

Pembroke College, Cambridge



Department of International Programmes

Nihon Special Lecture Programme 2017
Course Portfolio

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Art and Architecture in 20th Century Britain

Dr Will Kynan-Wilson

Course Outline

What does a cow suspended in formaldehyde, a moustache painted onto the face of the Mona Lisa and a soup tin all have in common? Answer: these are just some of the diverse and exciting examples of twentieth-century art. Bored with traditional styles and images, from 1900 onwards, artists outdid each other in their intensely imaginative attempts to change the definition of what we call art. We will look at how artists created new styles, played with new materials and created exhilarating fresh images. We will explore how images and buildings make us feel and think. For example, how did ancient Japanese art influence Gustave Klimt's famous painting *The Kiss*? What do the melting clocks in Salvador Dali's paintings actually mean? And, how does architecture affect our lives and emotions? These are just some of the questions and issues addressed by this course.

This course is both educational and enjoyable, with lots of creative projects and fun trips to sites and galleries. The best way of learning about art and architecture is to look at real paintings and to visit buildings. Cambridge is the perfect place to do this because it is full of wonderful museums and amazing architecture. We will visit the famous Fitzwilliam Museum and study its incredible collection of paintings, which includes stunning French impressionist painting by Monet, Cezanne and Degas; we will visit the modern sculpture collection in the beautiful grounds of Jesus College; and study the incredible architecture of Cambridge University. There will also be lots of fun and creative projects, including a photography assignment and a special pop-art session!

The focus of the course is western art and architecture, but Japanese culture also influenced the West and vice-versa. We will look at how Vincent van Gogh's love of Japan influenced his paintings, and how western architects have inspired some of the iconic buildings of Tokyo. This course is for anyone who wants to learn about the history of art, but also how to look at and understand the highly visual world in which we all live.

Teaching Methods

Teaching is by means of lectures, visits to art galleries and creative projects. The lectures present the essential material, the trips to museums and buildings will build on the material presented in the lectures, and the creative assignments encourage students to understand and re-create how works of art were made. This makes for both an educational and enjoyable learning experience.

Assessment

Final Exam: 80%

Seminar discussion and lecture participation: 20%

Dr Will Kynan-Wilson

Dr William Kynan-Wilson completed his PhD in the Department of History of Art at the University of Cambridge in 2012. He has published widely on art relating to the medieval and early modern periods, as well as 20th century British art. William has taught students at the University of Cambridge and the Department of International Programmes at Pembroke College for several years, as well as teaching for Bristol University, the Victoria & Albert Museum, and Aalborg University in Denmark.

Introduction to Business and Marketing

Ms Katie Leggett

Course Outline

A business is an organisation involved in commercial, industrial or professional undertakings. In order to be successful organisations need to develop a thorough understanding of the environment in which they operate. A tool used to understand the business environment is a business audit. This tool allows organisations to gain a deep understanding of the marketplace as well as their internal strengths and weaknesses, and this enables them to evaluate their performance and assess their opportunities. This course will start with the business audit as a first step in understanding the general principles of business management.

Marketing is the management process which runs all the way through business operations; from the conceptual ideas at the beginning, to the relationship marketing after consumption. Thus marketing is of utmost importance, as it is the basis by which consumers are targeted, in the efforts to both entice them to purchase and to retain their custom by forming a long-term relationship. Large corporations, governments and not-for-profit companies all share the need to understand the needs and wants of consumers, and marketing has become the main vehicle for delivering enhanced satisfaction.

The course will address the above topics and will be divided into three units:

1. The marketplace
2. The internal company
3. Marketing new ideas

This course introduces students to business studies with an emphasis on the importance of marketing by developing a practical understanding of key business and marketing concepts and their application in the competitive commercial world. Building on a thorough understanding of how to create a successful business environment, both in the marketplace and internally in the organisation students will be able to analyse an organisation's current condition and implement creativity and innovation by developing new ideas based upon identified opportunities. This enables students to be able to understand how to successfully move a business forward and maintain healthy business. Finally, students learn how marketing departments analyse and target their customers and their opinions and behaviours, how to develop unique brands and create effective marketing communication. These skills are beneficial across many professional sectors, as these concepts and practices are used across multiple areas, from commercial business to non-profit organisations.

Provisional Outline of Classes

The Marketplace

1. What is the marketplace?
2. Consumer perceived value
3. Identification of market trends
4. Political, Economic, Social, Technological, Environmental and Legal (PESTEL) analysis
5. Segmenting consumers
6. Positioning

The Internal Company

7. Types of business
8. The marketing mix
9. Consumer relationship marketing
10. SWOT analysis
11. Internal marketing
12. International marketing

Marketing New Ideas

13. Identifying need
14. Marketing communications
15. Differentiation of offerings
16. The marketing of consumer-perceived value
17. Targeting consumer segments
18. SMART objectives

Teaching Methods

The course will be delivered using lectures to present the topic information, along with interactive seminars for discussion and practical application. The sessions will facilitate both individual learning and working in groups in order to prepare students for the business environment.

Assessment

Final Exam: 80%

In-session group work: 20%

Ms Katie Leggett

Katie Leggett's research focuses on cause-related marketing, in particular how variables such as donation and message framing as well as the use of celebrity can affect these marketing campaigns. She is currently working towards her PhD at Anglia Ruskin University and holds an MA in marketing and innovation. She is interested in the use of marketing in conjunction with the social good, and the power marketing and design has on consumer perceptions. She has also studied Design and Technology at Loughborough University.

A Practical Introduction to Digital Filmmaking

Ms Francesca Woodburn

Course Outline

This is a highly practical course on which students will work together in small groups to design, plan, shoot and edit a short film of their own. Students will be introduced to the principles of good camerawork and participate in hands-on camera exercises that will familiarize them with digital camera equipment and develop their understanding of filming technique. They will then explore four key stages of filmmaking – development, pre-production, production and post-production – in order to plan and create their films.

During this course students will study theoretical aspects of filmmaking and will develop practical filmmaking skills. Students on this busy and creative course will also practise and develop many important life skills including teamwork; project management; problem solving, time management, effective communication and English language skills.

Teaching Methods

Filmmaking is taught using a mixture of lectures, workshops and practical assignments. This is a highly practical, hands-on course that does not require any previous film experience on the part of the students.

Assessment

Final Exam: 60%

Filming and Editing (practical, group project): 40%

Ms Francesca (Cessi) Woodburn

Francesca Woodburn is Programme Director and Registrar within the Department of International Programmes at Pembroke College and has taught on Pembroke Summer and Easter programmes since 1995. She is also involved in health and education projects with beneficiaries in East Africa and was, for nine years, the Chief Executive of a charity working with Maasai organisations and communities to design, develop and deliver culturally-appropriate HIV and AIDS awareness resources.

Science at Cambridge: Past, Present and Future

Dr Paul Elliot

Course Outline

The University of Cambridge has an unrivalled reputation for scientific discovery. The University's researchers have continually pushed back the boundaries of every scientific discipline, and made some of the most ground-breaking discoveries that the world has seen. This course introduces you to Cambridge's most celebrated scientists, theories, insights and legacies before moving on to focus on the many ways in which Cambridge remains at the forefront of various scientific disciplines today.

The course is designed for students from any discipline, including those from non-science backgrounds, and will offer an invaluable and accessible overview of cutting-edge scientific research. The course delves into issues in both the natural and physical sciences, and no field will be given pre-eminence.

Participants on this course will start by discussing the work of Newton, Darwin, Rutherford, Whittle, Watson, Crick and Hawking, concentrating on the techniques and intellects that made them so successful in their respective fields. This will provide the starting point from which to discuss current research that is being undertaken within the University today in areas as diverse as Quantum Physics, Astrophysics, Zoology, Chemical Engineering, Cancer Research, Biochemistry, Anthropology and Botany. In a series of interactive sessions participants will discuss and demonstrate the techniques and technologies that Cambridge scientists are using to answer fundamental questions such as: How do we map stars?; How can we identify murderers?; How is humanity affecting animals and habitats?; How can the study of plants help in the development of new drugs?; How can we diagnose and cure cancer?; How do we learn things?; What new engineering techniques are being used to create the everyday products that we use? And, as importantly, how can we make bendy chocolate?

In the final session participants will discuss the important questions faced by scientists of the future, and the ways in which interdisciplinary approaches are likely to provide the way forward.

Teaching Methods

Teaching is by means of lectures plus tutorial classes (seminars) for the period of the course. The lectures aim to present the material, while the seminars aim to discuss the material presented in the lectures. Topics to be discussed in seminars will be distributed throughout the course. These do not form part of the course assessment, but students are required to work through these for their better understanding of the topics covered.

Much of the teaching on this course will take place outside the classroom, making use of the museums, laboratories and University science facilities.

Assessment

Final Exam: 80%

Seminar discussion and lecture participation: 20%

Dr Paul Elliot

Dr Paul Elliott is Scientific Admissions Tutor at Homerton College, Cambridge, a Senior Lecturer in Animal Behaviour at Anglia Ruskin University, and a Fellow at Selwyn College, Cambridge. His research focuses on the biology and control of aquatic pest species (such as the notorious zebra mussel) and has led to numerous published papers in both Zoology and Chemical Engineering. Paul is also an interviewer for students wanting to take the Natural Sciences course at Cambridge University and supervises on the 1st year “Evolution and Behaviour” course. He has a passion for teaching and enthusing young people about science.

International Conflict and Security in the 21st Century

Dr Carmen Kettley

Course Outline

By focussing on contemporary conflict and security issues, this course provides an introduction to some of the key actors and aspects of international relations. Based on a solid grasp of the major concepts and topics of international relations, at the end of the course students will have acquired the ability to critically reflect on the nature of international security in the 21st century and to assess the opportunities, and potential pitfalls, in endeavours to find lasting solutions to major current international crises.

The course will be structured around the most debated topics in contemporary international relations: order; security; power; conflict; peace; and post-conflict reconstruction.

Teaching Methods

The course is designed to be as interactive as possible:

- Sessions will consist of a mixture of PowerPoint presentations by the lecturer and interactive workshop-style discussions centred on current events.
- Presentations and workshops are designed to combine academic rigour with some degree of fun to ensure that students find the course both interesting and enjoyable.

Assessment

Exam: 70% exam

Presentation: 15%

Participation: 15%

Dr Carmen Kettley

Carmen Kettley holds a BA in Law from the University of Bucharest and is currently studying for a PhD degree in the governance of divided societies. She has taught at the Department of Politics and Pembroke College for the Semester Abroad Programme and the Pembroke- King's Programme. Carmen was awarded a Global Security Fellowship at the Faculty of Social and Political Sciences, Cambridge, is a trained mediator and has a vast experience of working with students from different social and cultural backgrounds.

The Economic and Political History of Britain Since 1945

Dr Nigel Knight

Course Outline

This course aims to provide students with an understanding of the way in which Britain has been governed since 1945. In particular, the course looks at the structure of British governance; macro-economic policy; health; education; industrial policy; foreign policy; defence; and European policy.

More specifically, the course will examine the following areas:

1. The institutional structure of contemporary British governance.
2. The ideas which have influenced the formation of policies.
3. The political, social and economic processes which shaped the environment in which policy has been conducted.
4. The political functions served by such policies.
5. The relationship with Europe.

By the end of the course, students should have acquired:

1. A working knowledge of the contemporary system of governance.
2. A grasp of the basic schools of political thought which have influenced policy-makers in Britain since 1945, namely: social democracy, conservatism; the New Right; and the Third Way.
3. A working knowledge of the history of British politics since 1945.
4. A grasp of the nature and distinctions between policies of the various governments in Britain since 1945.
5. A grasp of the fundamental debate over Britain and Europe.

Teaching Methods

The course is taught using lectures and seminars. The lectures aim to present the material, while the seminars aim to discuss the material presented in the lectures.

Assessment

Exam: 100%

Dr Nigel Knight

Dr Knight is a British economist, author and political scientist. His research interests are principally in the area of political economy. He has worked in national politics with both the Conservative Party and the Liberal Democrats, advising and writing policy. He lectures at the University of Cambridge and has written books titled *Governing Britain since 1945* and *Churchill: The Greatest Briton Unmasked*.

The World and Underworld of Sherlock Holmes

Mr Paul Crossley

Course Outline

Sherlock Holmes is one of the most famous and charismatic literary characters of all time and is known throughout the world. The Holmes profile is legendary and evocative. How did an idiosyncratic Victorian detective achieve international fame and continue to fascinate new generations across the globe? This course will seek to unravel the mystery of the enduring appeal of the great detective, and draw on his intimate knowledge of the criminal mind. In this voyage of discovery we will meet his confidante Dr Watson and the villainous Professor Moriarty, and penetrate both the dark London underworld and the sinister byways of the English countryside. In our journey we shall explore the creation of Sherlock Holmes, his controversial opinions and independent lifestyle, his investigative methods, his literary antecedents and his rapid translation from literary celebrity into the world of theatre, film and television.

We will also look at the range of male and female characters in the stories, and how Conan Doyle's work dovetails with - and illustrates - many of the emerging changes in the English society he depicts. This is not a static world but a dynamic one heralding new challenges, discoveries and attitudes - rather like our own - and the course will examine this aspect of the work.

Teaching Methods

Teaching will be based on a variety of methods including lectures, discussions and presentations and draw on a range of materials including the written word, film, sound and various archive sources. The development of Sherlock Holmes and his world mirrors the great transformations in communications over the last century and into the present one, and the course will reflect this.

Assessment

Final Exam: 70%

Seminar discussion and lecture participation: 30%

Mr Paul Crossley

Paul Crossley is a lecturer and playwright who has taught at both Cambridge and London Universities. His main subjects are Drama and English Literature. He currently teaches at Cambridge University's Institute of Continuing Education. He has enjoyed teaching Japanese students on Pembroke College's Summer Programmes over a number of years. Paul lectures on a range of subjects including Shakespeare and Jacobean studies, Modern English Literature and English Comedy. His interest in Sherlock Holmes and detective fiction started when he was a boy. Paul has

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written Comedy Revue sketches for The Edinburgh Festival and the BBC. His interests include American Film Noir, the roots of rock n'roll and swimming.