

INTERNATIONAL WEEK_2022

21ST – 25TH FEBRUARY

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WELCOME TO FLORIDA INTERNATIONAL WEEK 2022.

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, send your application by **12th November 2021**.

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

EDUCATION

INCLUSIVE TEACHING. IS IT A REALITY?

Inclusive education means that all children and young people, with and without disabilities or difficulties, learn together in the various educational institutions that have an appropriate support area. It involves changes in content, structures and strategies, with a common vision for all children with the appropriate age range and the conviction that it is the responsibility of the regular system to educate all children. This course will address inclusion from a broad perspective including the challenges involved in the realization of teaching students without discrimination of any kind. Types of inclusive learning, inclusive schools, inclusive education, will also be topics to be covered in the International Week.

ENGINEERING

MATERIALS SELECTION IN NEW ENGINEERING PROCESSES AND TECHNOLOGIES

In engineering processes as in the design of industrial products, one of the most important aspects lies in the selection of the material.

In this course, we want to bring students closer to how to make a choice of materials based on their properties. Such as, mechanical, chemical, physical, electrical, etc.

TOURISM

SUSTAINABILITY AS A FUNDAMENTAL TOOL IN THE SEARCH FOR COMPETITIVE ADVANTAGE

Sustainability has become an unavoidable obligation for companies around the world. On a voluntary basis, although mandatory by a society that increasingly demands responsible companies and entrepreneurs, the Sustainable Development Goals (SDG, 17 objectives and 169 proposed goals) have become a priority within the business strategy. The main theme of Florida Universitària International Week is to analyse how the SDGs have been integrated into the tourist organization's strategy as a central issue in the search for competitive advantage.

BUSINESS

EMPATHY AND COMPASSION AS TOOLS FOR MANAGING ORGANIZATIONAL TALENT AND THE SEARCH FOR CORPORATE EXCELLENCE

The crisis that has occurred between 2020 and 2021 because of the COVID-19 pandemic has produced a profound social change in society and its companies. It is no longer about selling products and services, but also about empathizing with people and trying to offer solutions. Florida Universit ria International Week seeks to analyse how empathy and compassion have become a central element in the management of organizational talent and as a strategy to achieve competitive advantage.

VIDEO GAME DESIGN

NEW TECHNOLOGIES IN eSPORTS

eSports have transformed the market. Nowadays eSports are one of the strongest businesses, with millions of consumers connected from their homes or in events with face-to-face tournaments.

eSports have progressed hand in hand with new technologies usually applied to video games. These technologies allow to make these tournaments more realistic and attractive. In addition, they allow users to participate online in a much more immersive way.

Virtual reality (VR), augmented reality (AR), artificial intelligence (AI), data mining, 5G... are some of these technologies that have been integrated into eSports.

This forum aims to cover new trends around new technologies that can help eSports reach more people and in a more immersive way.

TRANSVERSAL

INTERCULTURAL AWARENESS

Being aware of the cultural differences is essential when somebody lives or works closely with people from other countries. Understanding cultural differences may help future professionals succeed in intercultural settings, it will also avoid misunderstandings and communication will be more effective. People perceive, interpret and evaluate things in different ways, therefore, interculturality implies respect, flexibility, open-mindedness and interest in other cultures. In this course relevant aspects of communication across cultures will be addressed.

USEFUL INFORMATION

- > **Description:** Lecturers will address essential issues related to the topics listed above.
- > **Dates:** 21st - 25th February 2022
- > **Attendants:** Undergraduate students.
- > **Tuition hours:** 8 hours over a one-week period.
- > **Tuition Language:** English.
- > **Methodology:** Participative and active learning (case studies, workshops, debates)



VALENCIA - SPAIN

If you are interested in participating in **Florida International Week 2022**, please contact **Pilar Alberola** (course coordinator) for further details and application form: palberol@florida-uni.es