

# USC-SJTU Institute of Cultural and Creative Industry

<http://chuangye.sjtu.edu.cn:8080/>

## I . Introduction to Disciplines and Main Research Fields

The USC-SJTU Institute of Cultural and Creative Industry (ICCI) is the outcome of the strong partnership between University of Southern California (USC) and Shanghai Jiao Tong University (SJTU) that was forged more than a decade ago. As a joint institute between USC and SJTU, ICCI will draw high quality resources from both mother universities in fields of cultural industry to ensure that it will be a true innovator in delivering top class education, research, training, and social services focused on culture-related industries, as well as an interdisciplinary platform for diverse international cooperation and industrial collaboration. The institute will use the advanced education ideas and cultivation mode in the fields of the University of Southern California for reference, and integrate global resources according to the classification of the industry value chain and market demand.

Currently ICCI sets up a professional Master Degree Program for the major of Cultural and Creative Industry Management. This Program aims to integrate the resources of the two universities and develop future interdisciplinary talents in the practical management of culture-and-creative-related industries through teaching basic theories and methods in economics, management, and culture. Students are expected to grow into future leaders in a wide range of culture-related industries, including film, new media, entertainment management, cultural industry investment, press and publication, network and e-commerce, tourism, fine arts and many others.

This Full-Time Program lasts for two and a half years. On completion of the required SJTU courses and thesis, and the payment of all required tuition and fees, the students of the Program will be awarded a MA degree of Journalism and Communication by SJTU. On successful completion of the required courses of USC and the payment of all required USC tuition and fees, the students will be awarded the degree of Master of Management Studies (M. M. S. ) by USC.

## II . Faculty

In respects of talent training and scientific research, ICCI would integrate prestigious

global resources and build its own world-class faculty teams, inviting both USC faculty and other international experts in fields of cultural and creative industries. Currently ICCI has outstanding scholars and researchers all over the world, including Professor Michael Keane of Chinese Media and Cultural studies at Curtin University, Professor John Hartley, founder of the ARC Center of Excellence for Creative Industries and Innovation and Director of the Center of Cultural and Science Technology Center at Curtin University, Professor Michael Andrew Hann of Design of Cultural Product Industries and Cultural Market Management at the University of Leeds, and Anthony T. McKenna of Film and Cultural Industries at the University of Nottingham.

No.	Name	Research Field	No.	Name	Research Field
1	Shantanu Duta	Marketing	9	GE Yan	Communication Behavior
2	David Craig	Entertainment Industries Studies	10	LIN Xun	Symbol Culture and the Mathematics Concepts in Cultural Symbol
3	Chen Baizhu	Finance	11	YU Kai	Technological Audio Content Analysis and Application
4	Lucy Montgomery	Cultural Creative Industries Studies	12	XIONG Hongkai	Video Network Encoding and Transmission
5	Anthony Mckenna	Film and Cultural Industries Studies	13	ZHAI Guangtao	Image Processing and Estimation of Quality
6	Michael Keane	Chinese Media and Cultural Studies	14	YU Mingyang	Brand Strategy and Public Relations
7	John Hartley	Creative Industries Studies	15	SHI Zhanzhong	Industry Economics and Technology Economics
8	Michael Hann	Creativity and Design	16	LUO Shougui	Urban and Regional Economics

### III. Platforms for Scientific Innovation

ICCI is devoted to becoming the innovation leader for teaching, research, and social services in culture-related industries. The Sino-US Network Audio-Visual Communication Management Research Center in Zizhu, Shanghai has been recently founded to integrate resources from USC and other international collaborative institutions, as well as industry partners. Other centers, including the Cultural Industry Creativity, Innovation & Entrepreneurship Research Center, Special Effects, Animation and New Media Technology

Engineering Research Center, and Cultural Industry Development Strategy Research Center are also underway.

#### **IV. Cultivation Characteristics**

As a problem solving and programs oriented school, ICCI would integrate global resources and form new course systems and educational programs based on the industry value chain instead of traditional majors and disciplines. A database of global experts, professors, and scholars would be built with successful entrepreneurs being selected to be ICCI's tutors. An innovative tutor system, consisting of faculty from schools, industries, and overseas units, would set up interdisciplinary modules and research programs to have world level achievements in terms of cultural and creative industry's education and research. Students in their two and half years study would have internship chances in well-known culture-related companies, including new media, art, finance, film, network and many others.