



University of Cambridge Online Programmes



Overview

The Girton International Online Programmes are designed for international university students to experience life as a Cambridge students, embrace fantastic academic opportunities, improve their English language skills and to also develop their wider opinions and critical thinking in highly focused and innovative classes. These classes are based on University teaching principles and combine formal lectures, case study discussions and group work, giving ambitious students in the relevant fields the extraordinary opportunity to experience Cambridge student life in the context of the programmes specifically designed for high-achieving university students.



Programmes

#	Programme	Start Date	End Date	Length
UCGO1	Welfare Economics for Public Policy	2021.01.23	2021.02.28	6 Weeks
UCGO2	Business Strategy and Management	2021.01.23	2021.02.28	6 Weeks



About the College



Girton College

Girton College is one of the 31 constituent colleges of the University of Cambridge. The college was established in 1869 by Emily Davies and Barbara Bodichon as the first women's college in Cambridge. In 1948, it was granted full college status by the university, marking the official admittance of women to the university. In 1976, it was the first Cambridge women's college to become coeducational.

The college has a reputation for admitting a high number of UK state-school students, its community feel and for musical talent. Several art collections are held on the main site, including People's Portraits, the millennial exhibition of the Royal Society of Portrait Painters, and an Egyptian collection containing the world's most reproduced portrait mummy.

Among Girton's notable alumni are Queen Margrethe II of Denmark, UK Supreme Court President Lady Hale, HuffPost co-founder Arianna Huffington, the comedian/author Sandi Toksvig, the comedian/broadcaster/GP Phil Hammond, the economist Joan Robinson, and the anthropologist Marilyn Strathern, also Mistress from 1998 to 2009.

Certificate

Certificate of Completion

After finishing the programme and meeting all requirements, participants will be awarded the Certificate of Completion.

Transcript of Grades

After finishing the programme and meeting all requirements, each participant will receive the Transcript of Grades.



Certificate of Completion



Transcript of Grades



Dr Larcom

Lecturer in Environmental Economics and Public Policy

Dr Larcom is a University Lecturer in Environmental Economics and Public Policy. He teaches economics, environmental economics and law and economics. His research is focused on environmental economics, law and economics, and how people learn from shocks. He has published in some of the top journals across different disciplines including the Quarterly Journal of Economics, the Journal of Legal Studies and Nature Climate Change. He began his career as an economist at the Australian Treasury and worked on a range of policy areas; including climate change, taxation policy, health policy and water and natural resource management. He completed his PhD at the Centre of Law and Economics at University College London in 2012 where his thesis examined the law and economics of legal pluralism in Papua New Guinea. He also has degrees from the University of Melbourne and the University of Cambridge.

Dr Paolella

Lecturer at Cambridge Judge Business School

Affiliated Faculty at Harvard Law School (Center on Legal Profession)

Dr Paolella graduated from Ecole Normale Supérieure de Cachan (ENS) in France, after which he took a MA in Sociology at Ecole des Hautes Etudes en Sciences Sociales (EHESS), a MS in Management and Organization Science (University Paris X), and a PhD in Strategy (HEC Paris). His main line of research explores how market categories – a set of firms that share cognitive and cultural similarities - affect the social evaluation and performance of organisations, specifically in the international legal services market and the Islamic Banking industry. He currently teaches the core Strategy course in the MBA curriculum, and he is also involved in Executive Education programmes on Professional Service Firms and Strategy programmes. He received the Cambridge Judge Teaching Award in 2017 and the MBA Faculty Award 2018 (as voted by the students), and he has been listed among the Best 40 under 40 Professors by Poets and Quants in 2019.



I learned so much from my international peers and lecturers that I never would have learned in a traditional economics course. Would highly recommend to those that hope to learn about economics in an international light.

Hailie

This summer was undoubtedly the best of my life and I would not have had it any other way. Thank you, Cambridge, for one month full of learning, love and fun!

Madina



Programme 1: Welfare Economics for Public Policy



Course Overview

The purpose of this course is to equip students with the necessary microeconomic tools to evaluate and guide policy making in the economy. Students will learn when and how governments can intervene in markets to improve social welfare. The course will begin by introducing the fundamentals of welfare economics and showing how markets have the capacity to deliver an efficient allocation of goods and services. The course will then explore three economic rationales for government intervention in markets: the existence of externalities, public goods, and asymmetric information. The course will then analyze social decision-making processes and voting. The course will then investigate behavioral economics and their relevance to policy making. The final component of the course will explore law and economics, including the economics of crime and liability, proportionality, and the internalization of law.



Course Structure

Week 1	Lecture	Introduction to Welfare Economics Normative versus positive economics, the Pareto and Kaldor-Hicks decision rules, welfare functions (Rawlsian and Utilitarian), welfare maximization and various ways of measuring welfare.
	Seminar	Q&A and Discussion
Week 2	Lecture	The Fundamental Welfare Theorems the Edgeworth box, the First Welfare Theorem and its policy implications, the Second Welfare Theorems, taxation, taxation and changes in endowments.
	Seminar	Q&A and Discussion
Week 3	Lecture	Externalities and Public Goods Positive and negative externalities, the provision of discrete public goods and variable public goods, how governments can intervene to provide an efficient level of public goods from a game theoretic perspective.
	Seminar	Q&A and Discussion
Week 4	Lecture	Asymmetric Information, Voting and the Aggregation of Preferences Adverse selection, the market for lemons, quantity choice with adverse selection, the role of insurance and the special problems that asymmetric information brings, signaling and the Spence Model, and moral hazard. Voting rules (e.g. pair-wise contests and rank ordering) and their problems, Arrow's Impossibility Theorem, the Median Voter Theorem and the role of single peaked preferences, and the empirical validity of the Median Voter Theorem.
	Seminar	Q&A and Discussion
Week 5	Lecture	Behavioral Economics for Public Policy The key insights from behavioral economics (including 'nudges') and the challenges and opportunities they raise for policy makers.
	Seminar	Q&A and Discussion
Week 6	Lecture	Law and Economics for Public Policy. Law and Economics, Economics of Crime and Liability, Proportionality and Internalization of

Law.

Final Presentation

Remark:

- the lectures will be delivered on Saturday afternoon (Beijing/Seoul/Singapore time)
- the seminars will be delivered at night during weekends (Beijing/Seoul/Singapore time)
- each lecture takes 2 hours
- each seminar takes around 1 hour
- all the lectures and the seminars are synchronous



Programme 2: Business Strategy and Management



Course Overview

Why are some firms more successful than others? This is the fundamental question of strategy. Because superior performance accrues to firms with a competitive advantage, this course examines how firms develop and maintain competitive advantage. Strategy is the field of management that has been developed to help general managers (as opposed to functional managers whose responsibilities focus on one particular function such as finance, production, marketing, human resources, IT etc.), make better decisions that will improve the competitive position of the organization in the long run and create value for its key stakeholders. The field of strategy is made up of all theories, concepts, methods and tools that top managers can use to ensure the profitable and long-term growth of their organizations.



Course Structure

Week 1	Lecture	Introduction and Industry Analysis This session introduces the course and explores the definitions and basic concepts of strategy. We will also examine the analysis of competition in an industry, focusing on traditional and new industry analysis frameworks.
	Seminar	Q&A and Discussion
Week 2	Lecture	Types of Competitive Advantage This session concentrates on the definition, positioning and implementation of generic strategies (cost leadership and differentiation) within the same industry.
	Seminar	Q&A and Discussion
Week 3	Lecture	Strategic Innovation: Blue Ocean Strategy This session concentrates on the definition, positioning and implementation of generic strategies (cost leadership and differentiation) within the same industry.
	Seminar	Q&A and Discussion
Week 4	Lecture	Corporate Strategy I: Growth This session examines how companies choose growth strategies and create value across different businesses.
	Seminar	Q&A and Discussion
Week 5	Lecture	Strategic Turnaround: How do firms change their strategies successfully? This session examines how firms struggle to escape from fallen peaks and the challenges of strategic change.
	Seminar	Q&A and Discussion
Week 6	Lecture	Corporate Strategy II: Acquisition of New Resources This session examines the different ways to access new resources, focusing on the 'Build, Borrow, Buy' framework.
		Final Presentations

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