WELCOME TO INTERNATIONAL BUSINESS SUMMER SCHOOL.

We are delighted that you are thinking of joining us this summer for three weeks of learning and adventure in Plymouth.

International summer schools are becoming an established part of the University and each year we build on this to deliver an ever more successful Summer School. You will be introduced to subjects and ideas you may not have come across before in a friendly and supportive environment. Discover more about your studies through group work and lectures. Explore Plymouth and the South West and spend your final weekend discovering London with us.

Our friendly Student Ambassadors will be with you during your stay, helping you to explore Plymouth and explaining more about the University and life in the UK.

I do hope you can visit us this year; we look forward to meeting you.

John Swarbrooke
Associate Dean - International
YOUR SUMMER SCHOOL

Create new memories in a city that offers a vibrant urban culture blended with the best of the countryside, from moor to sea. Experience the dramatic landscape of the South West, where some of Britain’s most beautiful beaches, with excellent sailing, surfing and diving opportunities are on your doorstep.

You will be most welcome.

“This is a fantastic experience, because not only do I get to sample British culture, and see the beautiful landscape here, but I can also learn something to take home to my country.

Li Gongyuan, Shanghai Maritime University.
ACADEMIC CONTENT
The International Business Summer School contains international business focused academic content including a wide range of business related sessions and developing a Business Plan.

These include:
- Entrepreneurship
- SME Business in the UK
- Leadership
- Culture and Business

SOCIAL ACTIVITIES
Our activities will help you to settle in, meet new people and maximise your free time with us. You will spend a weekend in London, watch the British Firework Championships, and enjoy fun trips to Paignton Zoo, the Eden Project and the historic Powderham Castle.

PROGRAMME
A provisional programme is included on pages 20–25. The final programme will be given to you on arrival and this will contain details of all the academic and social activities you’ll be doing.

WHY CHOOSE OUR SUMMER SCHOOL?
- Improve your English: focus on conversational English in real-world situations.
- Meet new people: a great way to meet people from all around the world.
- Enjoy Plymouth and the UK: our programme allows you to explore and enjoy the country during your time with us.

One of my favourite moments was taking a group of around 30 students to Cardiff for the weekend, with a short stopover in Bristol on the way. Being a proud Welshman, it was amazing to see just how much our guests loved my capital city and the atmosphere at an international rugby weekend.

Sam Evans, Plymouth University Student Ambassador.
LIVING IN THE SOUTH WEST

People always say there’s something special about the way of life in the South West. And it’s true. From secluded sandy coves and wide open seas to tranquil rivers and wild rugged moors, the South West offers more scope for sport and leisure than almost anywhere else in Britain.

When you join our Summer School, you will get a glimpse of life in Plymouth and beyond.
The Tamar Bridge: Devon’s gateway into Cornwall

Whitsand Bay, Cornwall
THE CITY OF PLYMOUTH

Plymouth is located in the beautiful South West of England – an idyllic location for leisure and learning, with plenty of quiet spaces and recreational opportunities.

Perched between the two counties of Devon and Cornwall, Plymouth is graced with a setting among the finest in Europe. Its enviable location makes it the ideal place to study, visit and live.

As the largest city in the South West with a population of over 250,000 people, Plymouth enjoys a combination of modern city living and rural charm. With excellent national transport links, great shopping and culture, top sporting opportunities, pristine seas and south coast sunshine, studying with us lets you live the lifestyle that only the South West Peninsula can offer. It is about three-and-a-half hours by train to London, with ferry links to France and Spain.

Video: Plymouth – city of opportunity (a day in the life of the city) watch here

Plymouth’s historical heart is the Barbican area with its narrow Elizabethan cobbled streets. Here you will find the Plymouth Gin Distillery, home to Plymouth Gin since 1793 and England’s oldest working gin distillery. Also on the Barbican is one of its most popular tourist attractions, the National Marine Aquarium which boasts Europe’s deepest tank. Close by are the Mayflower Steps, reputed to be near where the Pilgrim Fathers are believed to have finally set sail for the New World in 1620.
Plymouth University is one of the largest universities in the region with a growing international reputation. When you join our Summer School, you will study and spend time at a world class UK university.

The University’s mission is to advance knowledge and transform lives through education and research. We are the 15th largest university in the UK and one of the leading modern universities, ranked in the top four institutions in the country and 37th internationally under the age of 50 by Times Higher Education. Twice awarded The Queen's Anniversary Prize for Higher Education, we were also the first university in the world to receive the Social Enterprise Mark.

We play a key role within the South West region's economy and through our £100 million network of support and facilities, are growing and supporting hundreds of businesses across the region and beyond.
Discover our University

CAMPUS DEVELOPMENTS

We have invested more than £150 million in our campus and we’re proud of these key developments that build on our standing as a first choice university.

- £5 million Marine Station supporting teaching and research across the full breadth of marine and environmental science and engineering
- £7 million performing arts building ‘The House’ with world class facilities offering cutting-edge theatre in the heart of Plymouth
- £19 million Marine Building with unrivalled wave tank testing facilities and a ship simulator, this is the home of our multidisciplinary Marine Institute

Our buildings have benefits that reach far beyond the University.

Keep up with the progress via our website
CAMPUS FACILITIES

There is plenty to see and do when you join our Summer School. Explore different areas of our campus during your time here.

• International business sessions will be held in the award-winning Roland Levinsky Building housing purpose-built teaching facilities, access to computing and media equipment, a range of study areas, modern lecture theatres and a cinema.

• Academic sessions will take place in our modern lecture theatres, computer suites, refitted science and engineering laboratories, the Charles Seale-Hayne Library, Immersive Vision Theatre and the new Marine Building which houses a wave tank and ship simulator.

• Experience the facilities of the Nancy Astor Building with its four-court sports hall, a health and fitness centre, café and energy centre.

SUPPORT

Throughout your studies there will always be plenty of help available. There is also dedicated support to help you get the most out of your time with us including our Student Ambassadors, academic lecturers, Plymouth Global and the Events Team.

TAKE A BREAK

There are plenty of places for you to relax and take a break where you can meet up with friends, have fun and socialise. We have a number of cafes and food outlets and the campus is home to the Students’ Union, banking facilities, the Wellbeing Centre (with its own Boots pharmacy) and recreation facilities in the Nancy Astor Sports Centre.

While on campus, why not also spend some time in the historic Drake’s Place Gardens and Reservoir? This award-winning community space is a calm and relaxing oasis providing a safe diverse habitat for wildlife amid the whirl of urban living. The gardens and reservoir are open daily from 7am until dusk. Sit back and enjoy a coffee or a bite to eat in our award-winning Reservoir Café.

Plymouth city centre is only a few minutes’ walk from the University campus. Here, you’ll find many of the UK’s top brand names and the biggest stores in the region as well as many places to eat and socialise.
Our campus is only minutes away from the city centre.
YOUR ACCOMMODATION

During your stay in Plymouth, you will be living in our Halls of Residence situated at the heart of the campus. The hall is only five minutes away from the city centre and the rooms on the upper floors have the added benefit of wonderful views over Plymouth.

Our appointed Student Wardens will ensure your safety and wellbeing and provide you with an alternative source of support if needed.

ACCOMMODATION FACILITIES

- Laundry facilities on site
- Broadband available in every room and a Wi-Fi service throughout the building
- Flats in this hall have three to ten bedrooms and a shared kitchen area
- Modern kitchen and bathroom facilities
- Bedding and towels provided
- Meal package included (this includes breakfast and lunch during weekdays. A varied menu is on offer and we can cater for special dietary requirements if you notify us in advance.)

You can buy food from our shops and cafés or from local off campus shops. Information on these will be provided in your welcome pack. You will be responsible for purchasing additional items such as drinks and snacks between meals.
Team building activity
ACADEMIC SESSIONS

Leading Innovation across Cultures
This is a series of four active workshops where you work in teams on real business, team and personal challenges. The programme addresses the following: What do we mean by culture, innovation and knowledge? What kind of changes works best in your organisation? Getting the best when East meets West. Should we conquer markets or adapt to changing customer trends?

Illustration – The Big I Am
Exploring black and white media and drawing from observation, combined with text and secondary imagery you will be illustrating facets of what makes you unique in a playful form.

Marine Microbiology
You are introduced to four species/types of bacteria and the Gram Staining protocol. You will assess the water quality of your filtered seawater samples and compare the results to World Health Organization and Environmental Health figures. Do a trout dissection and discover appropriate organs to sample for histology and microbiology.

Exploring Sport, Play and Games
Discuss the concept and characteristics of sport and other related terms. Work in groups to design your own sport within the parameters of the definitions and characteristics of sport. Present your sport to the rest of the group, demonstrating the key rules and concepts.

Digital Art and Technology (DAT)
This is a broad overview of the topics within DAT including Photoshop image manipulation, audio effects creation, plug-and-play electronics, web-based media and mobile applications.

Opportunity Creation
Think entrepreneurially as you explore the concept of opportunity creation. In teams, you will be given an existing product and have to ‘think outside the box’ to develop several innovative and alternative uses for them. You will then develop a particular idea further and pitch it to the rest of the group. The most innovative and profitable idea voted for will be showcased during the session.

‘Whodunnit?’
Criminal Investigation Simulation
Solve a ‘crime’ on campus – be a detective at Plymouth University! A police lecturer and serving police officer (Paul and Hitch) have prepared an interactive exercise based on a realistic crime scenario. Practise your English while speaking to ‘witnesses’, record the events and discuss your findings (in English) of your investigation. There is a prize for the first team to catch the culprit!

Build an Eco Home
A hands-on, creative and fun workshop session introduces you to the concepts of sustainability in the built environment. Working in small teams, you will design and construct a model eco house and create a poster to explain your ideas.

Environmental Biology
Meet some creepy crawlies! Learn how to use freshwater invertebrates as biological indicators of water quality. Identify common woodland invertebrates and learn about their ecosystem function. Learn about insect mechanisms of resistance to radiation. This session includes a natural history quiz.

Media Arts
Make a film reflecting on your experiences in Plymouth (What did you like? What was your favourite moment? What did you miss about home?). You will work in groups of three to write, shoot and edit short films, and then make a collective film. Your films will be screened at the end of the session and uploaded online (privately) for you to download and share with family and friends back home.

Antony Jinman – Plymouth University Explorer in Residence
Learn about polar exploration in the Arctic and Antarctic. Antony successfully completed a 730 mile solo expedition in 46 days to the South Pole involving 63 schools following his progress online and in workshops prior to the event. Antony has now completed 16 expeditions to the Arctic and Antarctica enabling him to build his knowledge on polar related topics including wildlife, Inuit culture, climate change, geography, and expedition skills.

Team building activity
LIQUID NITROgen
AND PING-PONG BALLS COLLIDE
What happens when you place liquid nitrogen in a container filled with 1,650 ping-pong balls?
Watch the video here: YOUTUBE

“
We had an impressive chemical class. In the explosions lecture, the teacher was just like a mad scientist playing with fire. The effect was great and it’s totally safe. I’ll definitely introduce my friends to this Summer School.”

Zhou Yicheng,
Shanghai Maritime University.
What happens when you place liquid nitrogen in a container filled with 1,650 ping-pong balls? Watch the video here:

- YouTube
- YouKu
INTERNATIONAL BUSINESS ACADEMIC CONTENT

Our summer school programme offers a wide and varied range of academic content including lectures, workshops and practical sessions.

INDUCTION
At the start of your course you will receive an induction. This is a great opportunity to meet staff and students and find out more about the University and the local area.

The induction includes welcome talks, fun social activities, a city orientation tour of Plymouth, a University campus tour and a group meal on your first evening.

WEEKLY INFORMATION SESSIONS
Each week you will attend a group information session and be given your programme. Academic content for the week will be explained in more detail and this is also your chance to ask any questions you may have about the content of the Summer School.
ACADEMIC SESSIONS

Entrepreneurship
What is entrepreneurship? This interactive session will explore the key concepts of enterprise, entrepreneurship and innovation. You will work in teams to identify what entrepreneurship means to you and how stereotypes can be challenged. We will go outside and take an ‘opportunity walk’, using the outdoors to inspire entrepreneurial ideas and then transform those ideas into a mini elevator pitch.

Opportunity Creation
In this session students will get the opportunity to think entrepreneurially as they explore the concept of opportunity creation. In teams, students will be given an existing product and will have to ‘think outside the box’ to develop several innovative and alternative uses for them. The teams will then decide which particular idea they wish to pursue further and develop this idea in order to pitch it to the rest of the group. Students from other team will then vote on what they believe is the most innovative and profitable idea to be showcased during the session.

Happiness and Stress in Management
The management of stress is one of the most crucial, yet neglected, management skills needed in a competent manager. When managers experience stress they tend to: Selectively perceive information; become intolerant; not listen as well; have less ability to be creative and solve problems. However, a happy manager can have the opposite impact on staff; and further, from a review of 160 scientific studies there is clear and compelling evidence that happiness leads to: Better overall heath; longer life; half the chance of catching the cold virus; 50% lower risk of a cardiovascular event like heart attack or stroke. Therefore, this workshop examines how to reduce your stress and increase your happiness in the workplace.

SME business in the UK
This lecture examines the structure and style of small and medium sized enterprises in the UK. Case studies of high performing organisations will be examined to give you a clear understanding of how these businesses operate and what makes them successful. By the end of this class you will have explored how market needs intersect with effective business activities to create a successful business.

Presentation skills for Business
This session is designed to develop your business presentation skills and to help you prepare more effectively for you FLUX-Xing challenge and for your Business Project Presentation. You will be learning about how to be more confident speaking in front audiences and developing skills to engage and persuade the judges.

FLUX-Xing
FLUX aids ideas generation and business planning around a given theme. In teams, you will brainstorm to produce ideas for innovative products or services and they play the game XING to build a business plan and strategy for your idea. You will present this and your strategy to the group who will vote on an overall winner.

Elevator Challenge
An “Elevator Pitch” is a concise, carefully planned, and well-practiced description about your company and product that everyone should be able to understand in the time it would take to ride up an elevator. You will be working as a team to develop and deliver the pitch in 60 seconds, we will film your pitch and show it to the judges during your business project presentation.

Cross-culture communication workshop
This is a workshop to raise awareness of issues in intercultural communication. The focus is on participant discussion and light-hearted but engaging activities, to make you think about (and feel) the challenges involved in communicating with others from diverse backgrounds. Problems are explored and solutions generated in a session that brings everyone closer together.

Leadership
The concept of leadership eludes us, or turns up in another form to taunt us again with its slipperiness and complexity. So we have invented an endless proliferation of terms to deal with it. The leadership session will address some of the current perspectives of leadership practice through the participation of simulation and interactive activities. Whereby, the participants will be engaged in activities that will promote leaders and followership behaviours for active group discussions.

Business Project Presentation
You will work as a team to develop a new business plan and launch a new product. During the final business project presentation, you will be expected to be professional, well structured, clear and effective. You will be presenting a convincing pitch of your business idea, showing consideration of market need and unique selling points as well as showing consideration of strategy and key activities/actions resources required and external drivers.

“I want to thank you all, for your kindness, care and everything. It was a wonderful experience that I will never forget. I made lots of friends, learnt lots of things and, as a second year student, cannot measure the valuableness of this experience. Thank you for everything.

Chathurika Indrachapa
National School of Business Management
YOUR PROVISIONAL TIMETABLE

The following pages show the 2017 International Business Summer School timetable to give you a flavour of what to expect when you join us. You will be given the 2018 Summer School timetable when you arrive in Plymouth.

**PROGRAMME WEEK 1**

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<tr>
<td>FREE TIME</td>
<td>BREAKFAST 07:30-09:00 (RLB CAFÉ)</td>
<td>INTERNATIONAL BUSINESS CONTENT 09:00-12:00 (RLB 206/207)</td>
<td>WELCOME &amp; INTRO 13:30-17:00 (RLB 206/207)</td>
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<td>LUNCH 12:00-13:30 (RLB CAFÉ)</td>
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<td>13:30-14:30</td>
<td>EXPLOSIONS LECTURE (RLB LT2)</td>
<td>PING PONG BANG (RLB CROSSPOINT)</td>
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<td>14:30-17:00</td>
<td>ROBOTICS (SMB 303)</td>
<td>LEADING INNOVATION (ROLLE 022/003)</td>
<td>LEADING INNOVATION (ROLL 070)</td>
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<td>14:30-17:00</td>
<td>CREEPY CRAWLIES (DVY 707)</td>
<td>DIGITAL ART &amp; TECHNOLOGY (BGB 213)</td>
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<td>19:00-21:00</td>
<td>SPORTS ACTIVITIES (NANCY ASTOR BUILDING)</td>
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<td>09:00-17:00</td>
<td>EDEN PROJECT</td>
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PROGRAMME WEEK 2

**MON**

**AM**
- **BREAKFAST**
  07:30-09:00
  (RLB CAFÉ)

**PM**
- **INTERNATIONAL BUSINESS CONTENT**
  09:00-12:00
  (RLB 206/207)
- **INFO SESSION**
  13:30-14:00
  (RLB LT)

**TUE**

**AM**
- **BREAKFAST**
  07:30-09:00
  (RLB CAFÉ)

**PM**
- **BUILD AN ECO-HOME**
  14:00-17:00
  (SMB 212)
- **OPPORTUNITY CREATION**
  14:00-17:00
  (SMB 211)
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<td><strong>FLUX-Xing</strong></td>
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<td><strong>Leading Innovation</strong></td>
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<td><strong>Marine Microbiology</strong></td>
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PROGRAMME WEEK 3

MON

BREAKFAST
07:30-09:00
(RLB CAFÉ)

INTERNATIONAL BUSINESS CONTENT
09:00-12:00
(RLB 206/207)

LUNCH
12:00-13:30
(RLB CAFÉ)

INFO SESSION
13:30-14:00
(RLB JILL CRAIGIE CINEMA)

EXPLORING THE POLES
14:00-15:00
(RLB JILL CRAIGIE CINEMA)

AMERICAN POPULAR CULTURE
16:00-17:00
(RLB JILL CRAIGIE CINEMA)

BRITISH FIREWORK CHAMPIONS
20.00-21:30
(PLYMOUTH HOE)

TUE

BREAKFAST
07:30-09:00
(RLB CAFÉ)

INTERNATIONAL BUSINESS CONTENT
09:00-12:00
(ROLLE 6th floor)

LUNCH
12:00-13:30
(RLB CAFÉ)

INTERNATIONAL BUSINESS CONTENT
13:30-17:00
(RLB 206/207)
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<td><strong>PIZZA &amp; KARAOKE</strong> 18:00+ (STUDENTS’ UNION)</td>
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Alongside lectures and workshops, your week is also filled with fun, interesting and exciting social activities. Trips, visits, excursions and group activities will help you to settle in, meet new people and maximise your free time in Plymouth.

These include:

- a group meal on your first evening
- a weekly movie night
- sports activities
- experiencing local events such as the Plymouth Classic Boat Rally, British Firework Championships and Flavour Fest (annual food festival).

RECREATION

You will have access to our recreational facilities on campus including our gym and sports hall. Outside the University, you can take part in water sports and outdoor activities at the Plymouth Life Centre and Mount Batten Centre.

A group day trip is organised once a week with optional trips you can sign up to each weekend.

These are varied and include:

- an opportunity to explore the historic and beautiful Powderham Castle
- a visit to the world’s largest indoor rainforest at the Eden Project in Cornwall

The last weekend of the International Business Summer School is spent in London giving you a chance to explore our capital city and to say goodbye to the friends you have made during your stay in the UK.

BRITISH FIREWORK CHAMPIONSHIPS

The annual British Firework Championships take place in Plymouth for two nights every August and is free for anyone to attend. One of Britain’s most spectacular firework displays, the championships feature top pyrotechnics companies setting off tonnes of fireworks over the Plymouth Waterfront as they battle it out to become the British Firework Champion. The crowds are entertained before the fireworks start; in previous years, this has included a display by the RAF’s world famous aerobatics team, the Red Arrows.
SPORTS NIGHTS

We hire the University sports halls for the Summer School so you can play group sports including badminton, basketball and football during your time with us.

“Now, I am in Shanghai, all the things happened in UK is kind of a dream. However, now, it is the time to wake up, and to study harder for a better future. Thank you to everyone that I met here, I love you all.”

Lai Longyan,
Shanghai Maritime University.

Badminton in the Nancy Astor Sports Centre
TRIPS OFF CAMPUS

You have the opportunity to explore further afield with our Summer School. As well as exciting day trips in the South West, you will experience a weekend in London before we say goodbye to you.

DAY TRIP: EDEN PROJECT (CORNWALL)

Explore your relationship with nature at the Eden Project. You will learn new things and get inspiration about the world around you. Nestled in a huge crater, here you will find massive biomes housing the largest rainforest in captivity. Stunning plants, exhibitions and stories serve as a backdrop to striking contemporary gardens, summer concerts and exciting year-round family events. Experience the Rainforest Canopy Walkway offering breathtaking views across the biome and take a ride on the free land trains from the entrance to the site down the steep slopes of the crater.

Further information: www.edenproject.com

DAY TRIP: POWDERHAM CASTLE

Powderham Castle enjoys a unique, picturesque setting within an ancient deer park beside the Exe estuary, just south of Exeter.

Over 600 years of history can be discovered within the walls of one of Devon’s oldest family homes. Powderham came to the Courtenay family in the dory of Edward I’s granddaughter, and her son, Philip Courtenay, began building the Castle in 1391. It has remained in the family to this day, and recently became home to the new Earl & Countess of Devon, the 28th generation to move in.

Further information: www.powderham.co.uk
WEEKEND IN LONDON

There is no day trip during your final week with the Summer School. Instead, you will spend your last weekend with us in London, visiting one of the most exciting cities in the world.

This is your chance to explore our capital city and to say goodbye to the friends you have made during your stay in the UK.

"Plymouth University had organised some trips for us. We have been to the Eden Project, Looe and the city of Bath. I enjoyed all these places very much. The UK is undoubtedly the icon of the West!"

Angus Lee,
Hong Kong University School of Professional and Continuing Education (HKU SPACE)

TOP 10 ATTRACTIONS

These are the top 10 attractions (according to Visit London 2015) that you won’t want to miss.

1. British Museum
2. National Gallery
3. Natural History Museum
4. Tate Modern
5. London Eye
6. Science Museum
7. Victoria and Albert Museum
8. Tower of London
10. Madame Tussauds

Further information on things to do, and places to eat and visit: www.visitlondon.com

"I became an older sister to some of the most fun and special people I’ve ever met, many of whom I know I’ve made lifelong friends with!"

Leonie Cooper,
Plymouth University Student Ambassador
ACCOMMODATION

You will be staying in a University College London (UCL) hall of residence during your time in London.

Situated just opposite UCL’s main site on Gower Street, John Tovell House offers accommodation in a mixture of twin and single rooms on a room only basis.

All bedrooms have wash hand basins, are fully carpeted and have bed linen supplied. There are kitchens and communal bathrooms throughout the building. The kitchens are equipped with basic essentials if you want to cater for yourself. A launderette is also available.

The British Museum is five minutes’ walk away, as is the busy Tottenham Court Road, providing restaurants to suit all tastes and budgets. Oxford Street, Soho, London’s Theatreland and Chinatown are also within walking distance.

MEALS

Breakfast is provided in the course fee but you will need to buy your own lunches and evening meals. We will be able to advise you on places to do this.
The University is committed to the promotion of equality and diversity. If you require this publication in an alternative format, please contact the Plymouth University Summer School (Tel: +44 (0)1752 587518 Email: summerschool@plymouth.ac.uk).