

# INTERNATIONAL WEEK\_2021

**22ND – 26TH FEBRUARY**

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WELCOME TO FLORIDA INTERNATIONAL WEEK 2021.

This event offers the opportunity to teach in a different environment, meet colleagues, discuss international cooperation with members of our International Office and spend a few days in the bustling city of Valencia.

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

If you are interested in participating, below you will find a short description of the course topics chosen for each degree:

## EDUCATION

### EDUCATION ACROSS EUROPE

The main objective of the Education area in this International Week is to offer an overview of the different education systems in some European countries and to try to gain insights of some key aspects. Students and visiting scholars will reflect upon the way that special educational needs are tackled, which multilingual policies are followed in each country and how teacher training is organised as well as how competences are evaluated. It altogether will enable participants to build a critical and informed view on education issues on an international scenario.

## ENGINEERING

### NEW ADVANCES IN ENGINEERING

Numerous scientific and technological advances are taking place nowadays. Engineering is merely the application of these studies to improve processes and products and consequently people's life.

In this short course, we would like to present some of the different industrial fields with greater advances in recent years, such as: biomaterials and biomechanics, electric motors, renewable energy, functional surfaces, alternatives to plastic, industry 4.0, robotics, nanotechnology, and 3D printing.

## TOURISM

### THE FUTURE OF TOURISM IN THE COVID ERA

The covid-19 health crisis represents a turning point in the lives of millions of people, which will affect some activities more than others. There seems to be a consensus that tourism will be one of the last sectors to recover and, in a situation as difficult as this, it is more necessary than ever to identify opportunities.

While the situation varies from one country to another and within each country, one aspect of the recovery is consistent across the borders: international travel will be among the last sectors to reignite. What will the sector look like in the future and how will it evolve? Those are questions that affect all of us, so Florida International Week will be a good place to talk about them.



## BUSINESS

### MARKETING & CORPORATE STRATEGY IN A POST COVID WORLD

The unusual situation caused by the coronavirus crisis has provoked a change in priorities. Companies must adapt their strategies to connect with their customers in this exceptional period.

In the case of consumers, they have to adapt to the new situation and rethink their needs and modify their behaviour. This health crisis has given rise to more demanding consumers who learn faster every day and look for meaningful brands. In this context, understanding the challenges that companies must face in their corporate and marketing strategies is a priority. Florida International Week will be the right scenario to start talking about all these challenges.

## VIDEO GAME DESIGN

### SERIOUS GAMES AND GAMIFICATION. THE USE OF GAME TECHNOLOGIES TO IMPROVE THE WORLD

Serious games are nowadays one of the most relevant topics in the search of solutions to problems in the real world, through new technologies, using techniques usually applied to video games. In addition, gamification attempts to make the best of the motivational power of games in order to apply it to real-world problems.

As these technologies progress, more solutions can be offered to real problems. VR, AR and MR are technological examples which are present in continuous advances in several fields such as education, health, training, cultural heritage, or advertising among others.

This forum aims to cover new trends regarding serious games and the gamification of our environment and our lives to discover new technological possibilities to improve the world.

## TRANSVERSAL

### CROSS-CULTURAL ETIQUETTE IN A GLOBAL SOCIETY

The expansion of businesses, education institutions and leisure activities globally requires cross-cultural etiquette training. Cross-cultural etiquette involves a set of standards related to customs and expected behaviours around the world.

Understanding the customs and cultures makes social interactions run more smoothly since it shows respect, it is a sign of professionalism, it prevents misunderstandings and creates a pleasant environment for everyone.

Throughout the International Week, lecturers from several European countries will train our students in cross-cultural skills that will help them success professionally, no matter the industry in which students work.

### USEFUL INFORMATION

- > **Description:** Lecturers will address essential issues related to the topics listed above.
- > **Dates:** 22nd - 26th February 2021
- > **Attendants:** Undergraduate students.
- > **Tuition hours:** 8 hours over a one-week period.
- > **Tuition Language:** English.
- > **Methodology:** Participative [case studies, workshops, debates]



VALENCIA - SPAIN

If you are interested in participating in **Florida International Week 2021**, please contact **Pilar Alberola** [course coordinator] for further details and application form: [palberol@florida-uni.es](mailto:palberol@florida-uni.es)