



OGS International Summer Schools In Oxford

Oxford is one of the iconic and most visited cities in England. It is a former home to Royalty and is also renowned for its history and heritage, baroque architecture and ancient University. For management and art students seeking unique insights into leading edge business practice and high culture, Oxford is the perfect destination. Join famous Oxonians such as C.S. Lewis, Tolkien, Bill Clinton, John Betjeman and Lawrence of Arabia in a quest for knowledge in the historical and academic hub of the World.



Structure

Week One

In the first week, students will learn all about English culture and history including a large portion of Oxford history and culture in a variety of ways including:

- Authors including Lewis Carroll, C.S. Lewis, J.R.R. Tolkien and Philip Pullman.
- A guided tour of Oxford.
- Oxford architecture and the evolution of architectural style through the years.
- A visit to the famous Mini production plant based in Oxford
- A punting trip along the River Cherwell.
- A trip to London.

As well as a variety of lectures surrounding English history, England in the 21st century and English culture and the EU, students will also be treated to some local cuisine and will have the weekends to explore the city at their own pace.

Week Two

In the second week, students will be learning about modern global business in a variety of ways, lecture topics include:

- Business Strategy
- Globalisation and its impact
- Developing a marketing plan
- Establishing a brand and how to market that brand
- Sustainability
- Climate change and how it affects the world around us
- Human resource management and its importance
- Business organisations a traditional approach, followed by a modern approach.

These topics will be interspersed with some light-hearted activities such as a boat trip and industrial visits, in order to portray a real world example of the topics at hand.



Dates and Costs

Dates

Each full course lasts 2 weeks,
Winning in the Global Business World

Start dates:

17th June to 28th June 2013

15th July to 26th July 2013

12th August to 23rd August 2013

Oxford Graduate School,
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Tel: +44 01865987210
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Prices

Price

£1800 all inclusive
Price includes tuition, some meals, activities and some excursions. Excluding weekend activities.

Applications

Please visit our website for more information about us

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