

INTERNATIONAL WEEK_2027

22ND – 26TH FEBRUARY



FLORIDA UNIVERSITARIA IS PLEASED TO INVITE YOU TO PARTICIPATE IN
THE 15TH EDITION OF OUR INTERNATIONAL WEEK

The teaching programme will focus on five key areas: Engineering, Business, Transport & Logistics, Education, and Video Game Design. To further support students in their professional development, the programme will also include a session on transversal skills and will conclude with a master-class open to all participants.

If you have expertise in any of the topics listed below and are interested in teaching during our International Week, please complete the following application form:

<https://forms.office.com/e/ARrsww0Aa> [Deadline for applying: 16th October 2026].

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

EDUCATION

FROM FEAR TO FLUENCY - AI IN EDUCATION

Artificial intelligence is transforming every field, including education. We have a responsibility to help our students, who will be future teachers, use AI critically, ethically and effectively. To do so, we must first develop our own understanding and skills. The focus should shift from moving beyond resisting AI in the classroom to exploring how to integrate it meaningfully into lesson planning, assessment and administrative tasks, turning AI into a valuable educational tool rather than a challenge to overcome.

ENGINEERING

ENGINEERING FOR A SUSTAINABLE AND INTELLIGENT FUTURE

The International Week 2027 at Florida Universitaria will focus on the role of engineering in building a sustainable, digital and human-centered future. We invite professors and researchers from partner universities to share innovative experiences, research, case studies and teaching practices related to smart manufacturing, sustainability, renewable energy, digital transformation, automation, artificial intelligence, materials innovation, mobility, and engineering education for the challenges of the 21st century.

TRANSPORT & LOGISTICS

SUSTAINABLE FUTURE: ENVIRONMENTAL INNOVATION IN GLOBAL SUPPLY CHAINS

This course will explore how global supply chains are integrating environmentally oriented strategies and technologies to address current climate challenges. The transition towards more responsible logistics models has become an unavoidable priority, and organizations are redesigning their operations to reduce emissions, optimize resources, and minimize their ecological footprint. The aim of this edition is to show students how international companies are applying principles of circular economy, renewable energy, sustainable logistics and transportation practices to build supply chains that are more resilient, efficient, and aligned with global sustainability objectives such as the SDGs and the Triple Bottom Line.

BUSINESS

SUSTAINABILITY AND ESG STRATEGY: CREATING VALUE THROUGH RESPONSIBLE MANAGEMENT

Sustainability has become a strategic priority for organisations worldwide. During the International Week at Florida Universitària, we welcome contributions from international colleagues to discuss ESG strategies, sustainable innovation and responsible leadership. By exchanging experiences and best practices, we aim to explore how organisations can address environmental and social challenges while strengthening competitiveness and creating long-term value.

VIDEO GAME DESIGN

FOCUS, FLOW AND CREATIVITY IN GAME DEVELOPMENT

Successful game development requires more than technical skills; it demands sustained attention, creativity, and effective collaboration. This course wants to explore how developers can improve focus, reduce distractions, and foster productive creative workflows. Through practical activities and international perspectives, participants will analyze the relationship between attention, flow states and creative performance, developing strategies that can be applied to both academic projects and professional game production.

TRANSVERSAL

CULTURE IN ACTION: COMMUNICATION AND SOCIAL HABITS AROUND THE WORLD

This short course explores how culture shapes communication styles, social behaviours, and everyday interactions across different societies. Participants will examine cultural values, verbal and nonverbal communication, etiquette, and social habits from around the world. Through practical examples and interactive discussions, learners will develop greater cultural awareness, improve intercultural communication skills, and gain strategies for building respectful and effective relationships in diverse personal, academic, and professional settings.

USEFUL INFORMATION

- > **Description:** Lecturers will focus on the topics listed above.
- > **Dates:** 22nd – 26th February 2027.
- > **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:

palberol@florida-uni.es