



# United in Manchester International Summer School 2021



*Yesterday Manchester changed the world as the world's first industrial city,  
today it is leading the way towards a better future for you.  
Join us in our quest...*

## What and When?

A two week online summer school with two start dates - 12 July and 26 July, working in teams on a new business idea under the theme of 'Creating a new sustainable business for the Post-COVID globe', which will be pitched to industry and academic leaders on the final Friday...

## How?

To achieve this outcome you will:  
Take part in guided business and communications training.

- Business classes will teach you how to develop new business ideas based on your specialist knowledge and to work towards a Professional Award from the Chartered Institute of Marketing (CIM). Assessed by a multi-choice online examination. This will look very good on your CV when applying for a job!

## You will also get the chance to attend...

- Research Highlights and Study Opportunities covering subjects taught in the Faculty of Science and Engineering
- Virtual Cultural events at weekends for students to join 'live' online
- A Saturday Showcase streamed live when you can question our business partners on their industry

- In Communication Classes you will be taught by English language teachers to develop your online team working skills and online presentation skills. You will also be given guidance on preparation of your CV.

## Fees...

The fee is £495 per student - in order to complete your registration FULL payment must be received no later than 31st May 2021.

## Requirements:

ALL APPLICANTS MUST BE 18 OR OVER ON 1st July 2021  
Equivalent English qualification required      IELTS 6.0, TOEFL 90, CET-4 500

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# To see the future today...

*The only place to be in the Summer of 2021 is at:*

*The United in Manchester International Summer School*

Join Paul Cowell on an Information Zoom Event  
NOW!

## Event times:

8am (UK time) Friday 7th May 2021

10am (UK time) Tuesday 11th May 2021

2pm (UK time) Friday 14th May 2021

Use this Zoom URL to enter:

<https://zoom.us/j/2505641527>

## How to Register

**Through your University** – If your university has contacted you to inform you that they are submitting a bulk registration then please submit your registration details through your university; otherwise

**Individually** – Attached to the e-mail that this PDF came with you should find a Word doc to be completed by individual applicants and emailed to:

[paul.cowell@manchester.ac.uk](mailto:paul.cowell@manchester.ac.uk)

Any problems? email: [paul.cowell@manchester.ac.uk](mailto:paul.cowell@manchester.ac.uk)



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# How your timetable might look...

## Week 1

Start Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
08:00 BST 12:30 IST 15:00 CST		Business class live	Business class live	Business class live			
09:00 BST 13:30 IST 14:00 CST	Virtual welcome & intro to academic staff, teachers, & cultural attaches	Business teams workshop	Business teams workshop	Business teams workshop	Research highlights & future study		
10:00 BST 14:30 IST 17:00 CST		Business teams workshop	Business teams workshop	Business teams workshop	Research highlights & future study	Virtual cultural events	Virtual cultural events
11:00 BST 15:30 IST 18:00 CST	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>		
12:00 BST 16:30 IST 19:00 CST		Comms class live	Comms class live	Comms class live	Research highlights & future study		
13:00 BST 17:30 IST 20:00 CST		Comms online practice	Comms online practice	Comms online practice	Research highlights & future study		

## Week 2

Start Time	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
08:00 BST 12:30 IST 15:00 CST	Business class live	Business class live	Business class live	Business class live			
09:00 BST 13:30 IST 14:00 CST	Business teams workshop	Business teams workshop	Business teams workshop	Business teams workshop	Business Idea Pitches Judged by business and academic panel	Virtual Cultural & Business Saturday Showcase	
10:00 BST 14:30 IST 17:00 CST	Business teams workshop	Business teams workshop	Business teams workshop	Business teams workshop			
11:00 BST 15:30 IST 18:00 CST	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	<b>Break</b>	
12:00 BST 16:30 IST 19:00 CST	Comms class live	Comms class live	Comms class live	Comms class live	Business Idea Pitches Judged by business & academic panel	Closing ceremony	
13:00 BST 17:30 IST 20:00 CST	Comms presentation practice	Comms presentation practice	Comms presentation practice	Comms presentation practice			

We reserve right to change content and delivery.

# FSE Summer School Courses

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## Summary

- ✓ You will develop business and communication skills that will enhance your confidence and employability.
- ✓ You will know what scientific and engineering researches are being developed and what study opportunities that the University of Manchester can offer to you.

## Business and Entrepreneur skills

### New product development in a global context

#### Unit aims

By studying this course unit you will:

1. Develop your required methodological and process knowledge and skills that can be implemented in a business plan,
2. Become aware of the limits of said knowledge and skills in terms of viability and sustainability,
3. Become aware of the importance of an interdisciplinary approach in a modern knowledge economy,
4. Acquire a realistic view on entrepreneurship, business activity, economic growth, information management, budgeting, cost accounting, and time management,
5. Become aware of the dynamics of team work in an interdisciplinary and cross-cultural environment,
6. Improve your oral and written communication skills in academic and business English, in particular in an interdisciplinary and cross-cultural environment,
7. Develop your self-awareness through self - reflection and self- assessment.

At the end of this course, you will be assessed by a multi-choice online examination and receive a Professional Award from the Chartered Institute of Marketing (CIM). This will look very good on your CV when applying for a job!

## Teaching formation

There are a series of intensive business related lectures designed to develop your understanding of business with regards to team working, effective communication and new product development, in a cross-discipline, cross-cultural team demanded by the modern global employer. You will work in teams to develop a new product based on your own individual skills, and the results of your work will be presented. You will also develop oral communication skills through practical activities related to the world of business. Specifically, you will practise negotiating, persuading, interviewing and presenting in formal contexts.

## Learning outcomes

Upon successful completion of the unit, you will be able to:

### **Knowledge and understanding**

- Appreciate cross-cultural differences in company culture, work organisation and organisation of higher education;
- Gather an extensive understanding of the dynamics of entrepreneurship;
- Experience cross-cultural sensitivities in an international environment.

### **Intellectual skills**

- Solve problems as they arise;
- Critically evaluate your role in a cross-cultural classroom.

### **Practical skills**

- Realise a sustainable final product, preferably an optimal balance between the various considerations involved, in small groups in which the group members are mutually dependent on each other to achieve a qualitatively good result;
- Apply your knowledge and critical understanding to aid in the marketing of the technology you have developed;
- Acquire the skills for organisation and time management, quality management, and communication management, all related to the final product;
- Present the final product in written and oral form;
- Write a report in a scientific style in which the relevance of a cohesive team to the development of new products in innovative organisations is critically evaluated;
- Produce an electronic portfolio (logbook with activities and reflections);
- Write a report in which conclusions are drawn from the electronic portfolio

### **Interpersonal and transferable skills**

- Function in an interdisciplinary environment, and, in particular, have mutual respect for the expertise and skills specific to each discipline and each individual;
- Deal with conflicts (whether subject-related, personal, or cross-cultural).

## **English communication**

The English communication sessions aim to raise awareness of the characteristics of different text types, particularly academic texts and the language of business. Likewise, they draw attention to the extra linguistic skills necessary for good quality academic writing, such as critical thinking, researching and providing adequate reference to literature.

While little time will be dedicated to the explicit teaching of grammatical structures and vocabulary, you will be encouraged to request extra help in this area if there is a particular language point you would like the lecturer to explain.

You will be taught by English language teachers to develop your online team working skills and online presentation skills. You will also be given guidance on preparation of your CV.

## **Other Activities**

- **Research Highlights and Study:** Opportunities covering subjects taught in the Faculty of Science and Engineering
- **Virtual Cultural events** at weekends for students to join 'live' online
- **A Saturday Showcase** streamed live when you can question our business partners on their industry