

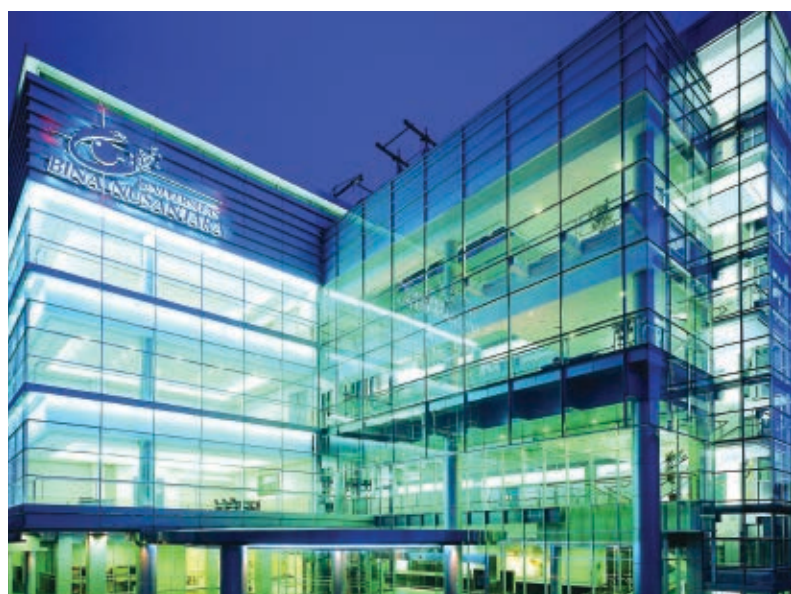


KING'S
College
LONDON

University of London



King's comes to you Summer School **JAKARTA 2014**



Welcome from the Principal

Professor Sir Richard Trainor

Principal & President, King's College London



King's College London is a leading world-class university. Ranked in the top 20 universities in the world, King's has internationally recognised and acclaimed research, nine diverse Schools of expertise supported by pre-eminent academics in their disciplines, an enviable global alumni network, and a portfolio of degrees, programmes and events that are globally recognised for their excellence. King's is one of the United Kingdom's oldest and most prestigious universities.

King's International Summer Schools are offered in the spirit of mutuality and reciprocity, as an opportunity for students to experience King's world class teaching and learning closer to home. It is with great pleasure that we offer students in Indonesia the opportunity to learn and thrive from the expertise we have built over the past 180 years.

As one of the top 20 universities in the world*, our International Summer Schools connect you to a global network of thought.

King's Summer School courses in India will inspire and challenge you with a fresh approach to the study of traditional academic subjects, giving you an international education closer to home.

Our faculty are experts in their field and will engage you with new questions, perspectives and ideas.

The rich mix of experience and knowledge alongside the choice of courses and areas of study available generates a unique environment for students to flourish both academically and socially, whilst developing an international perspective.

We are honoured that our Summer School Programme will be hosted for the first time by BINUS University and value greatly their commitment and support in hosting our Summer School Programme.

I join the International Summer School Team in hoping you will choose to apply for our exciting programmes in Jakarta.

Rick Trainor

These courses will help you develop a strong spirit of enquiry-essential in today's competitive global employment market.

Our Summer School helps you to build on your existing knowledge of a subject or to study something new at university-level.

About the Summer School

Inspiring academics

Our Summer School tutors are experts in their field who often complete ground-breaking research of their own; but most of all they have a real passion for what they do. Many come from King's but for specific expertise we may also use external tutors and faculty from universities across the globe. Each of our tutors, whether internal or external to the College, undergo a selection process to ensure that they are engaging educators who enjoy working with students and can offer a unique and truly valuable learning experience.

Admissions criteria

All applicants must have undertaken a year's university level study. On application you are requested to upload the latest copy of your academic transcript. This should be a mark sheet representing your current grades. Students should have a GPA of 3.3 or above on a 4.0 scale or its equivalent in any other national university system and must meet the English language requirements if English is not your native language. For further information on admissions criteria please see the 'apply' section of our website www.binus.ac.id/kingscomestoyou/

How to apply

Places are allocated on our courses on a first come first served basis. Early application is advised to avoid disappointment. To apply for the Jakarta Summer School simply register online and submit an application via our website. We will send you notifications at each stage to update you on the progress of your application.

Further information about how to apply is provided in the 'apply' section on our website www.binus.ac.id/kingscomestoyou/ This includes a short video which will guide you through the process if at any point you need assistance.

In order to complete and submit your application, please ensure that you have a scanned, digital copy of your most recent academic transcript to hand.

Academic quality

The academic quality of our courses is paramount. To help maintain our leading position and to provide excellent quality to our students, all of our courses must meet strict academic regulations. Each course comprises 45 teaching hours over two weeks. Coursework deadlines are typically two weeks after teaching finishes. Our courses are offered at a first year undergraduate level. Students who successfully complete the programme will receive a transcript.

Scholarships

A limited number of high-achieving students from the Jakarta Summer School undergraduate programme will be offered a tuition scholarship to the King's Summer School in London in July 2015.

How to apply

Applications open



Jakarta Summer School

3 April 2014
Applications close
25 June 2014

Applying to the Summer School

- 
- 1 — Register/apply online
 - 2 — Course offer
 - 3 — Payment
 - 4 — Place confirmed
 - 5 — King's comes to you! Summer School 2014

Jakarta Summer School

Dates: 11 August to 22 August 2014

International Political Economy
Marketing Management
International Commercial Law

International Political Economy

Introduction

Exploring the relationship between power and wealth, this course will focus on the main theoretical approaches, concepts and substantive issues that influence the interplay between economics and politics across regional and global arenas.

Course description

It will examine the conditions that drive the development of cooperative international economic behaviour among sovereign states as well as bargaining between rich and poor countries under the present conditions of economic interdependence, international division of labour, international trade, increase in the number and scope of multinational corporations, and a proliferation of preferential trade and investment agreements. This course, with its empirical focus on contemporary issues of globalisation, offers a unique opportunity to help establish your specific interests within mainstream social science perspectives on inter-state governance.



'I wanted to learn more about International Political Economy, it is a new subject for me with a wider approach to the subject of economics.'

'The tutor had a great sense of humour and kept the attention of the class. I really enjoyed the seminars and the class debate, they were very lively and we all had the opportunity to participate.'

Ria Lulla
International Political Economy student

Marketing Management (with International Marketing)

Introduction

Whether you're keen to further your business and marketing studies, are looking for information as a young entrepreneur running your own business, or you are a marketing representative within a larger organisation, this course offers the chance to develop an understanding of the managerial decision-making aspects of a marketing plan.

Course description

Providing students with an understanding of basic marketing management issues, it will focus on the external environment of firms and the four Ps of marketing - product, price, promotion and place, applying the theories and concepts to the management of the marketing function within businesses. The course will also include an element of International Marketing and consider the importance of market research, segmentation, targeting, and positioning, as well as global market entry strategies.

Understanding how markets are segmented and how products can be sold to different customers is vital for young entrepreneurs and students in the field of marketing. As a student, you will learn the key 'principals' of marketing planning and strategic marketing in an international context.



'Attending the King's Summer School has helped with the internships I've applied for since. I think the ability to learn over and above what is taught to you by default, is always a valued trait.'

'The Summer School surrounded me with so many thoughts, ideas and people that I felt like I could stretch out into the air, grab a new perspective and try in on like a hat, a feeling that hasn't left me.'

Sneha Menon
International Political Economy student

International Commercial Law

Introduction

What is the applicable law that governs trans-border commerce? How can disputes arising in this global environment be settled effectively?

Course description

Transnational corporations form an omnipresent and powerful force in today's world. They impact and mould legal and administrative practices across global boundaries. The course 'International Commercial Law' provides a sound understanding of central 'principals', relevant institutions and actors dealing with international commerce.

The course, furthermore, covers topical aspects of contemporary dispute settlement mechanisms in international business law. This takes into account the role of domestic and international litigation, and includes international arbitration, ranging from ad hoc tribunals over state-to-state proceedings in international trading relations to investor-state arbitration.

Through theoretical analysis and elements of practical training, the course provides participants with an understanding of crucial basic concepts underlying the evolution of international commerce.



'The Dickson Poon School of Law at King's College London is one of the oldest law schools in England and recognised globally as one of the best law schools in the world - ranking in the top 10 in the UK and 16th worldwide.'*

'The School was established in 1831, and has played an integral role in the life of King's College London since the College was formed almost 200 years ago.'

***Guardian University Guide 2014:**
Law and 2013 QS World University Rankings by Subject

Fees for 2014

Course fee

**6 MILLION
IDR**

Fees for 2014

The same fee applies to all courses.

Payment terms and conditions

The King's College London Summer School at BINUS University terms and conditions are available on our website. Once a student has submitted an application they are subject to these Terms & Conditions which affect their application, payment terms, cancellations, postponement and non-attendance.

Obtaining credit

The quality of King's Indonesia Summer School Courses is given the highest priority. Although no formal credit is awarded for the programme in 2014, it is hoped that the transcript provided on completion of the course will enable universities to consider accrediting your learning on the course towards a degree or other qualification. It is strongly suggested that you speak to your home university as early as possible. We are more than happy to provide any further information which may be helpful to other universities.

Disclaimer

This brochure was printed in March 2014.

This is in order to give as much information as possible to prospective students. Details are subject to college approval. The College has made every effort to ensure the information provided is both helpful and accurate at time of publication. Some circumstances (such as staff changes, resource limitations or levels of demand over which the College has no control) may result in the College having to withdraw or change certain aspects of the programme detailed in this brochure.

This could include but not be limited to course content, location of the course, staffing and facilities provided to deliver the course. Prospective candidates should note that, in the event of such circumstances occurring, the College cannot accept liability for any claims for costs or damages resulting from any change to, or withdrawal of, a course that s/he has intended to study.

For this reason please check the website for updates.
www.binus.ac.id/kingscomestoyou/



King's reputation

King's is one of the UK's most historic and prestigious universities. Founded in 1829 it is the fourth oldest university in England and has a long tradition of academic excellence of which the Jakarta Summer School programme is proud to be a part.

King's is...

- ♦ One of the top 20 universities in the world (2013/14 QS World University rankings)
- ♦ A member of the Russell Group; a coalition of the UK's top 24 research universities
- ♦ A college of the University of London
- ♦ Proud to have 12 Nobel Laureates
- ♦ The most central university in London

Apply now

👍 Visit our website:
www.binus.ac.id/kingscomestoyou/

Contact us

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- 📘 International Summer Schools
– King's College London



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