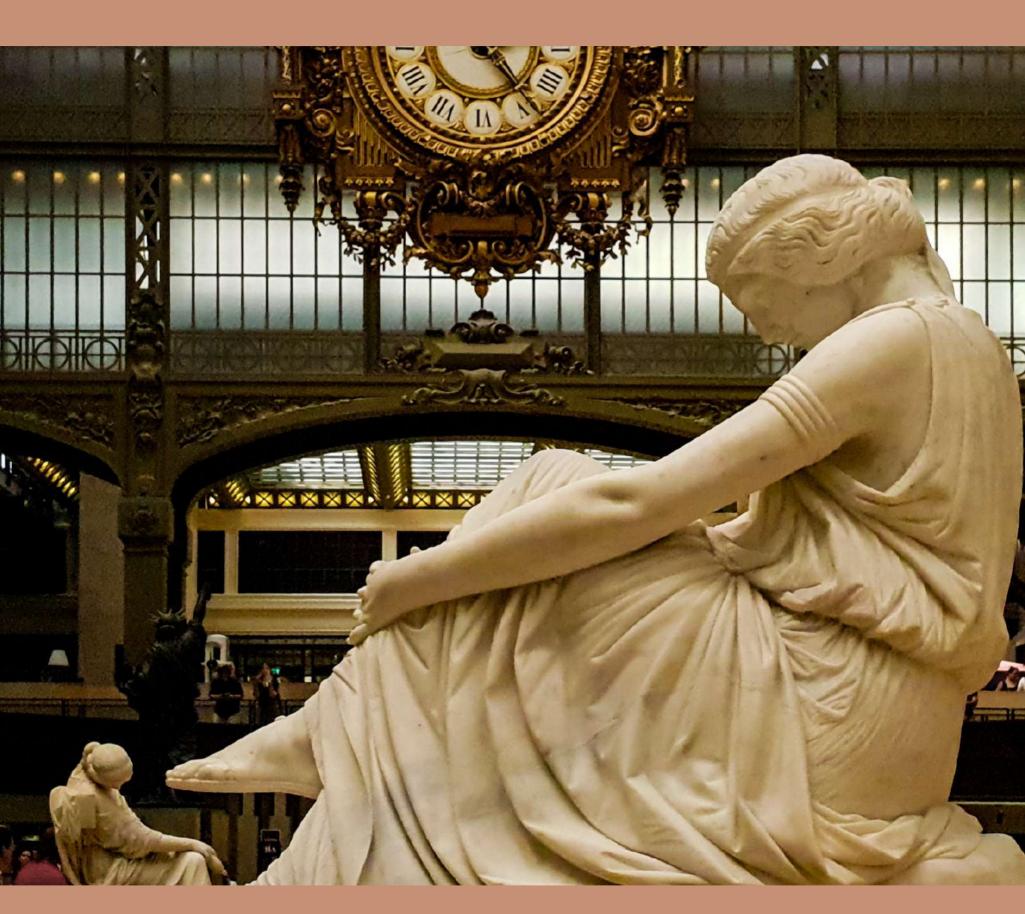# OXFORD FUTURE OF CITIES SUMMER COURSE

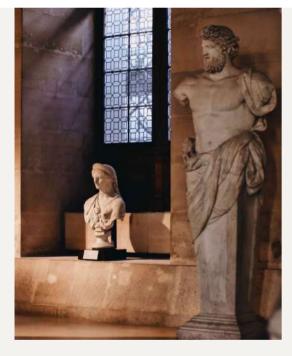## 'Cultural Leadership: Tradition and Innovation'

THURSDAY 29 JULY– SATURDAY 7 AUGUST 2021

Keywords: Cultural Leadership, Cultural Heritage, Museums, Public Engagement, Literary Heritage, Films, Media Production, Technological Innovation, Managing Cultural Organisations, Creative Industries, Cultural History, Cultural and Social Identity, Cultural Influence, Urban Economy and Regeneration, Creativity and Productivity, Health and Wellbeing

INTRODUCTION TO THE COURSE

The 'Cultural Leadership: Tradition and Innovation' short course is designed to equip talented university students and professionals aspiring to cultural leadership positions with a critical understanding of the vital roles cultural heritage and creative industries play in the cultural, socio-economic and spatial development of cities for the health, wellbeing and productivity of urban living. It also aims to help develop relevant skills and experience to advance the development of the cultural sectors and tackle some of the key challenges faced by the heritage and creative sectors today.

This course is part of the Oxford Programme for the Future of Cities short courses. No matter where they are, cities face mounting and compounded challenges unlike ever before. The Covid-19 pandemic has ushered in a disruptive series of public health, economic, social, and political crises, while a growing number of cities are threatened by intensifying global risks, such as climate disasters, ethnic and racial tensions, cultural disintegration, conflicts, and depleting resources. The need to train leaders in tackling these challenges for the viability of our urban future and global peace, stability and prosperity has never been more pressing. These short courses are designed just for that, offering expertise mainly from the University of Oxford but also from other leading research institutions, government and international organisations, businesses, and industries in the key areas of sustainable urban development to make cities flexible, healthy, inclusive, resilient, and vibrant in response to evolving challenges and circumstances, in line with **the United Nations' Sustainable Development Goals**. These areas include governance and policy, design and planning, technology and innovation, business and economics, and social and cultural development. Starting in 2016, these courses have now expanded to cover the wider cultural, economic, historical, geo-political, social, scientific, and technological contexts within which sustainable urban development could be achieved.

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Aiming to connect top research and best practice, the course engages attendees in interactive lectures and workshops taught by leading experts from relevant branches of the University of Oxford and other leading research institutions, cultural institutions, and creative industries in the UK. Together the experts will showcase the indispensable roles the cultural heritage sector and creative industries have played in urban space and their capacity to interact with other aspects of urban society to contribute to human flourishing, sustainable development and regeneration.

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 the attendees develop important leadership skills in the cultural heritage sector and

creative industries. 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 to working on relevant research and practice-based projects to help tackle relevant local and global challenges and make significant contributions to urban development in various parts of the world.

All the attendees who successfully complete the course will receive a Certificate of Completion from the University of Oxford Network for the Future of Cities together with the course module sheet which attendees may use to apply for academic credits at their home institutions. For high performing attendees of the course, the course management staff may provide references. The courses have contributed to the success of our course alumni's 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 in countries and regions such as Australia, Brazil, Canada, China, Europe, Singapore, United Arab Emirates, UK, and US.

The University of Oxford Network for the Future of Cities, which is devoted to creating world-class research addressing key challenges in urban development by bringing together global perspectives and relevant expertise across the University of Oxford and beyond, co-hosts the course in collaboration with two Oxford-based organisations devoted to sustainable urban development: Summit Education Enterprise and Oxford Sustainable Enterprise.

COURSE TIMETABLE - WEEK ONE

Date/Time	Thursday 29 July	Friday 30 July	Saturday 31 July	Sunday 1 August	Monday 2 August
Topic	Introduction	Museums, Cultural Heritage and Identity	Museums and Public Engagement	Urban Economy and Regeneration	Literary Heritage and Cultural Influence
9:00–10:15 UK (16:00–17:15 China)	Welcome Talk Getting to Know Each Other & Course Induction	Lecture: 'Museums and Our Past and Identity: A Historical & Global Perspective'	Lecture: 'Museum Curation and Educational, Social, and Spatial Engagement in the UK'	Lecture: 'Contributions of the Cultural Sector to Urban Economy and Regeneration in London'	Lecture: 'Enduring Influence of British Literary Production: from Shakespeare to Harry Potter'
10:15–10:30 UK (17:15–17:30 China)	Break	Break	Break	Break	Break
10:30–11:15 UK (17:30–18:15 China)	Lecture: 'Cultural Leadership: Tradition & Innovation'	Sharing Session: Studying & Living in the UK and Oxford	Sharing Session: Academic fields related to Cultural History, Cultural Heritage and Creative Industry	Sharing Session: Working in the Cultural Heritage Sector	Skills Workshop: Public Speaking & Debating
11:15–12:15 UK (18:15–19:15 China)	Break	Break	Break	Break	Break
12:15–13:00 UK (19:15–20:00 China)	Project Workshop: Introduction to Group Projects	Skills Workshop: Research and Academic Writing I	Project Management	Project Proposal Presentation	Skills Workshop: Public Speaking & Debating
13:00–14:00 UK (20:00–21:00 China)	Virtual Oxford Tour	Group Project Time	Group Project Time	Group Project Time	Group Project Time
14:00 UK (21:00 China)	Rest	Rest	Rest	Rest	Rest

WEEK TWO

Date/Time	Tuesday 3 August	Wednesday 4 August	Thursday 5 August	Friday 6 August	Saturday 7 August
Topic	Media Production	Technological Innovation	Managing Cultural Institutions	Preparation for the Final Report	Final Day
9:00–10:15 UK (16:00–17:15 China)	Lecture: 'BBC: Integration and Innovation in the Production of Documentaries'	Lecture: 'Use of Digital Technology and Modern Social Media in the UK Cultural Sector'	Lecture: 'Managing Cultural Institutions in the UK'	Group Project Time	Final Project Report Presentations & Assessment (Part I)
10:15–10:30 UK (17:15–17:30 China)	Break	Break	Break	Break	Break
10:30–11:15 UK (17:30–18:15 China)	Project Workshop: Project Progress Feedback	Sharing Session: Working in Creative Industries	Project Workshop	Project Workshop: Group Project Presentation Rehearsal	Final Project Report Presentations & Assessment (Part II)
11:15–12:15 UK (18:15–19:15 China)	Break	Break	Break	Break	Break
12:15–13:00 UK (19:15–20:00 China)	Skills Workshop: Academic Writing II	Project Workshop: Working in Design Firms/Art Institutions/Galleries	Group Project Time	Group Project Time	Final Project Report Feedback and Evaluation
13:00–14:00 UK (20:00–21:00 China)	Group Social & Cultural Evening	Group Project Time	Group Project Time	Group Project Time	Course Review & Summary Concluding Remarks
14:00 UK (21:00 China)	Rest	Rest	Rest	Rest	Farewell

Some of the Past and Present Teaching Faculty

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.

Professor Steven Gunn

Fellow and Tutor in History at Merton College and Professor of Early Modern History at the Faculty of History, University of Oxford. He teaches and researches the history of later medieval and early modern Britain and Europe. He writes for BBC History Magazine and History Today, and has contributed to radio and television programmes such as In Our Time and Time Team.

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.

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 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 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 specialised 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.

STUDENT FEEDBACK

'Every lecture and group session on the course was wonderful and gave me a lot of inspiration. The lectures put forward many novel ideas, which made me think differently and benefited me a lot.'

Y Yin, Peking University

'The Oxford programme has shown me a vast new world, encouraged me to pursue my academic goals, and also brought me a lot of growth. It was the experience of a lifetime. Thank you for the dedication of every teacher!'

Y C Liu, Central South University

'What impressed me the most from this programme was the deep humanistic care that each professor of the University of Oxford included into their respective fields of study. The cultural leadership programme has enhanced and improved my knowledge, academic ability and teamwork ability in the field of culture and art! The academic style and cultural heritage from the University of Oxford have had an important impact on my academic future.'

J L Wu, Peking University

'Despite being an online course, the sharing of professors and scholars has taken me beyond the limitations of geography and time, and created a very stimulating learning experience!'

Y Lu, Tsinghua University

'Two weeks went too fast. I wish it was a long term programme and we could learn even more from the world leading professors ! During the course, I felt the humanistic care at the University of Oxford, what I learnt was not only to prove everything with scores, but also to care about the world with my heart!'

X H Xu, The University of Sydney

'This course was not only the first time for me to think academically in a non-native language, but also the first time for me to try pure English academic writing, learning to use Oxford's academic thinking and academic methods for research. It was a great challenge for me both academically and linguistically!'

Z Y Shao, Nanjing University

'For me, the greatest benefits were the lecturers and supervisors from this course. They are very enthusiastic and patient. They provided us with a unique exposure to their rich and profound professional knowledge. The guidance provided in different aspects of the course, from our research topic selection to team work, from methodology to academic writing, from campus life to the work style, from academic research to university application, has been very helpful for my academic and professional development. '

X Y Li, Tsinghua University

'Now that the two week online course has finished, I still feel deeply when I recall the discussions, exchanges and cooperation I had with the academic superstars, outstanding and modest Supervisor and like-minded fellow students during the course. '

R Y Yang, University of Electronic Science and Technology of China

'During the lectures, professors in each field presented us with their academic research in the most interesting and enthusiastic way. We were extremely impressed by their efforts in various disciplines, and it has inspired our interest in culture, history, art and human society even more. More importantly, they were always humble, patient and willing to answer any questions for us.'

Y X Huang, Beijing University of Chemical Technology

'This is the highest quality programme I have ever attended. I heard the best lectures in the world, and felt the strong academic atmosphere, and also very much enjoyed the team-working experience. I hope to return to Oxford for further study.'

J L Tan, Kunming University of Science and Technology

Eligible Applicants

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

Admissions Requirements

We welcome talented students from all over the world to apply to our online short courses. We also list below the suggested criteria for the successful participation in the course.

1. Academic Standing

We normally expect a GPA 3.0 out of the 4.0 scale grading scale or 80 out of the 100 grading scale at the minimum, though we do grant exceptions to applicants with special talents or special circumstances.

2. English Language Ability

We normally expect applicants to have achieved and provide proof for one of the following English language proficiency test results:

IELTS: minimum 6.0 for overall average and each area

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

College English Test (CET)-4: minimum 530 (applicable to Chinse university applicants only)

College English Test (CET)-6: minimum 510 (applicable to Chinese university applicants only)

*For those applicants who have not taken the above tests by the time of application, their English proficiency needs to be assessed by our Admissions Team via online oral interview and may also be assessed by their home institutions.

*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.

3. Strong intellectual curiosity, a strong sense of social responsibility often evidenced by extra-curricular engagement, volunteering, internship, or work experience relevant to the core themes of this course.

4. Strong interest in global leadership, economic and social development, business and management, public health, policy and governance, sustainable (urban) development, and environmental and climatic change studies.

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

6. Ability to work with a team on a group project.

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

Apart from completing the online application form, applicants are welcome to submit the following documents in support of their applications:

- Academic records and transcripts
- Curriculum Vitae

The Admissions team will consider each applicant's overall qualifications, relevant experience, and the ability to interact with teaching faculty at Oxford when making a decision concerning admissions.

Course Fee

- **£1550 per student**
- **£1950 per professional**

How to Apply

Please complete the following tasks on the course application portal (please **click here**) before the **application deadline 30 June 2021.**

Early Bird Discount: we grant £100 discount for applicants who submit their applications before 31 May 2021.

An additional £150 discount will apply to applicants who sign up for a second course offered through the Oxford Programme for the Future of Cities.

A certain level of scholarship is available to applicants with strong academic or professional profiles.

1. Fill out the online application form.

*Please be aware that applicants may need to go through the internal assessment or selection process for this course at their own universities first.

2. Upload a digital passport-size photo and supplementary supporting documents.

*For those applicants who have not taken the above tests by the time of application, their English proficiency needs to be assessed by the Admissions Team via online oral interview (or by the applicants' home institutions). Please view the above relevant notes for those who may be exempt from the requirement of proof of English proficiency.

After Receiving your Application…

1. The Admissions Team aims to notify the applicant of the admissions decision within five working days upon receipt of the application package.

*The applicant will also be notified if an online oral interview is required before the Admissions Team makes the final decision.

2. Those who have been accepted onto the course will need to pay the entire course fee within five working days after having been admitted onto the Course. Information about payment methods will be provided with the Official Letter of Acceptance.

3. The Admissions Team, upon receiving the payment of the course fee, will issue a confirmation email together with instructions on how to prepare for the Course prior to its commencement.

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Contact Information

For any enquiries, please visit the following website, WeChat account, or WeChat platform.

Website: www.futureofcities.ox.ac.uk/short-courses

WeChat: summit-oxford