



# Florida

Universit ria

2020

## INTERNATIONAL WEEK

24<sup>th</sup> - 28<sup>th</sup> FEBRUARY

**Florida International Week 2020** 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 four areas: **Engineering, Business, Tourism and Education**. Additionally, given its relevance in students' future careers, a **transversal skills** session will be part of the programme.

Below you will find a short description of the course content in each area:



### ENGINEERING

#### **NANOTECHNOLOGY, AN ESSENTIAL ISSUE IN ENGINEERING STUDIES.**

One of the essential topics in engineering studies is nanotechnology [nanoscale science and engineering, as well as nano-enabled technologies] due to its great impact on society at different levels such as security, economic development or environmental and human health. Nanotechnology is a multidisciplinary and highly competitive field which makes it one of the most highly funded fields.

As nanotechnology evolves at a fast pace, students' mastery in nanotechnology is imperative, thus in this course the highest emphasis will be given to the activities that trigger the students' creative thinking, criticism and life-long learning in relation to nanotechnology.

### BUSINESS

#### **BUILDING STRATEGIES TO SURVIVE IN A "VUCA" WORLD.**

At present, the most competitive organizations are those that can work in a "VUCA" environment. This concept was developed in the 90s and responds to a characterization of the environment defined by volatility, uncertainty, complexity and ambiguity. In this scenario, companies are forced to adapt to continuous changes that challenge their strategies and question each movement they make.

In a "VUCA" environment it is fundamental to focus the business strategy on knowledge and continuous training, as well as on the capacity to face changes. In this context, it is important to define many things: which useful tools do organizations have?, how can an organization adapt its strategic planning to a global and complex vision?, how can companies prepare their staff?, can digitalization improve opportunities of surviving?...

Throughout Florida International Week we will analyse strategies and tools available for organizations to deal with this complex "VUCA" and brave new world.

## TOURISM

### **INNOVATION IN HOSPITALITY MANAGEMENT: HOW TO REMAIN ALIVE AND KICKING IN A CHALLENGING BUSINESS ENVIRONMENT**

The competitiveness of organizations in the hospitality sector has been influenced by dramatic changes in the global economy. Surviving in such a competitive industry depends, to a large extent, on the definition of business models that allow the development and transformation of products adapted to tourists 4.0. This will permit to optimize the user's experience through the application of agile management tools.

The analysis of the influence of digital transformation, the development of emotions, creativity, leadership, helpful attitude and management of the user's experience has become mandatory for those organizations in the tourism sector that want to survive in a volatile, uncertain, complex and ambiguous world.

During Florida International Week we want to analyse all the aspects that can help organizations survive in a context of continuous challenges and big opportunities.

## EDUCATION

### **INCLUSION IN EDUCATION**

The International Week for Education students will cover how schools face the challenges of including students from different backgrounds, communities and abilities in primary education. It aims at bringing the insights of pedagogical approaches to embrace diversity in schools nowadays. It will enable participants to engage in reflection of everyday practices in several European countries.

## TRANSVERSAL COMPETENCES

### **DEVELOPING SUCCESSFUL TEAMWORK SKILLS IN AN INTERNATIONAL SCENARIO**

In recent years, companies have developed an interest in collaborative working driven by the need for effectiveness and efficiency. Undoubtedly, organizations encourage teamwork to increase their productivity through cooperation. From this standpoint, the ability to work in teams is highly regarded by companies when recruiting new staff.

Therefore, to increase our students' employability and ensure their career success, in this course lecturers will address teamwork from an international perspective and will train them on key aspects for successful team cooperation. Subjects such as the ability to listen, delegate or accept and give constructive criticism will be enhanced. Other main topics related to teamwork like leadership, self-commitment, respect, and good organization skills will also be included in the programme. Improving students' communication in English as well as their cultural awareness will also be specific objectives to meet throughout the International Week.

## USEFUL INFORMATION

> **Description:** Lecturers will address essential issues related to the topics listed above.

> **Dates:** 24<sup>th</sup> - 28<sup>th</sup> February 2020

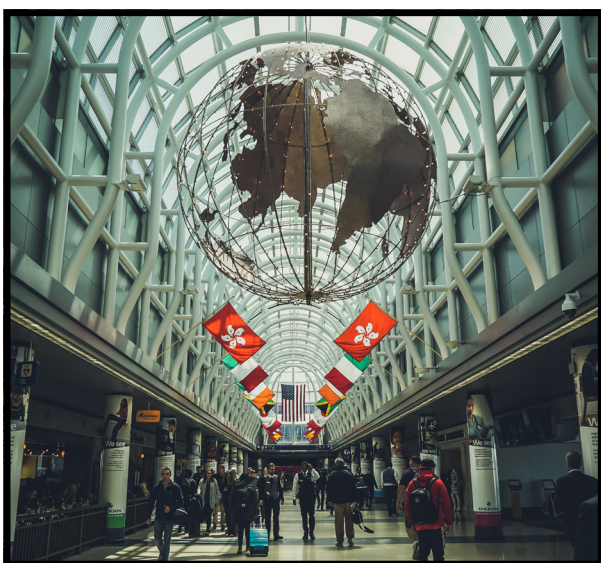
> **Attendants:** Undergraduate students.

> **Tuition hours:** 8 hours over a one-week period.

> **Tuition Language:** English.

> **Methodology:** Participative (case studies, workshops, debates)

If you are interested in participating in **Florida International Week 2020**, please contact **Pilar Alberola** [course coordinator] for further details and application form: [palberol@florida-uni.es](mailto:palberol@florida-uni.es)



VALENCIA - SPAIN

