

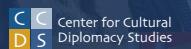


# Center for Cultural Diplomacy Studies





# Welcome to the Center for Cultural Diplomacy Studies



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# Introduction »

The Center for Cultural Diplomacy Studies (CCDS) is the world's leading institute for the study of Cultural Diplomacy. Four different categories of education programs on Cultural Diplomacy are offered: graduate degree programs, e-learning courses, professional development programs (certificate programs) and study abroad (credit programs) dedicated either fully or in part to the field of Cultural Diplomacy.

Our objectives are to extend current research, programs and practices in the field of Cultural Diplomacy and create a platform to promote and sustain inter-cultural dialogue at all levels. The CCDS is committed to the promotion and development of applied cultural diplomacy studies, as well as excellence in the advancement and research in this rapidly evolving field.

## CCDS Faculty

The CCDS faculty is composed of professors, high profile politicians and experienced professionals from both the public and private sectors. Our faculty includes senior university professors, leading politicians and high-profile individuals from prestigious institutions.

## Our Programs

The Center for Cultural Diplomacy Studies offers educational and academic programs in partnership with leading universities, enabling students to explore, analyze and experience cultural diplomacy both in theory and in practice. The CCDS focuses in particular on exploring the balancing between hard and soft power, global governance, the process of globalization in an interdependent world, international economics & business, multiculturalism, intercultural dialogue & exchange, human rights, and religion. As a whole, we research the ability for culturally based initiatives to further mutual understanding and in turn to foster global peace and stability.

The programs offer high levels of leadership and provide students with the skills to shape their future leadership roles while addressing critical issues challenging the world today. The programs provide advanced knowledge and analytical tools for the study and practice of cultural diplomacy and address the potential that it has in shaping international policies and global strategies.

*The Center for Cultural Diplomacy Studies' Faculty includes among others the following professors:*





## ICD Berlin

Soltauer Str. 18-22  
13509 Berlin

ALEXANDERPLATZ

30 minutes from ICD

POTSDAMERPLATZ

35 minutes from ICD

ZOOLOGISCHER GARTEN

35 minutes from ICD



## About Berlin »

There is nowhere quite like Berlin. Few other cities have played such an instrumental role in global affairs over the past 100 years. It has been, in every sense of the word, a battleground; not just for armies, but for the ideas and philosophies that are the very foundations of politics and society. Berlin remains a cultural extravaganza to this day, with young people from across Europe flocking to the former Eastern part of the city: Cheap accommodation, a thriving cultural and artistic scene, and a vibrant nightlife await them. In the center of the city, Berlin's status as the capital city of Europe's largest economy and the driving force of the EU is increasingly apparent: International NGOs and multi-national companies are establishing office and headquarters here. It was little surprise that US President Barack Obama choose Berlin as the location for his first public speech in Europe, addressing an audience of hundreds of thousands, he proclaimed "look at Berlin, where a wall came down, a continent came together, and history proved that there is no challenge too great for a world that stands as one."





## Our MA & PhD Programs »

*It is our pleasure to introduce you to our MA & PhD programs in International Relations, International Economics, Business, and Cultural Diplomacy.*

### Introduction & concept

In the 21st century, bilateral and multilateral relations have assumed a greater importance than at any time in history before; cultural diplomacy has therefore become imperative in maintaining and improving political, economic and social environments worldwide. These developments have significantly increased interest in the study of Cultural Diplomacy and at the same time have created a crucial need for professionals who understand and have experience with the field.

Concurrently, the diminishing power of the individual nation state, combined with the international nature of modern issues (such as global politics & economics, global health, climate change, terrorism and human rights), contributes to a growing demand for interdisciplinary academic instruction. Expertise in one field alone no longer guarantees professional success and it is therefore vital that those aspiring to work in fields including international relations, business and diplomacy have an advanced understanding of a number of interconnected relevant disciplines.

University programs striving to provide students and young professionals with the fundamental understanding and practical skills necessary for careers in international affairs must therefore adjust their programs accordingly.

Our Graduate Programs, which operate under a joint partnership between the ICD Academy for Cultural Diplomacy and leading universities, offer unique educational programs that educate students from around the world in the above mentioned academic disciplines and methods.



### Scope of the Degrees

We offer innovative MA & PhD programs that provide a new approach to international relations, global economics and cultural diplomacy. The programs are pioneering, and unique in their content and offer valuable professional development programs. The MA & PhD programs provide a platform from which students can gain hands-on experience and high-level knowledge and relationships;

equipping students with the tools to launch their career even before the completion of their studies. The program offer several kinds of professional development programs for the students in order to enable them relevant practical experience and professional relationships in the field they desire to work in after their studies.



*Students can choose from the following professional development programs depending on their career goals:*

- Specialization on Global Governance Institutions (Including the UN, the EU, and the African Union)
- Specialization on Governments (Including all of the work of the government offices domestically as well as in the diplomatic field).
- Specialization on Parliaments (Including all aspects of the work of parliaments at the national and international level)
- Specialization on Economic Global Institutions & Corporations (Including all aspects of the work of economic global institutions & corporations)
- Specialization on NGOs (including all aspects of the work of NGOs at the national and international level)

#### *Key Objectives of the Program*

- Knowledge in Cultural Diplomacy & Preparation for the Future Evolution of the Field
- Analysis of Innovative Governance Strategies
- Professional Skills, Knowledge, Experience and Relationships

#### *Key Benefits of the Program*

- Expertise in a Minimum of Two Leading Academic Fields (Cultural Diplomacy and International Relations).
- Professional Development Programs
- Hybrid Model of University + NGO Partnership



## **List of MA & PhD Programs »**



*Study offers in partnership with **Furthwangen University (HFU)** and **The University of Bucharest** can be found in the following pages*



# Furtwangen University (HFU) »

*Furtwangen University's core focus is on science-based, practical education and training. Traditional boundaries between subject fields are removed in interdisciplinary projects. HFU is a leader in the specialist areas of engineering, computer science, information systems and management, engineering management, media, international business and health. The range of courses and programs is constantly being improved to take account of innovative developments.*

<http://en.hs-furtwangen.de>

## List of Programs

The Degree is offered by Furtwangen University (HFU) in partnership with the Academy for Cultural Diplomacy.

**MA Program in International Economics, Business & Cultural Diplomacy (One Year Program)**

**MA Program in International Relations & Cultural Diplomacy (One Year Program)**

**MA Program in International Relations, Global Health & Cultural Diplomacy (One Year Program)**

**MA Program in International Relations and Cultural Diplomacy (Two Year Program)**

**MBA Program in International Economics & Cultural Diplomacy (Two Year Program)**

**MA Program in International Economics, Business & Cultural Diplomacy (Two Year Program)**

## About Furthwangen University

Furtwangen University's core focus is on science-based, practical education and training. Traditional boundaries between subject fields are removed in interdisciplinary projects. HFU is a leader in the specialist areas of engineering, computer science, information systems and management, engineering management, media, international business and health. The range of courses and programs is constantly being improved to take account of innovative developments. Our aim is to offer forward-looking degree programs to talented young people, awarding top-quality, accredited degrees which open up exceptional career opportunities. At the same time, we support the journey our students make towards

### **Excellence in the following areas:**

- High quality and innovation in teaching
- Strong practical focus through collaboration with industry
- International focus
- Applied Research
- Continuing education and lifelong learning
- Cooperation and motivation
- Social responsibility and safeguarding of the future

becoming responsible and competent individuals with the ability to identify and solve problems independently. Additionally, through application-oriented research and academic professional development, our university supports the next generation of scientists contributing to innovation and improved skills in business and society.

## **High quality and innovation in teaching**

Our aim is to provide top-notch, practical study programmes with a strong scientific basis, leading to widely-recognized academic qualifications. We are continually improving our range of programmes and qualifications which include undergraduate and postgraduate degree courses as well as professional training at university level. In our bachelor's and master's degree programmes, academic, technical and methodological skills are taught using innovative teaching methods in an attractive learning environment. Studying at HFU provides students with interdisciplinary, application-oriented knowledge which will prepare them well for their future careers.

Our university understands the importance of cooperation and strong partnerships with industry. Ongoing information exchange with our partners in companies and organisations guarantees a practical focus in teaching, research and professional development. We also work with those partners to develop new study programme models and relevant funding programmes for our students.



## **International focus**

We support international education, research and cultural exchange by working in collaboration with universities and companies around the world. We develop our degree programmes with a focus on international opportunities and demands and guarantee that they will be recognised around the world. The inclusion of international developments in our course content and the teaching of foreign languages and intercultural skills, as well as the provision of funding for travel abroad, all help to prepare graduates for work in an international environment. Our international profile is further strengthened by our worldwide collaborations and partnerships: study modules abroad; joint-degree agreements; recruitment of international students, staff and professors; and international research cooperation agreements.

## **Applied research**

We actively support cooperation between our university and partner companies in the area of applied research and technology transfer as it is an essential catalyst for innovation and the sustained relevance of our teaching. Lecturers are actively involved in application-oriented research, development and project work ensuring the relevance and quality of course content. Both students and companies are also encouraged to take advantage of results.



## **Professional development and lifelong learning**

Our university enthusiastically supports lifelong learning, offering continuing education courses for academic and professional qualifications. We explore new approaches and develop innovative, customer-oriented programmes and courses for companies, organisations and graduates.

## **Cooperation and motivation**

We are experts in crossing borders: in cooperative work between students, staff, and professors; in interdisciplinary projects bringing together different faculties and departments in the university; and between teaching, research and professional development. Our visiting lecturers act as important links between the university and industry. A focus on service, transparency and continuous improvement characterises all processes throughout our university. Motivation, personal aptitude and professional dedication, as well as research and development experience, all guarantee academic and technical expertise.

## **Social responsibility and safeguarding of the future**

Social responsibility, sustainability and the safeguarding of our future are at the forefront of our goals. We provide our students with the necessary skills for forward-looking, sustainable action in industry, the environment and in society as a whole. In addition, we actively support work-life balance by creating a family-friendly culture for our employees and students.



# University of Bucharest »

*The University of Bucharest is a leading academic center and a significant point of reference in society, and it adheres to the principles of academic integrity and critical thinking. The University is one the leading higher education institutions in Romania and South-East Europe by actively contributing through research and teaching to the development and use of knowledge. The University's main objective is to offer high-quality academic programs and research facilities, and becoming a forefront of research and teaching.*

[www.unibuc.ro](http://www.unibuc.ro)

## List of Programs

*The Degree is offered by the University of Bucharest in partnership with the Academy for Cultural Diplomacy.*

**PhD Program in International Relation & Cultural Diplomacy (Three Year Program)**

## About The University of Bucharest

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The University of Bucharest offers numerous study programs, from Bachelor degrees to PhD programmes, as well as lifelong learning programmes and Erasmus programmes. All the University's programmes are accredited or authorized. Enhancing international cooperation, the University has defined partnerships and strategic collaborations with more than 100 prestigious universities from 40 different countries.

The University of Bucharest offers undergraduate and postgraduate degree courses in social sciences and humanities, and natural sciences. The University consists of nineteen Faculties, each specialised in an academic field. The University's Faculties are the following: Mathematics and Informatics, Physics, Chemistry, Biology, Geography, Geology and Geophysics, Business and Administration, Law, History, Sociology, Psychology and Education Sciences, Political Sciences, Philosophy, Journalism, Letters, Foreign Languages and Literature, Ortho-

dox, Roman-Catholic, and Baptist Theology. This structure gives the students and academic staff a strong sense of community. The Faculties offer high-standard academic programmes and in return they demand excellence from their students. The University's graduates and alumni effectively contribute to public agenda setting and decision-making processes, and contribute to international research in all academic fields.

The University of Bucharest adheres to the European Union's education principles and its entire structure of the curricula has been made compatible with the Bologna framework throughout its Faculties. The University currently offers thirty-eight undergraduate fields of study with more than 100 majors. The forms of study offered by the University are: full-time, part-time and distance learning. The University offers 180 postgraduate programmes.

Most Faculties offer PhD programmes and the PhD students' scholarships are currently financed by European structural funds within three-year projects. The University of Bucharest will develop its own set of policies regarding PhD supervision and formation from other universities.



## History

The **University of Bucharest** is rich in history and has been actively contributing to the development and modernisation of Romanian education, science and culture since 1694.



# icd

House of Arts & Culture

ICD ANNUAL CONFERENCE  
DECEMBER 14-19 2016



# Certificate Programs in Cultural Diplomacy »

## Professional Development Programs

The Center for Cultural Diplomacy Studies developed the Certificate Programs in Cultural Diplomacy in order to offer and provide participants with comprehensive, tailored learning opportunities in a number of cultural diplomacy related fields. Each program features lectures, seminars and workshops lead by experts from the fields of international politics & economics, diplomacy, arts & culture, academia, civil society, and the private sector.

Certificate Programs offer the opportunity to learn about the innovative field of Cultural Diplomacy over a short period of time, allowing students and professionals with other commitments to participate. The programs offer access to high profile guest lectures, audio-visual content, a large library of reading materials, and professional networking opportunities to promote one's own projects. All participants will be awarded an official certificate of attendance upon completion of the program, which will provide details of the speakers who took part and the topics discussed.

The professional development programs of the CCDS are actively supported by major figures in international politics, academia, the diplomatic community, civil society, and the private sector.



## **Key Objectives of the Program**

**Knowledge in Cultural Diplomacy & Preparation for the Future Evolution of the Field** - To educate students about Cultural Diplomacy within the context of the political, economic, and cultural dimensions. In addition, the CCDS aims to cultivate individual thought and reflection on new issues surrounding the rapidly developing field of Cultural Diplomacy.

### **Analysis of Innovative Governance Strategies**

**Strategies** - To enable students to analyze innovative governance strategies, such as soft and smart power strategies, new theories of interdependence ....all within the framework of the contemporary international relations discourse.

## **Key Benefits of the Programs**

The programs provide students the opportunity to acquire knowledge, skills, and relationships in the traditional areas of international relations in general as well as in institutions and organizations such as in the UN, EU, AU, national governments, national parliaments, international corporations and international NGOs.

The professional knowledge that is provided for the students is the main scope of the programs and is designed specifically in order to provide students with the best tools in order to develop their careers and to acquire jobs in these institutions and organizations.

Students will obtain an expertise in Cultural Diplomacy which is a rapidly evolving and important field, within the public sector, private sector, and civil society.

**Professional Skills, Knowledge, Experience and Relationships** - To equip students with the relevant skill sets, knowledge, professional experience and professional relationships, so that they will be able to acquire a job immediately upon completion of the degree. One of the main goals of the CCDS is to enable students to acquire job opportunities and develop their careers in institutions such as the UN, EU, African Union, national governments, national parliaments, international corporations and international NGOs.

Students will have free access to 2 ICD events around the world, as well as provide access to prominent experts in various fields.

The international environment of the Center for Cultural Diplomacy Studies will furthermore offer participants a unique opportunity to interact with leading experts and academics at a wide variety of international organizations and research centers, which will enhance and supplement the overall education of each individual, all while enjoying a unique multicultural atmosphere.

As participants of the Certificate Program in Cultural Diplomacy, individuals will be able to take part in ICD events and greatly benefit from this exclusive experience.



# E-Learning Programs in Cultural Diplomacy »

## *Professional Development Programs in Cultural Diplomacy*

The Center for Cultural Diplomacy Studies has developed the E-Learning Programs in order to offer individuals interested in the field of Cultural Diplomacy and related areas the opportunity to increase their experience in this expanding field.

The E-Learning Programs have been designed to be studied at a distance, giving students the flexibility to study from any location in the world within a structured and supportive framework. The programs are built in a way that allows individuals currently working full time the ability to acquire academic knowledge with maximum flexibility regarding scheduling and learning formats. The programs have been designed in a flexible way to allow students to structure their instruction around their own schedules.

The courses will be delivered via an e-Learning platform, designed to help participants meet the course's learning objectives through a self-paced study routine supported by multimedia, required and optional readings, and a wealth of other information adapted specifically to full-time professionals.

The programs offer access to high profile lecturers, audio-visual content, a library of reading materials, and professional networking opportunities to promote one's own projects. Students will have access to innovative research and publications in the field and a distinguished and renowned faculty. In addition to obtaining an expertise in Cultural Diplomacy, students will have the possibility to create and implement their own programs of Cultural Diplomacy with the support of the ICD and its partners.



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### **Program Certificate**

Participants will be awarded an **official certificate** upon successful completion of the program. The certificate will be signed by members of the Academy Faculty and ICD Advisory Board, which include high-level politicians, leading academics, and renowned experts.

**Letter of Recommendation** - For those students who implement specific projects of Cultural Diplomacy or write exceptional final papers for their e-Learning Program, it will be possible to request letters of recommendation from the ICD to assist in their career development.





**CCDS** Center for Cultural  
Diplomacy Studies

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www.ccds-berlin.org



**CC  
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