

# INTERNATIONAL WEEK\_2023



CoopLearning®



**20TH – 24TH FEBRUARY**

FLORIDA UNIVERSITARIA IS PLEASED TO INVITE YOU TO PARTICIPATE IN  
**THE 10TH ANNIVERSARY 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, send your application by **12th November 2022**.

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

## EDUCATION

### EDUCATIONAL COACHING

Learning based only on transmitting information has proved to cause frustration in learners, so a change is needed. The educational model in coaching should be cooperative, not directive, and should encourage the student to learn how to learn. Therefore, coaching is a methodology that favours personal and professional development and influences students' transformation, provoking changes of perspective, increasing motivation, commitment, responsibility and, finally, learning. This course will address coaching for our students to learn techniques and tools to apply educational coaching in their classrooms.

## ENGINEERING

### RENEWABLE ENERGY AND ENERGY EFFICIENCY

The efficient use of energy both in the design and in the improvement of existing facilities, as well as the development of technology with renewable energies, are an essential field in engineering studies.

We want to offer a course in which our students learn about new energy resources, geothermal, hydraulic, photovoltaic, wind power, etc and their use in cities and the sustainable industry.

## LOGISTICS

### RELEVANCE AND CURRENT CHALLENGES OF GLOBAL SUPPLY CHAIN

No doubt Covid-19 has caused many social and business changes. The Supply Chains have been affected by these changes too. The existing situation caused by the Covid-19 pandemic requires new ideas to face the obstacles that have arisen in logistics and the traditional supply chains operations and business models. This course aims to analyze the Global Supply Chains relevance to society and how to approach future challenges.

## BUSINESS

### GLOBALIZATION AT THE CROSSROADS.

In recent decades, companies have taken advantage of globalisation in the pursuit of competitive advantage. Global products and services, along with expanded markets, have enabled strong economic growth and increased global welfare. However, pandemics, supply chain problems and Russia's invasion of Ukraine have changed the rules of the global economy. Analysing these changes and their impact on the competitiveness of European companies has become a fundamental and academically relevant topic for reflection, therefore, the course will be focused on these aspects.

## VIDEO GAME DESIGN

### AVATARS: THE POWER OF SELF-REPRESENTATION

Avatars are a key factor in video games, serious games, and interactive experiences since they represent the most relevant asset: People. Avatars, in their different approaches (player figures, playable characters, player-controlled components, etc.) have an actual impact on a wide range of topics, from game design to player engagement. Additionally, avatars also act as a remarkable element in fostering gender and minority representation and inclusiveness.

This course aims to cover new trends regarding aspects like customization of avatars, aesthetic traits, narrative characteristics, interactions avatar-environment-avatar, and social presence.

## TRANSVERSAL

### ORAL PRESENTATIONS IN MULTICULTURAL SETTINGS.

Oral presentations are frequently delivered to multicultural audiences. Being aware of attendants' cultural backgrounds is essential when somebody prepares an oral presentation. Understanding cultural differences may help 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 oral presentations across cultures will be addressed.

### USEFUL INFORMATION

- > **Description:** Lecturers will address essential issues related to the topics listed above.
- > **Dates:** 20th - 24th February 2023.
- > **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 2023**, please contact **Pilar Alberola** [course coordinator] for further details and application form: [palberol@florida-uni.es](mailto:palberol@florida-uni.es)