



## **“English and Management Course”** **University of York (UK) Summer 2019**

### **When does the course take place?**

5<sup>th</sup> - 23<sup>th</sup> August 2019

### **Who will be taking part?**

International students mainly from the University of Catania and Zhejiang University of Technology in China and Kansai Business School, Japan

### **What aspects of English and Management are studied on this course?**

**1. Key aspects of Management and Business** in the UK context using a case study-based approach to management learning, including:

- **Marketing:** marketing research, segmenting, targeting and positioning
- **Basic Accounting:** introduction to accounting, budgeting and analysis
- **Strategy:** assessing the environment, setting the direction, implementing and evaluating strategy

**2. Academic Communication Skills** which focus on fluency and confidence when speaking in English, with particular regard for:

- seminar skills to help prepare for an end-of-course assessed seminar on:
  1. The consequences of the low oil prices\*
  2. Greece, austerity and debt restructuring\*
  3. Acculturation of host country workplace practices: when in Rome do as the Romans do?\*

\*examples of seminar topics used in 2016/2017
- presentation skills to help prepare for an end-of-course group presentation oriented towards corporations and finance

**3. Issues in Culture and Society** to broaden cultural horizons and raising international awareness through:

- presentation and discussions of a range of issues
- preparation for/feedback on trips to places of cultural/historic interest

### **What is the final evaluation based on?**

Students will be awarded marks for their:

- project content
- project presentation skills
- seminar skills
- reflective journal

### **How can I prepare?**

Students can prepare for the summer programme at the University of York by following a course in the Department on **“Seminar and Presentation Skills” (Dott.ssa S. Vickery)** during the second semester (March-May 2019).

### **Does the Department offer credits?**

Students who attend the course in the II semester with Dott.ssa Vickery and participate in the summer programme at the University of York will receive credits (*categoria: CFU seminari professionalizzanti*).

## What are the costs of the course and accommodation?

• Course Fees	3 weeks @ £ 284.00 per week	£ 852.00 (GBP)
• Campus Accommodation	21 nights @ £ 21 per night	<u>£ 441.00 (GBP)</u>
• Total per student		£ 1293.00 (GBP)*

*\*prices quoted are in £ sterling (to be updated)*

## Is there any funding available?

ERSU offers partial funding for those students who meet the financial requirements:

<http://www.ersucatania.gov.it/avviso-richiesta-contributo-per-i-viaggi-studio-con-finalita-didattiche-e-culturali/>

## What is included in the course/accommodation fees?

- 6 hours of lessons per day (Monday to Friday 09.30 - 15.30) for a total of 3 weeks
- study materials
- accommodation in single bedrooms in Derwent College\* with shared bathrooms/ kitchens
- 24-hour access to computer/library facilities on campus
- access to Junior Common Room, public areas/pool tables/dart board in Derwent College
- a tour of York city centre and 2 day trips to places of cultural/historical interest
- a York University certificate on successful completion of the programme
- free access to CGP's International Conversation Afternoon

## What kind of accommodation is there?

The campus accommodation: Eden's Court (Derwent College), close to the main University campus and recently refurbished.

<https://www.google.co.uk/maps/place/Eden's+Court/@53.9455455,1.0518182,16z/data=!4m2!3m1!1s0x4879303188c4b155:0x717a5b3ce3abf39c>

<https://www.york.ac.uk/study/accommodation/rooms-prices/derwent/>

Accommodation includes:

- Bedding and towels. Bed made on arrival and bedding and towels changed weekly.
- Bedroom cleaned weekly.
- Shared bathrooms cleaned daily, Monday to Friday. No cleaning service at weekends.
- Kitchen cleaned weekly but residents expected to leave kitchen in reasonable condition.
- Kitchen utensils are provided

## What costs are NOT included?

- return flights to the UK
- group transfer by minibus from/to airport to/from York University campus
- all meals on and off campus\*

\* Subsidized drinks and hot food/snacks are available during coffee/lunch breaks at campus cafés/canteens

## Are there any additional trips available?

- optional weekend trip\* to Edinburgh (to be paid for in advance by all participating students)

\*Travel, accommodation, guided tours (etc.) organised by the University of York.

### **How/When do students have to pay for the course and accommodation?**

A deposit of £100 GBP must be made by each individual student via the University of York online payment system using a pre-paid card or credit card, followed by the remaining sum (deadline 31 May 2019).

### **Feedback from Catania students:**

I really enjoyed the academic communication classes, I learnt a lot of things while having fun and it is the best way to learn something.

The programme is complete, it is created to help people develop many different skills. I would suggest it to everyone!

*I decided to follow the E&M course in York during 2014. The Uni of York demonstrated its worth putting effort and thought into designing a complete three weeks, fun and challenging experience with logical methods of teaching. During the course, I improved my knowledge of economics and business administration in English while completing the assignments given by professors. By receiving individual feedbacks on them and working in small classes, all the participants have been able to get the most of their time. Then we visited local businesses, which demonstrates a hands on approach of the course. Finally, interacted both with all the professors, deepening our interests, and students from all around the world, remaining in touch with, say, people from Shanghai. At the end of August, I was more confident with English and Managerial approaches but also left with vastly most: the ability to deal with an international environment, seminar experiences, contact with local business and culture and, last but not least, college experience.*

*This experience improved my social and intellectual experience at the University of Catania!*

### **Who do I contact for more information?**

Dott.ssa Suzanne Vickery [s.vickery@unict.it](mailto:s.vickery@unict.it) English Institute (Room 6 - 1st floor)

Further information regarding flights and deadlines for payment of the course and accommodation fees will be posted on *STUDIUM* and on this link: <http://www.dei.unict.it/Comunicazioni/elenco-news-opportunita>.