

BELOW IS A LISTING OF ALL OPEN ENROLLMENT FIE COURSES TAUGHT IN LONDON

These courses meet the following requirements for the Common Curriculum at CSB/SJU. If you would like to receive Major or Minor credit for any of these courses, you will need to see the Department Chair for Approval.

COMM & PSYC Course Pre-Approvals are found with the Course descriptions.

FINE ARTS ELECTIVES: COURSE DESCRIPTIONS FOUND ON PAGES 2-3

- (FA) ART 370 Understanding Art through London's Collections (4 cr.)
- (FA) ART 370 History of Modern Design (4 cr.)
- (FA) ART 370 Photojournalism: London through the Lens (4 cr.)
- (FA) MUSC 370 Music in Twentieth Century Britain (4 cr.)
- (FA) THEA 370 Contemporary British Theatre (4 cr.)

ETHIC ELECTIVES: COURSE DESCRIPTIONS FOUND ON PAGE 4

- (ES) ETHS 370 Ethical Dilemmas: Business and the World (4 cr.)
- (ES) ETHS 370 Ethical Leadership (4 cr.)

HUMANITIES ELECTIVES: COURSE DESCRIPTIONS FOUND ON PAGES 4-7

- (HM) ENGL 270 Realism in British Cinema (4 cr.)
- (HM) ENGL 370 Literary London (4 cr.)
- (HM) ENGL 370 London is the Place for Me; 20th Century British Migrant Fiction (4 cr.)
- (HM) ENGL 370 Studies in Drama (4 cr.)
- (HM) ENGL 370 Shakespeare and Elizabethan Literature *STUDY TOUR (4 cr.)
- (HM) HIST 370 British History: The Making of Modern Britain from Empire to Contemporary Geopolitics (4 cr.)
- (HM) SOCI 370 Diversity in Britain: Immigration, Discrimination and Integration (4 cr.)

UPPER THEOLOGY ELECTIVE: COURSE DESCRIPTIONS FOUND ON PAGE 7

- (TU) THEO 370 Understanding Civilizations: Islam & the West

GENERAL ELECTIVES TOWARDS GRADUATION: COURSE DESCRIPTIONS FOUND ON PAGES 7-14

- COLG 370 Cash, Money, Records Forever: Intro to the Business Practices of the Evolving British Music Industry (4 cr.)
- COLG 370 Food, Society, & Culture in Britain*STUDY TOUR (4 cr.)
- COLG 370 London's Consumer Landscape: Arcade Halls & Shopping Malls (4 cr.)
- COLG 370 Sporting London: British Identity Through the Olympic Games (4 cr.)
- COMM 370 Contemporary British Broadcasting (4 cr.)
- COMM 370 Media in Britain (4 cr.)
- COMM 370 Political Communication: Framing & Re-framing Self-Interests in the UK & Abroad (4 cr.)
- ECON 370 Political Economy of the European Union (4 cr.)
- ECON 370 Ecology, Environment, & Economics: Market forces & sustainability (4 cr.)
- ENGL 370 Travel Writing (4 cr.)
- ENGL 370 The Nature of Story: Creative Writing (Semester-Long) (4 cr.)
- GBUS 270 Principles of Management (4 cr.)
(Not intended for GBUS Majors/Minors or students that have taken GBUS 201.)
- GBUS 370 Creative Thinking for Advertising (4 cr.)
- GBUS 370 Fundamentals of Finance (4 cr.)

- **GBUS 370 Principles of Marketing (4 cr.)**
- **GBUS 370 Global Marketing (4 cr.)**
- **GBUS 370 International Trade (4 cr.)**
- **GBUS 370 Strategic Brand Management (4 cr.)**
- **POLS 370 British Politics (4 cr.)**
- **POLS 370 International Diplomacy (4 cr.)**
- **PSYC 370 Social Psychology in a Global Context (4 cr.)**
- **SOCI 370 Social Welfare Issues in the United Kingdom (4 cr.)**
- **SOCI 370 Sustainable Cities: London in the Era of Climate Change (4 cr.)**
- **SOCI 370 Pride and Prejudice: LGBTQ Histories, Rights and Contemporary Issues in London (4 cr.)**

FULL LONDON COURSE SYLLABI FOUND HERE: <http://www.fie.org.uk/london-courses>

(FA) FINE ART ELECTIVES:

(FA) ART 370 Understanding Art through London's Collections

Who were the Pre-Raphaelites and why were they considered radical? Why did the Romantics revolt against the industrial Age of Enlightenment, and why was Picasso's influence on early British Modern Art so strong even though he only visited London sparingly? The answer lies in the course "Understanding Art through London's Collections" which takes you on a cultural journey through modern and contemporary art from its inception in the late 19th century up to the present day.

London houses some of the world's most famous modern artworks and is one of the major international centres for art so where better to tread the pavements of London's artistic collective - the Bloomsbury Group - than in the city they critiqued? Where better to study why Cezanne is considered the 'father of modern art' than by visiting the Courthauld Gallery to discover his painting's that influenced the likes of Matisse and Picasso. And let's not forget that London houses the largest collection of Turners in the world!

POSSIBLE CO-CURRICULAR ACTIVITIES

This course will be conducted in the classroom and at many of London's museums and galleries including:

- The Courthauld Gallery
- Tate Modern
- Tate Britain
- National Portrait Gallery
- The Hayward Gallery
- Whitechapel Gallery
- Serpentine Gallery
- Saatchi Gallery

(FA) ART 370 History of Modern Design

How has the design of modern objects made an impact on the way we live and how we feel about our lives? How has design become an art form? From buildings, to clothes, to London's tube and phones, how has the design of these entities defined our lives and helped shape modern culture? From Victorian styles and the industrial revolution to the swinging 60's and beyond, this course examines the products of applied design during the past 150 years, including examples of furnishings, industrial design, fashion, and graphic design, in relation to demand, technology and production, standards, fine art, social reform, and the dynamics of consumption.

At the conclusion of this course students will have gained a developed knowledge of a wide range of objects, designed in Britain from the Industrial Revolution to the present day. Furthermore, they will be able to relate a wide range of objects to the socio/historical conditions in which they were produced, and to discuss the specific work of some of their most famous designers.

POSSIBLE CO-CURRICULAR ACTIVITIES

- The London Design Museum
- The Victoria & Albert Museum
- Leighton House
- Linley Sambourne House

(FA) ART 370 Photojournalism: London through the Lens

How can your experience with a culture be reflected in the way you capture it in a photograph? How might you utilize images to narrate your experience during your stay in London? How can developing an appreciation of photography parallel a greater understanding of London as a global city? This course is intended for students with an interest in the history, theory and practice of photography. It is designed to familiarize students with skills which combine photographic composition and camera operation, together with conceptual ideas, especially those of narrative photography.

Through the use of the lens, students will be encouraged to document their experience with London as a city. Through classroom learning and field exploration students will be exposed to an educational experience which challenges them to capture their knowledge and experience with London's history, architecture, and cultural diversity. Students will learn to blend elements of photojournalism and aesthetic photography in order to challenge their creative abilities whilst creating a unique portfolio exhibiting their new found knowledge and understanding of London as a global city. Central to the course is the exhibition of student work at the end of the term to showcase their journey from new arrivals to Londoners.

POSSIBLE CO-CURRICULAR ACTIVITIES

- 'Deutsche Photography Prize', Deutsche Börse Photography Prize 2011
- 'Foto8 Annual Summer Show 2011' - described as London's 'salon de photographie', Foto8 Gallery
- 'Hoppé Portraits: Society, Studio and Street', National Portrait Gallery
- 'London Through Lens', Getty Images Library
- 'Adam Patterson & Jean Claude Dagrrou' - Another Lost Child, Photofusion Brixton

(FA) MUSC 370 Music in Twentieth Century Britain

You're familiar with the names, The Beatles, The Rolling Stones, The Sex Pistols, and Oasis, but what is the political and cultural impact of this revolutionary music? How did the music we know and love develop from industrial city slums to chart topping hits? How does music define the British identity? This course examines a wide range of important musical styles and cultures in twentieth century Britain.

Students in this course will be exposed to various cultural theories and apply these approaches to the subcultures that emerged in the U.K. after the Second World War, such as Teddy Boys, Rockers and Mods. They will explore the "symbolic subsystems" of each group - their music, style, speech and ritual – alongside notions of deviancy, consumerism, identity, territoriality, and performance. At the conclusion of the course students will be able to examine the stylistic traits of different artists and genres (the forms, lyrics, instrumentation etc.).

POSSIBLE CO-CURRICULAR ACTIVITIES

Three Concerts in:

- Pop/Rock
- Jazz
- Classical

(FA) THEA 370 Contemporary British Theatre * Cross-listed with ENGL 370

Did you know London has around one hundred theatres? Fifteen of which are occupied by subsidised companies. Large commercial theatres can be found in the West End offering a variety of light entertainment, musicals and comedies. However, London's theatre scene is not just big budget productions of Billy Elliot and the Lion King. Off-West End productions feature plays with more individual themes. The most innovative and experimental work is usually found in the 'fringe' theatres.

Students enrolled in this course will be offered a 'taste' of all these modes of production, and a consideration of state subsidy for theatre within a critical framework. Students course will be introduced to a variety of texts, performances and theatrical venues that reflect the vitality of contemporary British theatre. Upon completing the course, students will be able to show an understanding of the network of relationships that constitute contemporary British theatre and be able to critically evaluate theatrical performances with an appreciation of technical terminologically and theoretical perspectives, forming an appreciation of aesthetic, academic and political debates in contemporary British theatre. This course features a co-curricular study tour to Stratford-Upon-Avon. For details on the study tour, please [click here](#). *Please note: A £90 lab fee (covers performances and activities) is required for this course.

PAST CO-CURRICULAR ACTIVITIES

- Backstage tour of the National Theatre
- Theatre and Performance section of the Victoria and Albert Museum

(ES) ETHICS ELECTIVE:

(ES) ETHS 370 Ethical Dilemmas: Business and the World

What is Fair Trade and how does it fit with traditional notions of free trade? Do business ethics and business profits actually conflict? Where do moral rights come into play in the workplace? What is Carbon Trading and is it working? This interdisciplinary course examines several ethical dilemmas facing today's businesses given contemporary global challenges. The course seeks to evaluate the effectiveness of corporate social responsibility where companies integrate social and environmental concerns into their business practice. The course also traces the rise of corporate social responsibility in Europe and explores the evolving relationship between business practice and wider society. It looks at the emergence of international standards and codes of conduct and examines whether these influence business practice. In addition, the course considers whether managers should be responsible not only to company shareholders, but also to others. The course also evaluates the impact of ethical consumption, fair-trade initiatives and climate change policy. Finally, in light of London's importance as an international financial centre, the course considers the role of ethics in finance, investment and banking.

POSSIBLE CO-CURRICULAR ACTIVITIES

- Fair Trade in London Study Visit
- The Houses of Parliament
- City of London Financial District

(ES) ETHS 370 Ethical Leadership

What is it about power and success that creates ethical challenges for leaders? Why should a leader be ethical? What virtues do governmental leaders portray? What is the relationship between feelings and morality? Are there standards of right and wrong that apply everywhere, regardless of cultural practice? How do we make ethical judgments in and about foreign cultures? What are our ethical obligations to people from other cultures? What moral characteristics should apply to leaders and leadership everywhere? What is charisma and why are some people so obsessed with it as a quality of leadership? What is the difference between a leader and a celebrity? What are the dangers of charismatic leaders? Can followers be held accountable for their leader's actions?

In this course, students learn the interconnectedness of leadership and ethics. We examine the ethical background of what leaders are, what they do, and how they do it. Students assess the public and private morality of leaders, the moral obligations of leaders and followers, the ways in which leaders shape the moral environment of their environments, and the temptations of power. This course looks at how leaders convey values through their actions (and inactions), language, and their power and influence as role models. The course aims to expand students' moral point of view by first considering personal ethics, then moving on to look at leadership and the common good, and finishing with an examination of ethics in a global community.

(HM) HUMANITIES ELECTIVES:

(HM) ENGL 270 Realism in British Cinema

When you think of 'realism' in British cinema, what comes to mind? How is British cinema funded (especially when compared with Hollywood)? How has British cinema reflected British society throughout the 20th century? Is this relationship changing in the 21st century? This course looks at British cinema from its beginnings at the end of the nineteenth century up until the early 1970's. The premise is that British cinema is best considered as subscribing to the dominant tradition in English fiction: namely a disposition towards social and moral realism that is continually challenged by a poetic impulse that delights in the fantastic and the symbolic.

The course, which is generally chronological, considers what we mean by the word "realism" and having briefly surveyed the Victorian novel then surveys the history of British cinema in the first twenty years of the last century. There are sessions on the principal traditions of the 1930's: John Grierson's Documentary Movement, International filmmaking by Alexander Korda at Denham Studios, the British Thriller, particularly the work of Alfred Hitchcock, as well as the domestic musical comedy. Classes on British cinema at war between 1939 and 1945 contrast the work of documentary filmmakers and feature film production. The course concentrates on the 'realism' of the films produced at Ealing Film Studios in West London in the post-war decades, the work of Free Cinema, and the cycle of films featuring the English working class that began in the early 1960's

and that has been described as an English version of the French nouvelle vague. The semester concludes with the apparent triumph of the fantastic and surreal in the work of such directors as Lindsay Anderson and Nicholas Roeg.

PAST CO-CURRICULAR ACTIVITIES

- British Film Institute
- Cinema visit
- Multiple film showings

(HM) ENGL 370 Literary London

Is London fairly represented in literature? Has the way London is presented changed over time? Is there a difference in the London of a novel and the London of a travel guide?

London is a city of stories and has been an inspiration and subject for writers over hundreds of years. This course introduces students to London, both as an object of enquiry and as source, setting, and inspiration for numerous literary texts. Exploring the places, tropes, symbols, and characters in a selection of texts enables students to think about the city in relation to key theoretical and historical/cultural events that have helped shape the way we each experience London. Different approaches to 'writing and reading' London are addressed alongside an analysis of the ways in which the city acts as a basis for critical interrogation and understanding.

PAST CO-CURRICULAR ACTIVITIES

City of London walk

(HM) ENGL 370 London is the Place for Me; 20th Century British Migrant Fiction

In June 2016, the UK voted to leave the European Union, a decision ascribed in no small part to anxieties about immigration, multiculturalism, and the arrival of refugees from Syria, Afghanistan, and Iraq. Similar anxieties are playing out in the US, and in fact throughout the West. Through readings of a broad range of novels by Anglo-Caribbean and Asian writers, "London is the place for me" examines how writers have depicted the migrant experience over the course of the twentieth century, and how views on ethnicity, citizenship, and belonging have changed in that time. While the majority of the texts examined are set in London, we will also investigate depictions of the diaspora experience in other British cities. In some cases, we will relate these texts to the migrant experience in film and music: the title of the course, in fact, is a quote from a famous song by the Trinidadian singer Lord Kitchener (<https://www.youtube.com/watch?v=dGt21q1Ajul>). Reading these texts will, in turn, allow us to reflect upon the racial tensions and nationalist strains currently convulsing British and American culture, and to your own experience(s) of these.

PAST CO-CURRICULAR ACTIVITIES

- Visit to Tate Modern Exhibition, "Art in the Age of Black Power"
- Visit to the Indian Collection of the Victoria & Albert Museum
- Solo walk through Brixton and record-"digging"
- **Black History Walk** – either the Notting Hill or Elephant & Castle walk

(HM) ENGL 370 Studies in Drama *cross-listed with THEA 370 - OPTIONAL STUDY TOUR

Did you know London has around one hundred theatres? Fifteen of which are occupied by subsidised companies. Large commercial theatres can be found in the West End offering a variety of light entertainment, musicals and comedies. However, London's theatre scene is not just big budget productions of Billy Elliot and the Lion King. Off-West End productions feature plays with more individual themes. The most innovative and experimental work is usually found in the 'fringe' theatres.

Students enrolled in this course will be offered a 'taste' of all these modes of production, and a consideration of state subsidy for theatre within a critical framework. Students course will be introduced to a variety of texts, performances and theatrical venues that reflect the vitality of contemporary British theatre. Upon completing the course, students will be able to show an understanding of the network of relationships that constitute contemporary British theatre and be able to critically evaluate theatrical performances with an appreciation of technical terminologically and theoretical perspectives, forming an appreciation of aesthetic, academic and political debates in contemporary British theatre.

This course features a co-curricular study tour to Stratford-Upon-Avon. For details on the study tour, please [click here](#).

PAST CO-CURRICULAR ACTIVITIES

- Backstage tour of the National Theatre
- Theatre and Performance section of the Victoria and Albert Museum

**Please note: a lab fee of £90 is required for this course.*

(HM) ENGL 370 Shakespeare and Elizabethan Literature *OPTIONAL STUDY TOUR

You're undoubtedly familiar with William Shakespeare, but how did he and other Elizabethan wordsmiths define an era and create a timepiece of this dramatic time with their works? How are Elizabethan values and stereotypes portrayed within the works of the age's most celebrated poets, authors and playwrights? What was it like to enjoy live Elizabethan theatre? Students taking this course will be introduced to the life and work of William Shakespeare and his contemporaries through lectures, workshops, field trips and theatre visits.

Shakespeare and Elizabethan Literature is designed to help students to understand the fascinating social and historical background to some of the most famous, most compelling poetry and drama ever written. The course begins by studying the conventions of Elizabethan love poetry and considering the sexual stereotypes addressed by writers such as Marvell, John Donne and Christopher Marlowe (a poet and playwright who met his end in a bar brawl.)

Students will go on to read and watch performances of two of Shakespeare's plays. Shakespeare wrote drama that entertained but also confronted his audiences. By studying plays such as the comedy Twelfth Night and the tragedy of Macbeth students will be introduced to the following topics: the power struggles between Elizabethan men and women; the influence of carnival and cross dressing; the use of sexual innuendo on Shakespeare's Stage; the history and style of Elizabethan acting; the representation of witchcraft and dramatization of rebellion and violent conflict.

The course also involves a visit to the recreation of the Globe theatre on the banks of the river Thames (a theatre where Shakespeare wrote and performed plays after 1599) and a walking tour of Shakespeare's London. This course is suitable for any student interested in knowing more about Shakespeare and his fellow writers.

This course features a co-curricular study tour to Stratford-Upon-Avon. For details on the study tour, please [click here](#).

PAST CO-CURRICULAR ACTIVITIES

- Watch a theatrical performance of Twelfth Night
- Watch a theatrical performance of Macbeth
- A Bankside walking tour
- Shakespeare Globe Theatre

(HM) HIST 370 British History: The Making of Modern Britain from Empire to Contemporary Geopolitics

It used to be said that the sun never set on the British Empire. Did you know that at its height, Britain had the largest empire in history? How did Britain become the foremost global power for over a century? What impact did this have on British culture? From the defeat of Napoleon and the rise of Imperialism to the World Wars and beyond, students in the course will be exposed to Britain's dramatic past and what this means for her future.

This course introduces students to the main themes of British social history from the Napoleonic Wars to the end of the twentieth century, a period that witnessed the gradual acquisition and rapid dissolution of a global economic and political empire, underwritten by the world's largest navy. Through seminars, lectures and site visits, students will examine the ways in which Britain's global rise and fall affected the politics, culture and day to day lives of ordinary Britons. The course concentrates on the empire and national identity, the industrial revolution and the making of the British working class, the struggle for women's suffrage, the impact of the first and Second World War, and the impact of decolonisation on British society and Britain's status in the world.

PAST CO-CURRICULAR ACTIVITIES

- The Imperial War Museum
- The National Portrait Gallery
- A Walking Tour of the City of London
- The Cabinet War Rooms

(HM) SOCI 370 Diversity in Britain: Immigration, Discrimination and Integration

What is Britain's historical relationship with peoples that later migrated to Britain? How have forms of religion been transplanted, transformed and helped in the building of community? What does it mean to grow up as an immigrant in London? The course will be a study of Britons from multi-ethnic backgrounds, which have evolved from diaspora communities into multicultural ethnicities. The focus will be on London, a "global city" where much of the debate focuses on these transnational communities that inhabit the capital, the unique mixture of cultural assets and beliefs, and the consequent challenging inequalities.

Students enrolled in this course will study the diasporas of the Black community, Chinese and South Asians, and religions in the global diasporas – Jewish, Islamic & Sikh. At the conclusion of this course students will attain a sound knowledge of the

transnational nature of the modern world and will have developed an anthropological perspective and related skills in dealing with issues in the diaspora.

PAST CO-CURRICULAR ACTIVITIES

- Southall Tour and Meal
- Wembley Tour and Meal
- Museum in Docklands tour
- Visit to China Town

(TU) UPPER THEOLOGY ELECTIVE:

THEO 370 Understanding Civilizations: Islam and the West *OPTIONAL STUDY TOUR

What is Islam? What is the 'West'? Is Islam inherently resistant to secularisation as some scholars and Islamic activists believe? Why is one defined in terms of religion and the other a geographical designation? The aim of this course is to focus on the historical, political and religious relationships between 'Islam' and the 'West'. Islam has for centuries been Europe's neighbour and cultural contestant with a history of conflict and co-existence. Since September 11 there has been increasing talk of a 'clash of civilisations', but globalisation has also created an interdependency of faiths which requires greater co-operation, understanding and dialogue.

Students in this course will be exposed to the recurrent theme of whether it is possible to separate the world into monolithic entities called 'Islam' and the 'West'. Students will also gain insight into the profound urgency to develop mutual understanding between the West and the Islamic World which is highlighted by a myriad of violent events over the last decades. On the assumption that ignorance is the enemy of peace, this course intends to explore the sources of conflict that have led towards the notion of "a clash of civilizations."

This course features a co-curricular study tour to Leicester. For details on the study tour, please [click here](#).

PAST CO-CURRICULAR ACTIVITIES

- Maida Vale Mosque and Islamic Centre
- Optional Trip to Leicester

GENERAL ELECTIVES:

COLG 370 Cash, Money, Records Forever: Intro to the Business Practices of the Evolving British Music Industry

The course examines the structure and methodologies of the music industry and business in diverse settings: the origins of the music industry; different areas of the industry including record labels and its associates; artistry and agency; music consumption, distribution and promotion/marketing; and, creativity and legal issues in music. The course will also discuss on how the evolving music industry has had an impact on business and society in Britain (and Europe).

PAST CO-CURRICULAR ACTIVITIES

- Guest lecturer(s) from the music industry
- Attend a related music industry event/exhibition
- Various Concerts and Gigs

COLG 370 Sporting London: British Identity Through the Olympic Games

What is the role of sport in the construction of local, national and international identities? What social structures and cultural trends influencing sports participation and consumption? What is the impact of commercialism and globalization on contemporary sport? This course has been designed to provide international students an opportunity to understand sports in a British context against a backdrop of the Olympics, with London as the host city - 1908, 1948 & 2012.

The course will presented from a historical and contemporary perspective will examine a series of themes and issues, primarily through sports history and the sociology of sport, with supplementary references to economics, politics and the media. Students enrolled in this course will gain the skills to analyze sports as a social phenomena and use them as an analytical tool to illuminate contemporary situations and problems in the international arena, provide an insight into the wide range of British sports and sports organizations through practice and study visits, and apply a sociological lens to the world of sports and athletics through the incorporation of academic writing, popular media and personal experiences and observations.

PAST CO-CURRICULAR ACTIVITIES

- Meetings with officials of the 2012 Olympic Committee
- Meet with the Mayor of London
- Visit the David Beckham Academy
- Visit the Chelsea Football Club

COLG 370 Food, Society and Culture in Britain *OPTIONAL STUDY TOUR

Bangers and mash? Bubble and squeak? What is British cuisine and how has it changed from wartime to the present? Have negative stereotypes of British cuisine been replaced by a new food culture of focused on celebrity chefs, ethical choices and a new-found 'best of British' pride? Or, do fast-rising rates of obesity, childhood diabetes and dependency on supermarkets and ready meals tell a different story?

Using a multi-disciplinary approach, this course examines the critical issues in food today and the interconnectedness of food, culture and society in modern Britain. The rich and multicultural heritage of London provides a multitude of opportunities to explore the issues herein and use our senses to taste, smell and see the food cultures of this dynamic city.

This course features a co-curricular study tour. For details on the study tour, please [click here](#).

PAST CO-CURRICULAR ACTIVITIES

- Regional food tasting
- Imperial War Museum - Ministry of Food Exhibit
- Guided and self-guided tours of London outdoor markets, food halls and supermarkets
- Indian cuisine tour and tasting

**Please note: a lab fee of £90 is required for this course.*

COLG 370 London's Consumer Landscape: Arcade Halls & Shopping Malls

Home to a wide array of historic markets, the most famous department store in the world, and the largest urban shopping mall in Europe, London is distinguished by the diversity, scope, and global character of its consumer spaces. Rich in architectural and historic significance, London's consumer landscape serves as a valuable part of the city's heritage. In the early twenty-first century, consumerism operates not only as a driving force of London's economy but also as a cultural pastime for both Londoners and millions of tourists in the city. An analysis of this practice thus provides insight into the relationship among the social, cultural, and economic forces that have shaped the city historically and continue to define it. This course examines the ways in which consumer culture and the consumer landscape have developed in London from the late eighteenth century to the present. It engages with a wide variety of consumer spaces, such as street markets, historic arcades, High streets, department stores, and the growing trend of pop-ups, to investigate consumption in all its variety and complexity. These spaces illuminate not only the centrality of consumerism to London's past but also how it operates to shape the contemporary character of the global city as an international shopping destination.

PAST CO-CURRICULAR ACTIVITIES

- Brixton Walking Tour
- West End Walking Tour
- Historic Arcades and Markets of the City
- Green Street
- Westfield Stratford City
- The High Street

COMM 370 Contemporary British Broadcasting

ABC, NBC, and Fox may all sound familiar but did you know the British Broadcasting Corporation is the largest is broadcasting organisation in the world? What impact does this public service media giant play in the U.K. and around the world? What about radio broadcasting? Where does the radio format fit in a modern society? What role do digital technologies play in modern broadcast? Students in this course will explore the history of British radio and television broadcasting, its role in British society and culture, its global impact, and its place in today's digital world.

The course is built on the idea that broadcasting must exist not only to entertain the public, but to inform and educate as well, British broadcasting to this day remains a lively mix of genres and programs, with extensive influence throughout the world. Students will cover topics such as public service broadcasting, competition in British broadcasting, documentaries and

their importance to British cultural identity, the news, current affairs and reality television and broadcasting exports. Students will hear guest speakers from BBC Radio, Channel 4 news media, and the Independent Production sector. Co-curricular excursions will include visits to the BBC, Sky News, a live television or radio program recording, the British Film Institute Mediatheque, and a production company.

PAST CO-CURRICULAR ACTIVITIES

- BBC Television Centre Tour
- Visit to Sky News Studios
- Visit to a Live Television or Radio Program Recording
- The British Film Institute Mediatheque
- Tour of a Production Company

*****PLEASE NOTE: This course counts as a COMM Major Elective back at CSB/SJU. This course does NOT replace any course in the Communications curriculum on our campus. There is no need for a department signature for this course if you want to take it for COMM Major elective credit. This course does not count towards the COMM Minor.**

COMM 370 Media in Britain

What is the mass media and how do we relate to it? What is the political role of the press and broadcasting in Britain? What impact does Hollywood have on the British Film industry? What function do the various British newspaper have? This course will explore British media organizations as social, economic and cultural entities and examines specific determinants and processes of production.

Students enrolled in this course will gain an in depth understanding of broadcasting and the film industry, the press and the 'convergent' new media of digital television and the Internet. As popular perceptions of the media often revolve around the excitement, glamour, creativity and controversy, this course attempts to separate myths from reality and give students a pragmatic approach of what the British media are about and what working for them entails.

PAST CO-CURRICULAR ACTIVITIES

- BBC Studios Tour
- Visit Press Complaints Commission
- Print Press Tour of Fleet Street
- Guest Speaker from the UK Film Council

*****PLEASE NOTE: This course counts as a COMM Major Elective back at CSB/SJU. This course does NOT replace any course in the Communications curriculum on our campus. There is no need for a department signature for this course if you want to take it for COMM Major elective credit. This course does not count towards the COMM Minor.**

COMM 370 Political Communication: Framing and Re-framing Self-Interests in the UK and Abroad (4 cr.)

Does political communication differ from other types of communication? How do words and language shape a political message? Does an effective political communication strategy mean manipulation of the masses? Political Communications is an art form independent of morality and therefore its function can, like logic, be used for both nefarious and noble purposes alike. This course explores the basis of political communication by examining its modern historical application through the voices of individuals, the writings of theorists and politicians, and the rationalisation of policy.

PAST CO-CURRICULAR ACTIVITIES

- Parliamentary debate
- Political speech/rally
- Viewing "Dr. Strangelove or How I learned to Stop Worrying and Love the Bomb"

ECON 370 The Political Economy of the European Union

With 27 member countries, how are various cultural differences reconciled to create a free flow of people, goods, services, and capital around the European Union? What are the origins of European integration? What place does the EU have in the world economy? What does the future hold for the EU in terms of growth in membership and economic prowess?

This course provides a comprehensive examination of the processes of European economic integration and a critical analysis of EU policies in their broader political-economic context. It focuses on the external dimension of Europe in the global economy, the integration processes of the EU, including the Single Market, Economic and Monetary Union or the Common Agricultural Policy, and its impact on global economics, ranging from the World Trade Organization to EU enlargement and the Third World.

PAST CO-CURRICULAR ACTIVITIES

- Visit to a European Embassy
- The Cabinet War Rooms
- The Imperial War Museum

ECON 370 Ecology, Environment, & Economics: Market forces & sustainability

Ever wonder how environmental concerns affect the economy? How do increasing “green” governmental initiatives influence business decisions? Can consumer markets and business initiatives lead to a sustainable environment? How are the conflict between market forces and environmental integrity resolved? As it becomes more widely recognised that most environmental problems, whether small-scale or global, are the result of a complex interaction of natural processes with economic forces and decisions, the protection and sustainable management of the natural environment has become a growing concern across the globe.

This course examines the continuing conflict between market forces and a sustainable environmental and explains how economic theory views the relationship between economic activity and the natural world. Examples of local, regional, national, and international issues are presented and discussed with the aim of providing students an opportunity to develop a critical understanding of the different ways in which economic decisions, market forces, and government policies can affect environment.

PAST CO-CURRICULAR ACTIVITIES

- The London Wetland Centre
- The Manor Place Depot
- The London Transport Museum
- The Science Museum

ENGL 370 Travel Writing

What is travelling and what does it mean to each of us. What is it for? Why do we travel, and how do we decide where to go? What is travel writing? What do we want from it? Do you feel more ‘American’ now you’re out of America (if that's where you're from)? Why and How?

As Tim Cahill, the legendary travel writer and former editor of 'Outside Magazine', once wrote, “It isn’t the travelling, it’s the writing.” Cahill, Andrew Bain, Rory MacLean, Sara Wheeler, Rolf Potts, Bill Bryson—these are writers with wildly different styles, and many of them travel to completely mundane locations, but they all manage to learn something about themselves, and why they travel, in the process of writing. In other words, it’s not where they go; it’s how they experience the place, and how they write about that experience.

PAST CO-CURRICULAR ACTIVITIES

- Walking tours of Bankside, Soho/Chinatown, Camden Town, London canals
- Exploration of the London Underground ('Tube')

ENGL 370 The Nature of Story: Creative Writing (Semester-Long)

Do you fancy yourself a novelist or a writer of short stories? Not sure how do you develop your main characters? How should you structure the plot? What point of view should you choose? The focus of this course will be decidedly practical as students learn to read as writers, glean tips on the craft. Students will consider the processes of writing, aiming to uncover various methods of confronting potential issues. London’s own vibrant arts scene and literary traditions form a fascinating focus and locus for the study of creative writing. Class members will engage with local novelists, poets and playwrights through guest lectures and readings.

The literary-steeped surroundings of London provide the perfect backdrop for students to explore their own creative powers. This popular course will provide students with the rare opportunity to develop their own work within the context of contemporary British writing. Although the focus will be on fiction writing, students will also have the opportunity to experiment with various other forms and genres. Classes examining contemporary British literature are complemented by writing workshops.

Writing workshops will be simultaneously rigorous and nurturing, providing students with the perfect forum for collective and constructive critique. Our approach will focus on imaginative task setting, scrupulous analysis, sincere encouragement and constructive criticism. By the end of the course, each class member will have collected a portfolio of work. The program will end with a literary event, at which each student will have the opportunity to read a selection of his/her work.

PAST CO-CURRICULAR ACTIVITIES

- Jazz Club Poetry Readings
- Literary Walks
- Literary Festivals

Note: This is a semester-long course.

GBUS 370 Fundamentals of Finance

We're all familiar with the bad choices that led to the recent global financial crisis but what are the crucial elements of investment and funding decisions? What calculations must be made with regards to those decisions and how are they executed? What are the basic functions and responsibilities of a financial department in a business?

This course is an introduction to business finance. Topics include an overview of the finance function and its importance for the firm and the course presents global aspects of finance, giving an overview of money and capital markets, introducing students to financial analysis and time value of money. In addition, the course examines securities and bond pricing, risks and rates of return, cost of capital, and capital budgeting and risk analysis.

Students taking this course are required to have an understanding of college-level mathematical/numerical principles.

PAST CO-CURRICULAR ACTIVITIES

- Bloomberg's tour
- A Docklands and Canary Wharf tour
- Bank of England visit

GBUS 270 Principles of Management

(Not intended for GBUS Majors/Minors or students that have taken GBUS 201.)

This course gives a broad overview of management and provides students with information that will help them not only become better managers, but also better team members. Students are introduced to a variety of concepts, assessments, tools, and techniques that are important for understanding the changing business environment; elements of strategic planning; methods of organising including recruiting, selecting, training, and developing; techniques for leading individuals and teams; and procedures for controlling resources to improve productivity and results.

The material covered will be relevant to students, regardless of career objectives. In all likelihood, students will either be a manager or work with one in any occupation they choose. In the final analysis, we are all managers of our own lives and can benefit by studying to be better managers.

GBUS 370 Creative Thinking for Advertising

Is there such a thing as 'original' advertising? Is advertising an aspect of selling or is it art? Is shock cheap creative? Is being offensive cheap surprise? What sort of creative do marketing managements really want? What are the tools and techniques needed to interpret ad briefs and what does it take for a pitch to be successful?

'Rules are what the artist breaks; the memorable never emerged from a formula' (Bill Bernbach). Breaking rules in ad campaigns rarely survives research. So the creative artist in advertising has to bend them or at a minimum be a great salesman – convincing the client of the commercial wisdom of doing something that's never been done before.

The course has a split perspective. Part of it provides a window on the concepts and grammar of creativity; the other part is 'how to' oriented: imparting skills in drawing up creative strategy and in delivering creative solutions.

The course starts by unpacking creativity at large, mapping what it means to be original, innovative, experimental, radical, and provocative. High-end creative art is compared with creativity in advertising – typically viewed as 'second-tier' by virtue of being subjugated to sales/selling or by way of being strategy compromised and hence Ogilvy + Mather's mantra: 'If it doesn't sell, it isn't creative'.

But once selling is seen to be about offering ideas and images rather than artefacts the alleged substantive difference between art-creative and ad-creative becomes blurred.

A further key in the course is that innovation in conventional art forms – from movies to painting – is over and advertising is the replacement avant-garde. Protected by regulations and ring-fenced by research it's easy for advertising to be provocative. But – the course will ask – is shock cheap creative? Is being offensive cheap surprise? What sort of creative do marketing managements really want?

Both successful and disastrous UK campaigns are deconstructed. This analysis – along with attending to the advice of some of the great ad practitioners from Bill Bernbach to David Ogilvy – yields a raft of tips, hints, guides, and methods for originating and communicating ideas that affect consumer behaviour.

Finally, the course looks at that most demanding of creative tasks: the speculative pitch.

PAST CO-CURRICULAR ACTIVITIES

- Museum of Brands, Packaging, and Advertising
- Transport Museum

GBUS 370 Principles of Marketing

Isn't marketing just advertising? What's the difference? Does European marketing differ from the rest of the world, especially the USA? What are some of the most successful marketing strategies?

People often define "marketing" as advertising – a highly visible activity by which organisations try to persuade consumers to buy products and services. However, marketing is much more than advertising and even the most skilful marketing cannot make consumers buy things that they don't want.

Through a European lens, this introductory course prepares students to think strategically about marketing in today's global environment. After successful completion of this course, students have a basic understanding of the marketing concept, the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding, services marketing, global marketing, marketing metrics, consumer and business behaviour, ethics and social responsibility in marketing, market planning, market research, and competitive analysis. In addition, students have the opportunity to evaluate and formulate marketing strategies taking into account the influence of international issues and technology.

PAST CO-CURRICULAR ACTIVITIES

- Harrods: A British Brand Experience?
- Chelsea Football Club
- Guest Speaker: Direct Marketing Association: Mobile and Brand Marketing
- Brand Museum

GBUS 370 Global Marketing

Have you ever wondered how global differences affect how products are presented to various cultures on a worldwide scale? How do businesses reconcile or take advantage of this global diversity in order to meet international objectives? What are the challenges of managing and delivering high quality service to customers in a cross-cultural context? This course explores the decision-making process in the marketing of products and services in the international marketplace.

Student enrolled in this course will learn the formulation of key elements in international marketing strategy, such as identification and assessment of potential markets, price setting, and design, promotion, and distribution of products and services. They will also explore issues such as the competitive advantage of nations, the changing nature of the international social and business environment, and the emerging role of the Internet in international marketing.

PAST CO-CURRICULAR ACTIVITIES

- The Shakespeare Globe Theatre
- The London Eye
- Harrods Department Store
- The Chelsea Football Club
- Madame Tussaud's

GBUS 370 International Trade

How do various cultures influence business decisions on a global scale? How do the functional business areas of marketing, management, accounting, finance and law change in an international setting? This course is designed to enable students to understand the critical importance of the role of multinational decision-making and strategy with respect to trade issues. Students in this course will examine the major issues in international trade and commercial policy and be exposed their real-world applications which derive and illustrate models of international trade. The course covers rationales and benefits of international trade, protectionism, the political economy of commercial policy, international trade and development, and economic integration and world trade. At the conclusion of this course, students will gain the ability to identify current trends in international trade and foreign investment, explain the governmental impact on international businesses, and describe the concepts of export and import practices and procedures.

PAST CO-CURRICULAR ACTIVITIES

- The Fuller's Brewery Tour
- Bank of England Museum
- Museum of Advertising, Packaging and Brands

GBUS 370 Strategic Brand Management

How does brand management affect organizational value? How do customers and their engagement in real or virtual communities shape the nature of brands? How does services branding differ from goods branding?

This course introduces, explores and applies a range of strategic brand management issues that drive brand equity and value. Customers are increasingly co-creators of brand value as part of a more interactive and dialectical process. Witness the rise of social media where dialogue, conversation, interaction are the key drivers of brand growth. The days of shouting from a billboard as the primary form of brand marketing are gone. Students will explore issues such as the strategic branding process, consumer perception, brands as social and psychological vehicles, the competitive landscape, and brand evaluation. By the end of the course should have developed a deeper understanding of brand, the strategic branding process and an appreciation of how to brand in a given context to maximize equity and value.

PAST CO-CURRICULAR ACTIVITIES

- Harrods (A British Brand Experience?)
- Museum of Brands
- Guest Speaker: Direct Marketing Association: *Mobile and Brand Marketing*
- Guest Speaker, Brunel University: *Multisensory Branding*

PCST 370 Peace and Conflict Resolution

As technological developments in the 20th and 21st century make conflict an increasingly adverse choice, how are peace talks and conflict resolutions affecting today's political hot spots? How do environmental factors such as declining food resources, storm and flood disasters, and environmentally induced migration change global conflict scenarios? How do politics and human rights interact? This class is intended to enable students to understand the dynamics of peace and conflict and to contribute toward the efforts for more just and peaceful conditions in today's world.

Students in this course will examine conflict and peace at various levels, linking local and global issues, through critical thinking and interdisciplinary approaches. Because a large part of peacemaking involves the appreciation of human diversity, the course will focus on multi-cultures, and matters of difference related to religion, gender, race, ethnicity, and socio-economic class. The overall aim of this course is to provide the students with a set of conceptual tools through which to evaluate and understand contemporary issues in peace and conflict resolution and combine philosophical inquiry, historical knowledge, critical analysis and experiential learning in the course of empowering students for a citizenship of peace with social justice.

POLS 370 British Politics

What power does the Monarchy still have? How does a democratic government work without a written constitution? Who are the Tories, the Lib-Dems, and Labour? How do British Politics differ from those of the United States? Students enrolled in this course will be provided an understanding of the British system of government and the political process in Britain, as well as the socio-historical processes that have shaped modern Britain.

This course will cover topics concerning the Monarchy, the Parliament, political parties, the Prime Minister, political ideology, and political culture. Throughout the course, comparisons with American politics and society will be made as a point of reference to provide the student with a better framework for understanding British politics. This is an introductory course on contemporary British politics, and therefore requires no previous political science courses.

PAST CO-CURRICULAR ACTIVITIES

- The Imperial War Museum
- Parliament Tour
- The Cabinet War Rooms
- Inns of Court Walking Tour

*****PLEASE NOTE: This course counts as a POLS Major Elective back at CSB/SJU. This course does NOT replace any course in the POLS curriculum on our campus. There is no need for a department signature for this course if you want to take it for POLS Major elective credit. This course does not count towards the POLS Minor.**

POLS 370 INTERNATIONAL DIPLOMACY: ISSUES, CONVENTIONS AND PRACTICES

Henry Kissinger once said “Diplomacy is the art of restraining power,” but what role does this art play on an international level? How are the interests of large economic states reconciled effectively with those of developing countries? This course covers in some detail the work of diplomatic missions in the execution of foreign policy and their organization to accomplish that work.

Students enrolled in this course will gain in depth knowledge of the activities of the various sections and agencies that compose diplomatic missions in order to improve understanding of the role of diplomacy in advancing national and international interests, to highlight the different skills and professions engaged in “diplomatic” work, and to show the services and assistance that citizens, companies and other organizations can expect to obtain from diplomatic missions. The experience will be that of missions based in London and selected locations in mainland Europe.

PAST CO-CURRICULAR ACTIVITIES

- The Diplomatic Academy of London – University of Westminster
- Centre for International Studies & Diplomacy– SOAS
- The Royal Institute of International Affairs, Chatham House, London
- Commonwealth Office, London

PSYC 370 Social Psychology in a Global Context

Social psychology is the study of the relationship between people in groups. This course offers an in-depth study of human beings in relation to one another, as well as to the habitat we all inhabit – Planet Earth. This is interdisciplinary course suitable for upper division psychology or sociology majors as well as a possible elective that should appeal to anyone interested in learning more about how and why human beings behave the way they do in social situations. This is a dynamic course which attempts to be relevant to current events worldwide including such topics as global demographics in relation to the Earth’s increasingly limited resources, the evolution of national identities, the role of prejudice and discrimination, factors that contribute to social compliance as opposed to social unrest as well as the impact of the Internet and social media.

An experiential research project allows students to adapt their major area of interest within a social and psychological context. This study is expected to help students to develop multicultural insights as part of on-going training in the social sciences.

Pre-requisites: Students should have at least two semesters or quarters of introductory psychology and/or sociology courses. Transcripts will be evaluated on an individual basis to determine eligibility.

*****PLEASE NOTE: This course counts as a PSYC Major/Minor Elective back at CSB/SJU. This course does NOT replace PSYC 350: Social PSYC on campus. There is no need for a department signature for this course if you want to take it for PSYC Major/Minor credit.**

SOCI 370 Social Welfare Issues in the United Kingdom

How did welfare policies in the UK develop and how do they operate today? What are the differences in attitudes and practices of welfare, citizenship and the social services in the UK, compared to the USA and EU? How are social and welfare policies implemented effectively? The object of this course is to introduce participants to the historical and conceptual framework within which social welfare provision has developed in the U.K.

Students enrolled in this course will be challenged to compare perspectives on U.S. and U.K. social welfare practices and develop contrasting notions of “philanthropy.” Students will explore the contrast between Franklin D. Roosevelt’s New Deal in the 1930’s and the Welfare State in post-war Britain which will serve to exemplify historical similarities and distinctions between the two national approaches. This course is intended to explore current issues in social welfare provision particularly in the non-profit and non-governmental sector.

SOCI 370 SUSTAINABLE CITIES: LONDON IN THE ERA OF CLIMATE CHANGE

The consequences of man-made changes to the climate that are beginning to be experienced now are going to continue having a significant impact on urban areas and populations therein. Understanding, predicting, and mitigating the social effects of climate change is a growing concern for policy-makers, practitioners, and scholars worldwide, engulfing and

remaking societal conceptions of sustainability. Who is in charge of envisioning a sustainable future, and what information are they using to make their decisions? Sustainable for who? And who is being excluded from this vision?

This course investigates the global and local changes associated with climate change from the perspective of urban sociology. It examines the ways we can make sense of climate change's impact on human societies. This course will consider the history and future of urban settlement, with a particular focus on how cities are being remade in the era of climate change.

EXAMPLE CO-CURRICULAR ACTIVITIES (2-4 PER COURSE)

- Museum of London/Docklands
- Beddington Zero Emissions Development (BedZED), Hackbridge – one of the first sustainable development initiatives of its kind providing housing and office space.
- A working farm in London
- Greenwich Peninsula Ecology Park
- The Crystal

SOCI 370 PRIDE AND PREJUDICE: LGBTQ HISTORIES, RIGHTS AND CONTEMPORARY ISSUES IN LONDON

This multidisciplinary course will examine the evolution LGBTQ rights in Britain, from the influence of colonial Britain's anti-homosexuality laws, to modern-day inclusion and protections for the queer community; students will have the opportunity to gain an insight into the histories and background of these changes, as well as consider the complex issues of intersectional and identity politics. Exploring the key actors in effecting change, legal issues, social and economic factors, changing perceptions of gender and current events in relation to key theoretical and historical events will act as a basis for critical interrogation and understanding.

EXAMPLE CO-CURRICULAR ACTIVITIES (2-4 PER COURSE)

- BFI Flare: London LGBTQ+ Film Festival (Winter/Spring)
- BFI London Film Festival (Fall)
- Royal Vauxhall Tavern visit and tour
- LGBTQ+ exhibitions in museums

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<http://www.fie.org.uk/london-courses>