



Coventry University  
**International  
Summer Schools**





# Coventry University International Summer Schools

As a dynamic, globally orientated University with a main campus in the heart of England and a new campus right in the heart of the City of London we are ideally situated to offer world class summer schools from our newly invested sites that offer first class infrastructure, top class teachers and easy access to the most popular cultural, historical and social locations that the UK has to offer.

Various Summer Schools are also available at our partner institute Kadir Has University, Turkey.

## Why Coventry University's Summer Schools?

- An exciting opportunity to travel abroad and experience the British history and culture
- An opportunity to gain official recognition of your participation with a Coventry University certificate and transcript;
- Gain an understanding of how organisations and industries operate in the UK;
- A chance to meet new friends from Europe, the UK and other parts of the world;
- Gain full access to all the University's features and facilities;
- A safe and secure place to learn the subject of your choice;
- A great location for exploring more of the UK and Europe;
- An opportunity to visit British industry and popular social and historical sites across the UK;
- An all-inclusive price.

## Key dates

|                        | Arrival Dates          | Induction and Orientation | First day of activities |
|------------------------|------------------------|---------------------------|-------------------------|
| <b>Summer School 1</b> | Sunday 20th July 2014  | Monday 21st July 2014     | Tuesday 22nd July 2014  |
| <b>Summer School 2</b> | Sunday 3rd August 2014 | Monday 4th August 2014    | Tuesday 5th August 2014 |

## Why Coventry?

Located in the heart of England, Coventry boasts a vast array of attractions. Central to British history and culture the city is accessible to local attractions including Birmingham, Stratford-Upon-Avon, Warwick, Oxford and Cambridge, with London only a short 2 hour journey away.

## Subject areas

The Summer Schools programme will incorporate academic activities related to the following subject areas:

- British History, Culture and Society (with optional Professional Skills);
- English Language and Communication;
- Shakespeare and Creative Writing;
- Communication Culture and Media;
- Advertising and Marketing;
- International Business (with optional Finance and Banking);
- The Sports Industry;
- Creative Directions: International Perspectives for Visual Arts Students;
- Fashion Futures;
- Mobile Phone Apps Development.

## EXPERIENCE TURKEY

Students have the opportunity to experience a wide range of Summer Schools held at Kadir Has University (KHAS) in Istanbul. KHAS is a leading university in Turkey that offers innovative undergraduate and graduate programs with highly qualified academic staff. KHAS campus is minutes away from Istanbul's historical attractions, cultural and social activities.

For further details visit our website

## Entry Requirements

In order to take part in the Coventry University Summer School programme students must be aged 18 or over at the time of the course start date and/or undertaking a university/college course.

As each programme is delivered in English, students will need a good level of English speaking, reading and writing skills.

## How to apply

To apply you must submit the following by 6 June 2014 at the latest for attendance at Summer School 2014:

- a completed online application form available on the Summer School website ([www.coventry.ac.uk/summerschools](http://www.coventry.ac.uk/summerschools));
- a scanned copy of your latest University/College transcript result, or alternatively a letter from your current course tutor confirming your attendance at University/College, emailed to [summerschool.uni@coventry.ac.uk](mailto:summerschool.uni@coventry.ac.uk);

We will also consider applications from mature students who are not currently enrolled at a college/university. Such applications will be considered on their individual merits.

Please note there are limited places on each course.

## Accommodation

During the Summer School programme students will be housed in Coventry University's student accommodation: Callice Court and Singer Hall. Both residence are centrally located and within easy walking distance of shops, restaurants and bars. Each single study bedroom includes workspace, desk, chair, wardrobe, wash basin, bedding and Wi-Fi. Toilets and shower facilities are also inclusive in most bedrooms, however some rooms provide shared washroom facilities, between 3 to 5 students. A shared kitchen facility is available for all rooms. Breakfast is included with the accommodation.

## How much will it cost?

The Summer School Programme is excellent value for money and can run for a period of 1, 2 or 3 weeks. The fees for 2014 are as below:

|                    |           |                          |
|--------------------|-----------|--------------------------|
| 1 week attendance  | £650.00*  | Inclusive of 7 nights**  |
| 2 weeks attendance | £950.00*  | Inclusive of 13 nights** |
| 3 weeks attendance | £1250.00* | Inclusive of 20 nights** |

\* Fee for Summer School held in Turkey is available on the Summer School website

\*\* Any extra nights stay will incur an additional cost

## What's included in the fee?

- accommodation in single-occupancy rooms (with shared kitchen facility);
- breakfast;
- lunch (for 3 days of the programme);
- welcome and farewell dinners;
- 12 -18 hours of academic content per week, including English classes, skills development workshops and tutorials;
- tuition fees;
- field trips and full access to summer school activities (inclusive of transport);
- airport pick up and drop off from your UK arrival and departure airport (only available during specified dates and times, you will receive further information with your acceptance email).

## What's not included in the fee?

Please note that the following is not included in the programme fee, and these additional costs must be incurred by the student:

- flights to and from the United Kingdom;
- any required visa costs for entry into the United Kingdom;
- personal insurance such as travel/medical insurance or insurance related to all activities you will participate in during your stay (this is a requirement for each participant);
- other travel costs for personal visits/excursions;
- food and beverages unless specified in the itinerary;
- accommodation for friends and family of students;
- costs for additional weekend excursions.

**Students will also have the option of undertaking additional excursions both within the UK and Europe, which will incur an additional fee.**





# Subject Areas

The Summer Schools offered as part of the programme are designed to be interactive, fun and challenging. The programme will incorporate academic activities related to the following subject areas:

## **British History, Culture and Society (with optional Professional Skills)**

This course provides historical awareness on the British society and its cultural development across the centuries, essential insight for the twenty-first century citizen interested in discovering how conflict, peace and reconciliation have shaped the United Kingdom. It brings together people who share an interest in and love for the past, and it furthers the study and enjoyment of history in all forms. The course is accompanied by optional Professional Skills workshops and tutorials.

## **English Language and Communication**

This course offers students the opportunity to enhance their language skills regardless of their proficiency levels in English by creating a perfect balance between language sessions and communication-based workshops. It allows the development of speaking, listening, reading and writing skills in a creative and interactive manner, with emphasis set on small classes, individual tutor-student practice and language competencies enhancement.

## **Shakespeare and Creative Writing**

This course has a unique focus on Shakespeare and creativity, allowing students to combine the theatrical and academic study of Shakespeare's life and work. Relevant to those with an interest in British literature, the flexible structure of the programme allows you to tailor the course to your specific interests. Students will produce traditional academic written work as well as creative work, all of which will explore Shakespeare's potential in the modern world.

## **Communication, Culture and Media**

This course explores the wide range of communicative practices in contemporary global society. It examines the role and nature of communications and media technologies, and helps participants to develop methods and analyses derived from media and cultural studies. Students will explore vital current issues, such as cultural identity, the significance of cultural practices, cultural policy and politics, as well as post-modernity, digital media and culture, film and global media.

## **Advertising and Marketing**

This course focuses on the link between organisations and the customer. It will help students to develop a greater understanding of how to produce persuasive communications and give them a broader perspective on aspects of marketing communications. The course provides opportunities to work on a variety of advertising and marketing topics which include, creative development, copywriting, brand management and development, media consumption and selection and communications management.



### **International Business (with optional Finance and Banking)**

This course offers an exciting academic programme which provides students with the opportunity to develop a strategic business outlook and to enhance their business and personal skills in a global context. The course will prepare participants by developing their ability to think strategically, to communicate effectively and to implement complex business projects, ranging from new product development to mergers and acquisitions. There is an opportunity to attend optional Finance and Banking workshops and tutorials.

### **The Sports Industry**

This course examines the sport industry, mainly characterised by continuous growth, increased commercialisation and professionalisation. The course prepares students to explore this dynamic sector by focusing on issues such as pricing, relationship marketing and sport sponsorship. Participants will learn the principles and frameworks related to marketing management from a sport perspective and understand how to apply the theory to real world markets. The main focus will be on the sports of Cricket and Football.

### **Fashion Futures**

This course combines designing and making with the full range of marketing and professional related activities, providing specialist workshops on draping, advice on styling and photographic techniques from expert staff, garment modification using embellishing techniques. The students will take part in 'The White Shirt' project, and via the use of specialist technologies, laser cutting, digital fabric print, finishing and styling, participants will have a modified garment which they can take away at the end of the course.

### **International Perspective on Visual Arts**

This course has built on its long and distinguished history of studio-based delivery to offer students a dynamic learning experience reflecting the vibrant world of visual arts. It is designed to offer participants a practical experience in the areas of sculpture, clay modelling, printmaking, industrial and product design, and drawing, along with specialist workshops and tutorials. The course introduces students to the world of creative arts and encourages the development of unique individual art practices.

### **Mobile Apps Development**

This course allows students to explore the process of creating application software for mobile devices, by providing the necessary tools and resources for a developer to write, test and deploy applications into the target platform environment. From iOS to Android and Windows Mobile, participants will have the opportunity to explore the links with user experience and application performance, as well as creating an interactive, conveniently tailored app design that enhances usability and innovation.



# Social Programme

Each of the Summer School courses includes a number of social events that have been designed to allow students to integrate with others on the programme. There will be a set number of social events which all students will have the opportunity to partake in, with separate excursions available on some programmes.

A variety of trips are included in the cost of the programme, such as:

**Blenheim Palace**  
**Bournemouth**  
**British Museum**  
**Buckingham Palace**  
**Cambridge**  
**Coventry Cathedral**  
**Coventry Transport Museum**  
**Liverpool**  
**London Sightseeing Panorama Tours**  
**London Eye**  
**Madame Tussauds**  
**Manchester**  
**Oxford**  
**Royal Leamington Spa**  
**Stratford-upon-Avon**  
**Warwick Castle**  
**Windsor Castle**

In addition to the above a number of fieldtrips are included and are designed as an integrative part of applying the taught theory. These fieldtrips are course-related, and give students the opportunity to gain first-hand experience of how organisations operate within the UK. Visits include to:

**BBC**  
**Bloomberg**  
**BMW**  
**Coca Cola**  
**E-ON**  
**Jaguar Land Rover**  
**London Stock Exchange**  
**Manchester United**  
**MG Motors**  
**Pro Drive Motorsport**  
**Royal Mint**  
**Serious Games Institute**  
**Severn Trent**  
**Silverstone**  
**Supreme Court**  
**Terex**



## Optional activities and excursions

A range of optional activities can be undertaken by students during the evenings and weekends at an additional cost. Typical activities can include

**Laser Quest**

**Bowling**

**Pub Crawl – Coventry and Birmingham**

**Coombe Abbey – Murder Mystery Evening**

**Summer BBQ**

**Go Karting**

**Cinema night + popcorn & drink**

**Trip to Broad Street + meal**

**Stand-up comedy night + drinks**

Students will also have the option of undertaking additional excursions both within the UK and Europe, these visits will incur an additional fee; as follows:

(Note: these visits will be subject to limited availability, places will be booked on a first come first serve basis)

### **Bremen and Antwerp .....£250.00**

An excellent opportunity to discover how Airbus and Volkswagen research and innovate, along with a cultural component that includes the History Museum in Bremen and Justice Palace in central Antwerp.

### **Brussels and Den Haag .....£250.00**

This trip will take you to the heart of Europe, including visits to the European Parliament and Commission, the Peace Palace and the World Bank with the opportunity to sample the best of Belgium and the Netherlands.

### **Edinburgh and the Highlands.....£300.00**

This heritage tour of Scotland brings you from the lowlands of Edinburgh to the Highlands in a fantastic trip through history.

### **Lake District.....£320.00**

A popular holiday destination, Lake District is famous not only for its lakes, forests and mountains but also for its associations with the early 19th century poetry, offering a great chance for student to discover kayaking, hiking and exciting wildlife.

### **Wales .....£220.00**

An amazing opportunity to travel to Cardiff, the county town of historic Glamorgan, and spend three days exploring castles, cathedrals and hiking trails on Caerphilly Mountain

### **Belfast and Northern Ireland .....£350.00**

A trip to the capital of Northern Ireland is set to create a memorable experience for those interested discovering the Titanic Quarter, Belfast Castle and Ulster Museum.



# Coventry University International Summer Schools

“I was surprised by how interesting and interactive the sessions were, we really didn't feel like we were studying but playing with words and phrases. I'm more confident in my English skills now and the best part of my time here was meeting Professor Simon Chadwick, his lecture on Sport in the 21st century was amazing”.

**Sara from Middle East College, Oman**

“I had a chance to meet new friends from Europe, the UK and other parts of the world, the staff were very friendly and we had a great time on the social trips. I'm considering pursuing a post grad degree in the future and this has showed me how it feels like to experience University study and life in the UK”.

**Mohammed from Middle East College, Oman**

“Despite visiting the UK before, I had the opportunity to travel more than ever in just three weeks; we visited the BBC, Bloomberg and Jaguar Land Rover headquarters, learned more about how the British do business and even met one of the news broadcasters at Bloomberg. The social highlights were the Old Trafford Stadium in Manchester, sunbathing in Bournemouth and shopping in London”.

**Edouard from Institut supérieur d'électronique de Paris, France**

## Contact Details

For more information on the Summer Schools

Visit: [www.coventry.ac.uk/summerschools](http://www.coventry.ac.uk/summerschools)

Email: [summerschool.uni@coventry.ac.uk](mailto:summerschool.uni@coventry.ac.uk)

Tel: +44 (0)24 7765 8071

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