

# INTERNATIONAL WEEK\_2025

**24TH – 28TH FEBRUARY**



FLORIDA UNIVERSITARIA IS PLEASED TO INVITE YOU TO PARTICIPATE IN  
**THE 12TH EDITION OF OUR INTERNATIONAL WEEK**

Teaching will be focused on five areas: Engineering, Business, Logistics, Education and Video Game Design. Additionally, given its relevance in students' future careers, a transversal skills session and a closing masterclass addressed to all the participants will be part of the programme.

If you are interested in participating, complete the following application form:

<https://forms.office.com/e/yy46qw6Bxv> [deadline for applying: 1st November 2024].

Below you will find a short description of the course topics chosen for each degree:

## EDUCATION

### WELL-BEING IN THE EDUCATIONAL COMMUNITY

Well-being in the educational community is a goal to be achieved within the 2030 agenda. To this end, it is necessary to cultivate mental and emotional health, inclusion, active participation, respect, continuous education, and social support. By focusing on these aspects, communities can create healthy and enriching environments that promote the holistic development of their members and foster harmonious and productive coexistence. Therefore, in this course, it is of special interest to explore the different methodologies and work environments aimed at achieving this well-being goal.

## ENGINEERING

### SUSTAINABLE ENGINEERING

Increasingly, there is advocacy for a more efficient and sustainable planet. Therefore, technological fields like engineering, industrial design processes from the perspective of sustainability, efficiency, and productivity. The aim of this course is to teach engineering students processes, studies, and research carried out in the sector that show the technical contribution of the engineering industry to sustainability and efficiency.

## LOGISTICS

### SUPPLY CHAIN RESILIENCE

Nowadays, supply chains need to anticipate changes in customer demand faster to be able to plan and execute their processes more efficiently in time and cost. To achieve this, its structures and facilities, human resources and technology need to be resilient. Due to this need, supply chains are currently undergoing a strong digital transformation to ensure that their logistics assets are agile and, above all, flexible. This course will provide students with the keys to making supply chains more resilient.



## BUSINESS

### BUILDING A SUSTAINABLE ORGANISATION

In recent years, particular emphasis has been placed on the importance of having organisations that develop sustainable management. The main features of this type of organizations are: long-term orientation, care and development of employees and the environment, flexibility, external partnerships, as well as fairness and equity. This course will seek to shed light on the development of business strategies aimed at building and enriching sustainability within the business industry.

## VIDEO GAME DESIGN

### STORYTELLING: A POWERFUL TOOL IN VIDEOGAMES AND THEIR CURRENT CONTEXT

One of the most immersive facets of videogames is their narrative. From the design of its characters to its plot, the story in which we immerse ourselves when playing has a powerful role both in the field of entertainment and in serious games or social responsibility. Storytelling, through its structure, its interactivity or its message, allows us to discover unknown realities in our own context and thus delve into them through the game. This course will explore the essentials of this topic.

## TRANSVERSAL

### VERBAL AND NON-VERBAL COMMUNICATION ACROSS CULTURES

Students need to understand diverse cultural expressions and enhance their verbal and non-verbal interaction skills, to build effective cross-cultural relationships. This involves recognizing and adapting to different communication styles and cultural contexts, which is crucial for both personal and professional success in a globalized world. Through case studies, role-playing, and interactive discussions, in this course, participants will gain insights into cultural etiquette, gestures, body language, and context-specific communication practices.

### USEFUL INFORMATION

- > **Description:** Lecturers will address essential issues related to the topics listed above.
- > **Dates:** 24th – 28th February 2025
- > **Attendants:** Undergraduate students.
- > **Tuition hours:** 8 hours over a one-week period.
- > **Tuition Language:** English.
- > **Methodology:** Active learning [case studies, workshops, debates, etc.]



VALENCIA - SPAIN

If you are interested in participating, please contact **Dr Pilar Alberola** [International Week Coordinator] for further details and application form: [palberol@florida-uni.es](mailto:palberol@florida-uni.es)