



## Introduction

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.

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.

The program lasts for two and half years. On completion of the required SJTU courses and thesis, and the payment of tuition and fees, the students will be awarded the Master Degree of Journalism and Communication by SJTU. On successful completion of the required courses of USC and the payment of USC tuition and fees, the students will be awarded the degree of Master of Management Studies (M.M.S.) by USC.

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## 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's value chain instead of traditional majors and disciplines. The supervisor group system consists of academic supervisors, industrial supervisors and international supervisors. 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.



ICCI has attracted outstanding scholars and researchers to teach at SJTU campus, including 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 Titus Levi, the former faculty from University of Southern California and Hong Kong Baptist University, Professor Bin Zhou, Chairman, United Association of Calligraphy, NGO Associated with the United Nations Department of Public Association, the instructor of Chinese Calligraphy of the former UN Secretary-General Ban Ki-moon.



## Renowned Professors

Name	Research Interests
Baizhu CHEN	Finance
David CRAIG	Entertainment Industries Studies
Shantanu DUTTA	Marketing
Yan GE	Communication Behavior
John HARTLEY	Creative Industries Studies
Wenshing HO	Raw Metadata Recording Technology
Ben LEE	Organizational Communication
Titus LEVI	Media Economics, Industrial Organization
Francis PEREIRA	Clinical Information and Operations Management
Sunghan RYU	IT Innovation in Cultural and Creative Industry
Sha YANG	Marketing
Kai YU	Technological Audio Content Analysis and Application
Mingyang YU	Brand Strategy and Public Relations
Bin ZHOU	Chinese Calligraphy Creation

## Platforms for Scientific Innovation

ICCI is devoted to becoming the innovation leader for teaching, research, and social services in culture-related industries. The ICCI New Media Management Research Center has been founded to integrate resources from USC and other international collaborative institutions, as well as industry partners. Other centers, including the Cultural Industry Creativity, Innovation and Entrepreneurship Research Center, Special Effects, Animation and New Media Technology Engineering Research Center, and Cultural Industry Development Strategy Research Center are also underway.



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