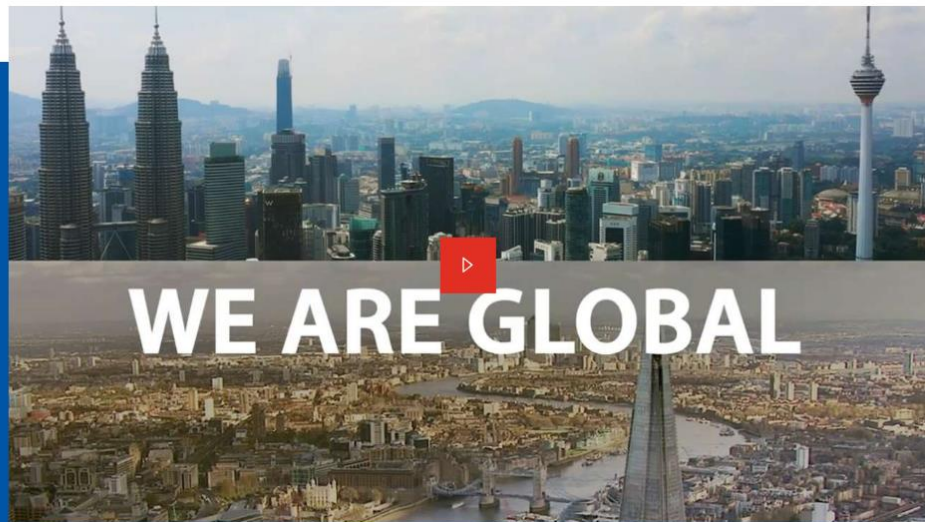


World Challenges and Innovation 2021 Online Programme University of London

DATE: 22 JULY - 02 AUG 2021

We are one of the largest, most diverse universities in the UK with over 120,000 students in London, and a further 50,000 studying across 190 countries for a University of London degree.

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University of London
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The University of London was established by Royal Charter in 1836 for the public benefit and is recognised globally. Throughout our long history, the University has offered access to a wide range of academic opportunities. As a world leader in higher education, the University has pioneered change in the sector. We were the first university to admit students regardless of their gender, race or religion, the first to admit women to degree programmes and, in 1865, the first to give students the opportunity to study wherever they are, providing access to higher education across the globe. For almost 200 years, we have improved the lives of millions of people around the world through our unique approach to education, prompting Charles Dickens to term us the 'People's University'.

TUITION FEES: 8000 RMB P.P. (Certificates awarded upon completion)

PROGRAMME HIGHLIGHTS:

- Videoconference classes will be conducted.
- Understanding open innovation agenda, identifying innovation strategies and business models.
- Differentiate between product & business model innovation.
- Understanding principles of marketing, competitive advantage for new business models.
- Basics of entrepreneurial finance and introduction to financial forecasting template.
- Build & maintain effective networks for commercial benefits (networking).
- Deep findings of western culture.

COURSE OVERVIEW:

● **WORLD ECONOMY: FINANCIAL INVESTMENT**

This lecture introduces students to the long run evolution of financial markets and to the history of monetary policy and financial crises.

The lecture covers the two waves of financial globalization and the de-globalization of finance that happened during the Great Depression. A long run perspective on the 2008 financial crisis and Eurozone crisis will be provided through several historical case studies of stock market crashes, banking panics, currency crises and sovereign defaults. Finally, the lecture explores how central banks responded to financial crises in different historical periods and covers the main evolutions in monetary policy over the last two hundred years.

The lecture puts strong emphasis on how institutional and political factors shape the process of financial globalization and on how the structure of the international monetary system affects the conduct of monetary policy and the response to financial crises.

● **GLOBAL LEADERSHIP & MARKET**

Based on recent leading-edge research, this lecture will give you the concepts, insights, and tools necessary to successfully start up, manage and scale-up innovative, sustainable businesses which are designed for social good.

In October 2015, UN world leaders ratified 17 new Sustainable Development Goals for a socially and environmentally better world by 2030. This has encouraged a new generation of social entrepreneurs who contribute to this vision through innovative initiatives and by setting up new social businesses, NGOs, and social movements.

While the insights from this lecture on social innovation and entrepreneurship are more fundamental, the focus will be on emerging economies where social and environmental problems are most extreme, including South Asia, Africa and South America. Interactive case studies form an integral part of the lecture; examining social innovations and their social impact in sectors such as solar energy, microfinance, gender and youth equality, mobile banking, e-education and more.

● **WESTERN CULTURE AND INNOVATION**

This course examines western culture in historical and social context, exploring the implications, for human development, of radically different understandings of western culture and the innovation.

The aim of this multidisciplinary lecture is to explore and understand the implications of seeing western countries as a cultural construct and to explore the modern understanding of 'western culture' and its influence – both positive and negative – on human's lives.

Through a variety of social-scientific materials, the lecture will examine alternative understandings of western culture that can be found across space and time.