



**Worcester College**  
UNIVERSITY OF OXFORD

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# ***Oxford Certificate Programmes at Worcester College***

***- Intensive Residential Study Abroad Programme for  
University Students -***

## **Academic Programme Outline**

Programmes for University Students

**Course Overview**

Summer 2025



### 1. Introduction

The *Oxford Certificate Programme at Worcester College (University of Oxford)* for university students is an academic study abroad programme that offers cutting-edge subjects designed to complement a student's existing studies, providing them with methodologies and case studies that will set them above their peers.

Students participate in academic courses on various subjects and experience teaching in an authentic Oxford college setting. This will be done according to the Oxford teaching model: small group interactive classes with individualised feedback and class participation. All academic teaching the courses will be tutors at the University of Oxford or the University of Cambridge.

Participants will live in Oxford college dormitories and dine in Oxford dining halls. All teaching will happen in small groups within Worcester college or Oxford university premises. All of this will offer participants an experience that will be as close as possible to attending Worcester College as a student of the University of Oxford.

In support of the academic content, the programme offers a wide range of activities. These include visits to the main university sites such as the Oxford Union and the Bodleian Library, in addition to other colleges and Oxford's world-renowned museums and galleries. Trips further afield, such as to Cambridge and Blenheim Palace, compliment an extensive array of evening speakers and further activities.

### 2. Worcester College (University of Oxford)

Worcester College is one of the historic colleges of the University of Oxford. It was founded in 1714, but is on the same site and in direct succession to Gloucester College, which was founded in the late 13<sup>th</sup> century.

Today, the college teaches almost every subject offered by Oxford, from Economics and Management to English Literature and Fine Art, from Medicine to Law, Artificial Intelligence to International Relations, and it enjoys multiple links with Oxford's Said Business School in particular.

This academic offering takes place in one of the most stunning of Oxford's colleges: medieval and 18<sup>th</sup> century buildings are set in Oxford's finest gardens and a lake, and all this is alongside state-of-the-art modern facilities, such as the recently built Nazrin Shah center. We are also the only college to have our sports fields and tennis courts within the college walls, together with a boat house on the river.



### 3. Programme Dates

- **Session I**      **20 July – 2 August 2025 (Law, Business and Management, Engineering)**
- **Session II**    **3 August – 16 August 2025 (Business and Management, AI, Economics)**
- **Session III**    **17 August – 30 August 2025 (Marketing, Public health and British medical system)**

### 4. Overview of all Courses

Session I (Week 1)	Session I (Week 2)	Session II (Week 1)	Session II (Week 2)	Session III (Week 1)	Session III (Week 2)
Law / Business Law	Law / Law in Action and Criminal Law	Marketing / Operational Marketing	Marketing / Online Marketing	Artificial Intelligence / Machine Learning	Artificial Intelligence / Deep Learning
Business Management / Strategic Management	Business Management / Leadership	Business Management / Strategic Management	Business Management / Leadership	Public health	Public health
Engineering	Engineering	Economics / Behavioural Economics	Economics / Financial Crisis		

### 5. Academic Course Offerings

#### **Business Management**

##### **Business Management / Strategic Management**

##### **Instructor: Dr Eva Schlindwein**

Various methods of strategic market analysis are presented in this course so as to allow students to evaluate risks and opportunities in global markets, highlighting intercultural aspects, by looking at organizations operating in different countries. Students learn to analyse and understand strengths and weaknesses of organizations from various disciplines (products, services, NGOs etc.) that face specific market situations. Supported by new developments in the field of market research, the process for identifying and analysing core competencies and competitive advantages in national and international environments is discussed at length. Students are supported to plan strategic alternatives and to implement and control these by taking on fictitious roles within various different organizations. Exercises and international case studies help students to identify with the role of management and participate in the strategic planning process as well as in operational management. This helps students understand the



problems companies regularly face and comprehend how methods of modern management can be used in order to solve these.

## **Business Management / Leadership**

**Instructor: Dr Eva Schlindwein**

In today's knowledge-based society, employees are a firm's most valuable resource. A key responsibility of leadership is to develop the knowledge, expertise, and skills of employees. Good leadership is crucial for the continued success of a firm in the face of increasingly competitive markets. This course presents the necessary competencies of the leader in a modern, knowledge-based organization. Central questions raised by modern leadership theory are presented and discussed. In doing so, the course focuses on requirements and instruments of professional leadership, aspects of situational leadership, and leadership communication and interactions, both in the context of strategic management and change processes. The methodological and conceptual foundations of leadership are presented to students, along with empirical examples and best-practice principles, with the intent for students to master the challenges of enhancing the firm's most valuable asset—its employees—via professional and contemporary leadership practices.

## **Computer Science - Artificial Intelligence**

### **Artificial Intelligence / Machine Learning**

**Instructor: Dr Vincent Harinam**

Machine learning is a field of scientific study concerned with algorithmic techniques that enable machines to learn performance on a given task via the discovery of patterns or regularities in exemplary data. Consequently, its methods commonly draw upon a statistical basis in conjunction with the computational capabilities of modern computing hardware. This course aims to acquaint the student with the main branches of machine learning and provide a thorough introduction to the most widely used approaches and methods in this field.

### **Artificial Intelligence / Deep Learning**

**Instructor: Dr Vincent Harinam**

Neural networks and deep learning approaches have revolutionized the fields of data science and artificial intelligence in recent years, and applications built on these techniques have reached or surpassed human performance in many specialized applications. After a short review of the origins of neural networks and deep learning, this course will cover the most common neural network architectures and discuss in detail how neural networks are trained using dedicated data samples, avoiding common pitfalls such as overtraining. The course includes a detailed overview of alternative methods to train neural networks and further network architectures which are relevant in a wide range of specialized application scenarios.

## **Economics**

### **Economics / Behavioural Economics**

**Instructor: Dr Ximeng Fang**

Behavioural economics enriches standard economics with insights from psychology to build a more realistic understanding of how and why people behave the way they do in the real world. The objective of this course is to introduce students to principles, methods, and recent advances in behavioural economics. It will be structured around how people systematically deviate from neoclassical models in terms of (1) preferences (e.g., self-control problems, reference dependence), (2) beliefs (e.g., overconfidence), and (3) decision-making (e.g., limited attention), with an emphasis on real-world applications to topics such as household finance, job search/workplace behaviour, and climate change.

**Economics / Financial Crisis and Beyond****Instructor: Andrew Farlow**

The objective of this course is to provide an overview of the causes and the events of the recent financial crisis, as well as of the policy response by governments and central banks. The first two lectures will discuss the critical aspects of the evolution of financial markets and institutions that have led to the crisis. The next two lectures will go over the events of the crisis and the actions undertaken by government and central banks around the world. The fifth lecture will recap before the multiple-choice test. The last two lectures will put the recent crisis in a historical perspective and compare alternative views on the causes of the crisis.

**Engineering**

**Instructors are to be confirmed, but will all be tutors of Oxford or Cambridge**

The content of these courses will be published soon.

**Health**

**Instructors are to be confirmed, but will all be tutors of Oxford or Cambridge**

The content of these courses will be published soon.

**Law****Law / Business Law****Instruction: Dr Natalie Mrockova**

This course provides a comprehensive overview of the rules and tools for doing business in England. It starts off with a lecture on Contract law and its doctrines (consideration, vitiating factors, interpretation and implication of terms). It then moves on to corporate form (LLP, Ltd, partnership, sole trader) and how property is held and managed (directors' duties, shareholders' rights, corporate governance). It then examines how companies finance their operations, looking at both debt and shares. It concludes by considering how companies resolve financial distress (insolvency and pre-insolvency), what protections exist for creditors and investors, and how they



can reach agreements with dissenting claim-holders.

## **Law / Law in Action and Criminal Law**

**Instructor: Prof Keith Hawkins**

The first few days of this course will provide students with an in-depth knowledge of the functions of the rule of law in common law jurisdictions, as well as to consider law in a practical manner. These lectures analyse the nature and importance of rules in legal systems and examine some of the main difficulties associated with the implementation of laws, rules, and regulations.

The last days of this course will focus on criminal law. Crime is a major social problem. Equally difficult is the question of how the legal system responds to it. This course analyses current ideas informing British thinking and practice with the added perspective of American experience. It explores the structure of the criminal justice system, emphasising the extensive and significant discretionary decisions that are made throughout in the process of creating a criminal case and its culmination in the sentencing and punishment of the convicted offender. Consideration is given to the 'effectiveness' of the system, covering ideas from rehabilitation to risk management and exclusionary social control. More practical problems, relating to imprisonment and community sanctions, are also addressed, since they currently pose real policy dilemmas for government and the legal system.

## **Marketing**

### **Marketing / Operational Marketing**

**Instructor: Dr Alex Connock**

The objective of this course is to provide students with the basic concepts and terminology of operational Marketing. They will gain insight into the different approaches to company marketing, and will become familiar with the management of products and brands, as well as with the concept of positioning in the market.

The course will teach students the basic tools of marketing by means of the four elements of the marketing mix: the product, communication, price, and distribution policy. The interrelationships and the interaction of the individual elements will be illustrated by real-life examples. The students will learn that the success of a product depends on a consistent and consequent implementation of the individual elements in operational marketing.

### **Marketing / Online Marketing**

**Instructor: Dr Alex Connock**

This course utilises interdisciplinary principles that enable students to engage in operational and strategic engagement with the topic of online marketing. These includes the principles of business and economics, as well as communicative multimedia fundamentals, or the consideration of the fundamental tonality of online marketing channels.

This holistic view is essential for strategic planning. In addition to consideration of the positioning of companies on the World Wide Web, the course also looks at how to optimise online marketing presence.



The measurement and evaluation of relevant key figures round off the uniform basis for this higher-level module.

This Online Marketing course teaches basic technical terms and concepts. These include the online communication process, the added value of online marketing, electronic value creation and business models. Building on this fundamental understanding, this course addresses questions of product suitability, pricing policy, distribution policy, and the various forms of marketing and distribution on the Internet.

This course will then extend a student's understanding of online marketing with elements of strategic and, above all, operational marketing, in particular the planning and realisation of advertising campaigns through different sales channels. In addition, the increasing development towards mobile communication is taken into account, and attention is paid to mobile marketing as part of the online marketing mix. For an understanding of the behaviour of online customers, the course deals with advanced, online marketing-specific advertising effectiveness approaches. Based on the principles of customer acquisition, retention, and customer loyalty in online marketing, strategies and tactics for increasing customer numbers and campaigns via the Internet, together with the importance of online relationships are discussed.

Students work their way through legal aspects and learn the principles of the General Data Protection Regulation (GDPR) relevant to online marketing in order to advertise and contact customers on a legally correct basis. This course offers students the opportunity to learn about and implement various aspects of online marketing management in practice. They learn how to assess online media planning through web analytics and targeted monitoring. For this purpose, they will learn about the relevant key performance indicators (KPIs) of online marketing, which are an essential prerequisite for optimizing online strategies.

### **Evening Talks Series**

**Instructors: Prof Nir Vulkan, Dr Simon Cowan, Dr Gauri Chandra, Edward Hadas**

Alongside these courses are a range of evening talks, providing more focused explorations of specific subjects complimentary to the main academic content. These talks are conversations with plenty of question time, allowing students to interact with top people in these fields in an informal setting, whilst also learning aspects of a subject at the cutting edge of these fields.

Specific talks in recent courses have included AI and Finance, Ethics, Finance and the Next Crash, Pricing and Market Power, and Examining the effectiveness of institutional interventions to combat social media misinformation.

## 6. Academic Workload

Academic workload per week (in total 40 academic hours):

- 16 academic hours: 4 hours of teaching on Monday, Tuesday, Wednesday and Thursday of each week
- 2 academic hours: 2 hours (45 minutes each) of teaching and review on Friday of each week
- 10 academic hours: independent study, including assessment preparation
- 2 academic hours: assessment on Friday of each week
- 6 academic hours: 3 evening seminars and workshops per week



- 14 academic hours: cultural immersion activities
- Total: 3 ECTS credits per week including assessments

## 7. Extracurricular Activities and Farewell Dinner

### **Extracurricular activities**

The tuition fee for each two-week programme includes the following Oxford and English cultural activities:

- Oxford City walking tour
- Visit to college library
- Visit to the Oxford University Bodleian Library
- Visit to one or more of the three historic towers (St Mary's Church Tower, Saxon Tower, Carfax Tower)
- Visit to Oxford Museums (Ashmolean Museum, Museum of Natural History or Museum of History of Science)
- A one day-excursion to Cambridge
- Visit to the Oxford Botanic Garden
- Visit to the Oxford Castle
- Evensong in Christ Church College
- More activities tbc

### **Farewell dinner**

The tuition fee includes a farewell dinner or lunch.

## 8. Assessment

As part of each course, an assessment will be offered by the teaching academic.

## 9. Certification

### **Certificate of Attendance and Achievement**

Students will receive a Certificate of Attendance and Achievement issued by Worcester College (University of Oxford).

### **Academic transcript**

Students who successfully finish the programme will receive an academic transcript with a summary of the programme content and academic performance issued by Worcester College (University of Oxford).

## 10. Participants





# Worcester College

## UNIVERSITY OF OXFORD

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Worcester College invites undergraduate and postgraduate students interested in the offered courses to apply for participation in the *Oxford Certificate Programme at Worcester College (University of Oxford)*.

**Target Participants:** university students aged 18+  
**Maximum number of students per course:** 30-40

### 11. Financials

The Tuition Fees are calculated per student, per session (each student would be charged for each subscribed course).

- Tuition, Room & Breakfast: Twin room occupancy (13 nights): 4,330 GBP
- Tuition, Room & Breakfast: Single room occupancy (13 nights): 4,430 GBP

Worcester College is offering students from partner universities a scholarship in the amount of 500 GBP.

### 12. How to Apply

To apply, simply follow these steps:

1. Send an email to **[enquiries.cpc@worc.ox.ac.uk](mailto:enquiries.cpc@worc.ox.ac.uk)** and indicate your interest to enrol in the Oxford Certificate Programme at Worcester College offered for university students in 2025
2. The Certificate Programmes team of Worcester College will respond with any further details we need from you
3. After your application has been fully added to the system of Worcester College, you can arrange payment, and then we will keep you fully updated on everything you need to know with a series of onboarding emails as the programme approaches