



**HERTFORD COLLEGE
OXFORD**



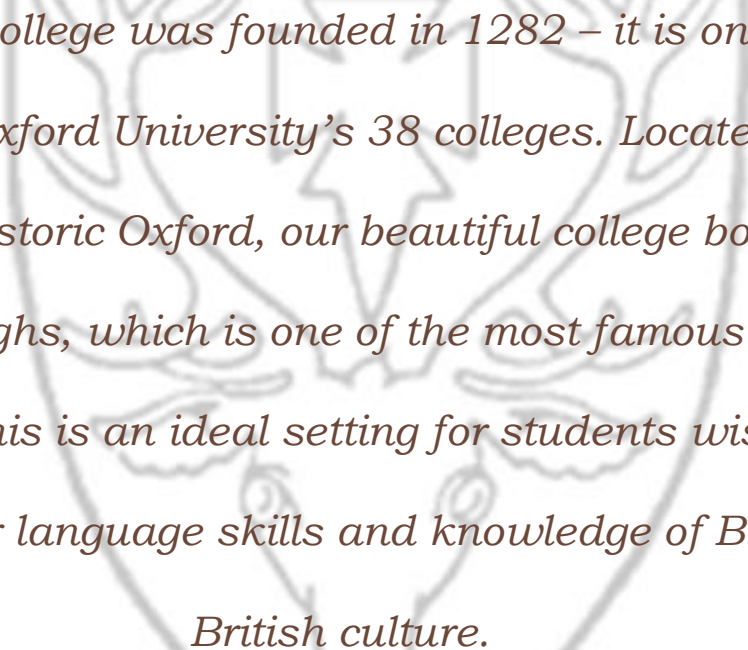
Nanjing University
at
Hertford College, Oxford

*Advanced Business and British Culture
Three Week Programme*

SUMMER 2019

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A very warm welcome to Hertford College and to Oxford!



Hertford College was founded in 1282 – it is one of the oldest of Oxford University's 38 colleges. Located in the centre of historic Oxford, our beautiful college boasts the Bridge of Sighs, which is one of the most famous sights of the city. This is an ideal setting for students wishing to improve their language skills and knowledge of Britain and British culture.

**Welcome to
Oxford!**

MEALS

- On **class days** you are offered breakfast, lunch and dinner.
- On **trip days** you are offered breakfast, a packed lunch and dinner.
- **Weekend:** Saturday you are offered breakfast. Sunday you are offered breakfast and dinner.

The following pages outline your academic programme.



Pre-programme task: Aspects of Oxford

This is an opportunity for you to research and present on a cultural, historical, economic, political or social aspect of Oxford's rich heritage to your peers at the start of the programme. It is an enriching experience for everyone involved as it allows the teaching team to find out more about your interests, and for you to find out more about Oxford as soon as you arrive.

Please choose one of the following topic areas and come prepared to offer a 5 minute presentation on your research.

If you choose history, for example, you may like to look at a specific period or event in Oxford's history. These topic headings are guidelines only and we welcome presentations on any other aspects of Oxford that you find interesting and would like to share with your peers.

Students work individually on this task and we ask you to bring any power points on a USB stick, as external equipment is not always compatible with our college system.

Here are some possible topic areas:

Music: classical/contemporary/Oxford bands etc

Culture: the arts/literature

History, including Economic History: e.g the Rover/BMW plant in Cowley and migration

The university and the collegiate system

Geography

Architecture

Events

Traditions and Folklore

Oxford alumni

Academic research

Social history

Enjoy your research and we look forward to meeting you this summer.

DRAFT

WEEK ONE	9.00 – 10.30am		11.00 – 12.30pm		2.00 – 4.00pm		Evening
ARRIVAL DAY Day 1 Sunday 28th July	<ul style="list-style-type: none"> • Arrive at Heathrow Airport, London. • Hertford College Residential Advisors (RAs) will meet you. • Travel to Oxford by private coach. You will stay in Oxford University accommodation. • On arrival: welcome meal and information 						
Day 2 Monday 29th July	Introduction to the Advanced Business and British Culture Programme English Language Assessment Students complete a placement test.	B R E A K	An Introduction to Oxford University and the Tutorial System Explore the development of the leading university in the English speaking world. This lecture is followed by a Q and A session. You will have the chance to ask questions about the admissions process to Oxford and other British universities.	L U N C H	Out and About Tour of Discovery A self-guided exploration of the hidden corners of this beautiful city	D I N N E R	Orientation <ul style="list-style-type: none"> • Accommodation • Facilities • Connecting your computers to the internet
Day 3 Tuesday 30th July	Aspects of Oxford Presentations by students based on the pre-course task Each short presentation will be followed by a question and answer session.	B R E A K	History of the English Language Learn about the development of English, from the language spoken by the first invaders to the different versions existing around the world today.	L U N C H	Welcome Tea at 3.00 pm Sample a delicious and traditional cream tea in the splendid surroundings of one of Hertford College's historic dining halls.	D I N N E R	Cultural activities with RAs

<p>Day 4</p> <p>Wednesday 31st July</p>	<p>Soft Skills</p> <p>This workshop focuses on developing the professional skills valued by potential future employers: communication, teamwork and problem solving.</p> <p>Discussion of the underlying theories will be followed by a range of activities designed to strengthen your ability to apply these ideas in a practical context, including a <i>team building activity</i>, a challenging and engrossing competition to find which team can solve a creative task most successfully.</p>		<p>L U N C H</p>	<p>Academic Writing 1</p> <ul style="list-style-type: none"> • Note-taking • Introductions and conclusions • Paraphrasing • Supporting details: facts, quotations and statistics 	<p>D I N N E R</p>	<p>Cultural activities with RAs</p>	
<p>Day 5</p> <p>Thursday 1st August</p>	<p>Presentations Workshop 1</p> <ul style="list-style-type: none"> • An introduction to student presentations • How to plan and deliver a presentation effectively 	<p>B R E A K</p>	<p>London</p> <p>A preparatory lecture looking at the history of the capital and tracing its development as a world culture and economic capital</p>	<p>L U N C H</p>	<p>Lecture</p> <p>Art in the UK</p> <p>Study the artists who have shaped and challenged our concept of art in Britain today. You will be looking at both gallery and non-gallery art.</p> <p>The lecture followed a Q & A session.</p>	<p>D I N N E R</p>	<p>Cultural activities with RAs</p>
<p>Day 6</p> <p>Friday 2nd August</p>	<p>Study Tour: London</p> <p>Enjoy a trip to the capital city and experience all the magical sights and sounds of London in the comfort and safety of your private coach. You will visit the British Museum and National Gallery.</p> <p>You will be accompanied and guided by the RAs. Transport will be by private coach and you will travel back to Oxford in time for Dinner in the evening.</p>						

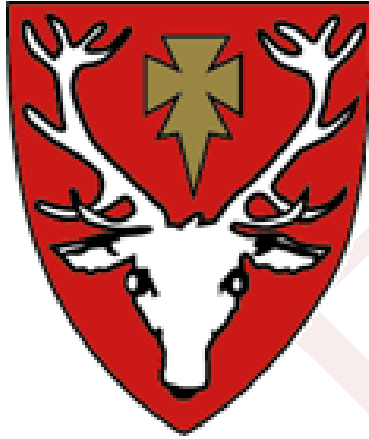
<p>Day 7</p> <p>Saturday 3rd August</p>	<p>Weekend</p> <p>At the weekend you have free time. If you wish to stay in Oxford, your RAs are available for Oxford activities, such as punting, walking tours, shopping, college and museum visits.</p> <p>Alternatively, some students choose to travel independently to nearby places of interest such as:</p> <ul style="list-style-type: none">• London• Stratford upon Avon• Warwick Castle• Cambridge• Bath• Brighton <p>These trips are not included in the programme price. Your RAs are available to offer advice and support about travel arrangements.</p>
<p>Day 8</p> <p>Sunday 4th August</p>	<p>Weekend</p> <p>Free time (as explained on day 7)</p>

WEEK TWO	9.00 – 10.30am		11.00 – 12.30pm		2.00 – 4.00pm		Evening
Day 9 Monday 5th August	Current Affairs Discover how newspapers capture the interest of their readers by creating effective headlines.	B R E A K	How to write a proposal or personal statement Learn how to create maximum impact and maximise your chances of success.	L U N C H	Management Styles A history of management, theory and current research and different aspects of management styles	D I N N E R	Cultural activities with RAs
Day 10 Tuesday 6th August	International Business Theories and Issues Discussion and activities based on current topics and issues in the business world <ul style="list-style-type: none"> • The European Economy • The Global Economy 	B R E A K	Multicultural Britain Discover the history of immigration to the UK and the influence this has had on culture and lifestyles.	L U N C H	Lecture Current Economic Issues in the UK Examine the latest trends in the UK macro economy. Consider implications for the economy, as well as business, in the light of the outcome of the EU referendum.	D I N N E R	Cultural activities with RAs
Day 11 Wednesday 7th August	Presentations Workshop 2 <ul style="list-style-type: none"> • Language check • Body language • Connecting with your audience • Answering questions 	B R E A K	The Ashmolean Museum An in-depth look at the history and highlights of the University of Oxford's remarkable collection	L U N C H	The Ashmolean Museum Complete a series of questions as you enjoy the beautiful exhibits.	D I N N E R	Cultural activities with RAs

<p>Day 12 Thursday 8th August</p>	<p>International Marketing Introduction, theories and practice</p> <p>Focus on how to market globally and explore international branding and advertising.</p>	<p>B R E A K</p>	<p>Dragon's Den Interactive Activity Students work in small groups to create a marketing pitch and business plan for a product. The students present their pitch to a panel of investors and discuss financing.</p>	<p>L U N C H</p>	<p>A lecture in preparation for the study tour tomorrow Discover more about the history of Bath, designated a UNESCO World Heritage site, and its lovely surrounding area.</p>	<p>Cultural activities with RAs</p>
<p>Day 13 Friday 9th August</p>	<p>Study Tour: Bath</p> <p>You will visit the Roman spa -town of Bath. Visit the baths and also the Pump Rooms, a very elegant tearoom made famous in the eighteenth-century. Explore the streets and shops of this beautiful little city.</p> <p>You will be accompanied and guided by the RAs. Transport will be by private coach.</p>					
<p>Day 14 Saturday 10th August</p>	<p>Weekend</p> <p>Free time (as explained on day 7)</p>					
<p>Day 15 Sunday 11th August</p>	<p>Weekend</p> <p>Free time (as explained on day 7)</p>					

WEEK THREE	9.00 – 10.30am		11.00 – 12.30pm		2.00 – 4.00pm		Evening
Day 16 Monday 12th August	History of Modern Pop Music and Youth Culture Chart the rise of pop music and youth culture in the UK and its influence on society, from the 1950s to the present day.	BR EAK	Advanced Social English Colloquial English and successful interaction: how to be 'spontaneous' in your conversation	LU NCH	Collaborative writing activity Students work together to create an effective text. Explore the world of poetic forms including concrete poems and haiku.	DI NCH ER	Cultural activities with RAs
Day 17 Tuesday 13th August	Academic Debating Skills <ul style="list-style-type: none"> Expressing your opinion and comments Dis/agreeing Asking for/giving opinions Language of persuasion Turn-taking 	BR EAK	Debating Skills Work in teams to improve your intonation and practise your negotiation skills. You will also improve your confidence in public speaking.	LU NCH	Vocabulary Development American vs British English Explore the differences in vocabulary and pronunciation between these two major variants of English.	DI NCH ER	Cultural activities with RAs
Day 18 Wednesday 14th August	Ethical Issues in the Workplace Discussion, problem-solving and activities. A range of ethical issues will be examined, ranging from the personal to the corporate	BR EAK	Presentations Workshop 3 <ul style="list-style-type: none"> Fine-tuning of presentations Emphatic language Intonation and sentence/ word stress 	LU NCH	Academic Writing 2 <ul style="list-style-type: none"> Comparison/contrast essays Active/passive voice in writing References and bibliography 	DI NCH ER	Cultural activities with RAs

<p>Day 19 Thursday 15th August</p>	<p>End of Course Presentations Students deliver presentations in small groups before an audience.</p>	<p>B R E A K</p>	<p>End of Course Presentations (continued)</p>	<p>L U N C H</p>	<p>Presentation Feedback Session</p>	<p>D I N N E R</p>	<p>Cultural activities with RAs</p>
<p>Day 20 Friday 16th August</p>	<p>Free day Free time (as explained on day 7)</p> <p>GALA DINNER Celebrate your success at a memorable candle-lit dinner in one of Hertford College's historic dining halls, where you will be presented with a certificate at the end-of-course ceremony. This is a special event so please wear smart clothes.</p>						
<p>Day 21 Saturday 17th August</p>	<p>Departure Day You will be accompanied by the RAs in a private coach to the airport.</p>						



THE INTERNATIONAL PROGRAMMES DEPARTMENT

HERTFORD COLLEGE, OXFORD

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