. He received his PhD from the Institute of Archaeology, University College London, and a PGCE from London University's Institute of Education. He is currently Chair of the British Institute for the Study of Iraq.

Dr Oliver Cox

Dr Cox is Heritage Engagement Fellow leading the University of Oxford Humanities Division's engagement with the UK and international heritage communities. He is also Co-Lead of the Oxford University Heritage Network, and chairs the Heritage Alliance's Digital, Learning and Skills Advisory Group, and an Industry Champion for the Creative Industries Policy and Evidence Centres at NESTA.

Dr Jim Harris

Dr Harris is Andrew W Mellon Foundation Teaching Curator, leading the academic engagement programme of the University of Oxford's Ashmolean Museum of Art and Archaeology across the curriculum of the University of Oxford. He trained as an actor at the Royal Academy of Dramatic Art and as an art historian at the Courtauld Institute of Art. He subsequently held the Courtauld's Andrew W Mellon Research Forum Postdoctoral Fellowship and the Caroline Villers Research Fellowship in Conservation.

Dr Dragan Pavlovic

Dr Pavlovic is currently teaching at Regent's University in London. At the same time, he is in charge of coordinating the Future of Cities' PhD network of the famous Bartlett School of Architecture and Planning at University College London (UCL). He is also an award-winning designer and urban comprehensive planning consultant. His design has been exhibited at the German Consulate General at the United Nations Headquarters in New York and at Bremen University. He received his PhD from UCL where he specialises in architecture, fashion, globalisation, international urban development and integrated urban planning.

Dr Alison Pollard

Dr Pollard has studied the history, art and archaeology of ancient Greece and Rome at the University of St Andrews, Emory University in Atlanta, the British School at Rome and the University of Oxford. She has taught several courses in Classical Archaeology at Oxford over the past five years and has worked at the Ashmolean Museum on various projects since 2013, including being Project Curator for the redevelopment of the Randolph Sculpture Gallery and Co-Curator for the redevelopment of the Greek World Gallery. In addition to her lectureship at St John's College she is the Assistant Curator in the Department of Antiquities at the Ashmolean Museum.

Application Information

Eligible Applicants

Undergraduate and postgraduate students and young professionals from all relevant fields, including, but not limited to, Art History, Art & Design, Business & Management, Cultural Heritage Studies, Cultural Studies, Ethics and Philosophy, Finance, Environmental and Climate Change Studies, Development, Languages & Literatures, Law, Museum Studies, Music, Media Studies, Politics, Public Policy and Administration, Science and Technology, Sociology, Urban Design and Planning.

Course Cost

- For each student: £1350
- For each professional: £1750
- Applicants who submit their applications before **20 December 2020** and are admitted in the course will receive a 10% discount of the course fee.

Admissions requirements

- Sound academic performance: normally GPA 3.0 (on a 4.0 scale) or 80 (on a 100 scale) and above

- Proficient English language skills in listening, speaking, reading and writing (we normally expect applicants to have achieved with proof for one of the following English language proficiency test results).

  For those applicants who are unable to provide any of the following English language test results, the Admission Team will schedule an interview to assess his or her English proficiency.

  The requirement for proof of English proficiency can be waived for applicants whose first language is English, those whose first language is not English but have successfully completed a full-time degree-level academic programme at a university where English is the language of instruction, or those who have extensive experience working in a professional English-speaking environment.

IELTS: 6.0 and above for overall average and each area

TOEFL: 85 and above for the overall score (listening section: minimum 20)

College English Test: CET-4: 530 and above /CET-6: 510 and above (applicable to Chinese university applicants only)

Note: the Admissions Team will give full consideration of the overall qualifications of each applicant.

- Evidence of strong intellectual curiosity, a strong sense of social responsibility with extra-curricular engagement, volunteering, internship, or work experience relevant to the core themes of this course.

- Strong interest in cultural leadership, soft power, tradition and innovation, cultural and natural heritage, cultural industry, history of art, history of civilisation, literary production, music and media, design and planning, etc.

- Ability and initiative to interact with teaching faculty and students in the UK

- Teamwork experience and the ability to work on a group project

- Preference will be given to those intending to pursue postgraduate study in the UK

How to Apply

Application deadline: 31 December 2020

1. Please click the link here to fill out the online application form. (If you are a university student and receive the promotion material of this course through your university's website, your university may require you to obtain the university's approval first before you fill out the course's online application form. Please contact the International Office of your university for further instructions.)

2. Load your CV and a digital passport-size photo.

3. Load copies of academic records and IELTS, TOEFL, CET-4 or CET-6 scores (CET-4 or CET-6 scores are only applicable to Chinese university applicants).
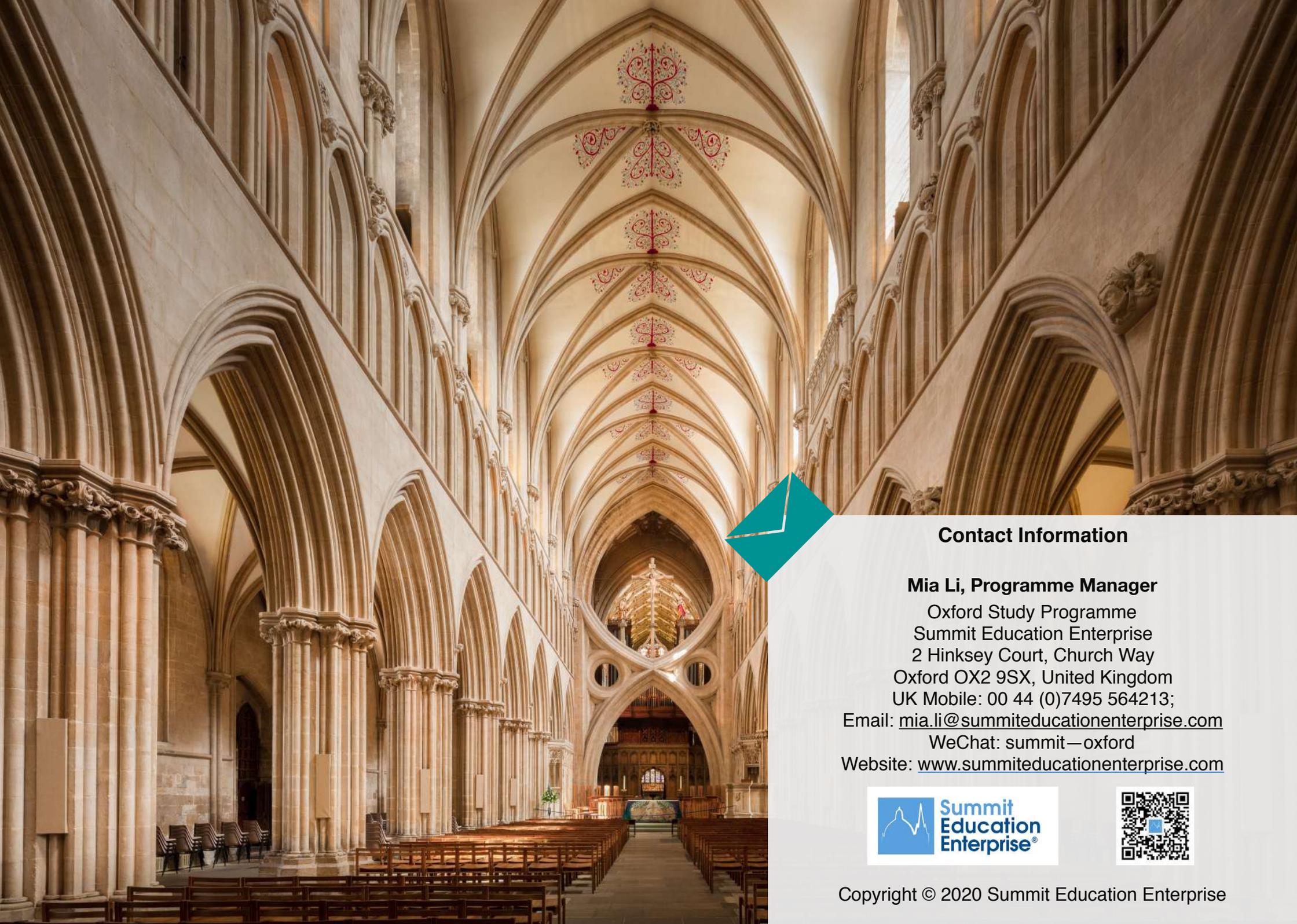
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