



DURATION/TIMETABLE

The summer modules will run from 12 July to 20 August 2010, inclusive (see the individual module descriptors in this leaflet for more details). Classes run during the day, between 9.30am and 4.30pm, Monday to Friday. There will be a total of 12 hours class contact time per week. Module registration and enrolment will take place on Monday 12 July 2010. **Payment in full will be required at enrolment.** Module assessment will be a combination of exams and coursework. Details of final module timetabling will be available at: www.uws.ac.uk/euss

WHO CAN APPLY?

All EU students studying at a European institution. Students will be expected to have a good command of written and spoken English.

HOW TO APPLY

Apply using the University's EU Summer School application form, which can be downloaded at www.uws.ac.uk/euss or can be obtained from your International Study Adviser. Please complete the form and return it by 21 May 2010 to: Karen Laidlaw, Lifelong Learning Academy, University of the West of Scotland, Paisley Campus, Paisley, Scotland, PA1 2BE.

SOCIAL EVENTS

As part of the Summer School for EU students, social outings and trips are planned to give students a taste of life in Scotland and the chance to see some of the country's outstanding scenery. An 'End of Summer School Ceilidh' is planned.

ACCOMMODATION

Summer School students will stay in one of the University's self-catering halls of residence, either Underwood Residence, located near the campus, or Thornly Park Student Village, 2 miles from the main University campus and next to the University Sports Centre. Regular bus services run from Thornly Park to the main campus. The residences comprise flats with 3-6 individual student bedrooms, with shared dining, kitchen, bathroom/shower room and toilet facilities.

There is a laundry in the residences and on the main campus. Students on the Summer School will have free membership of the University Sports Centre. There is a small charge for use of the facilities.

For further details on University accommodation, please e-mail: accommodation@uws.ac.uk or visit our website at www.uws.ac.uk/about/facilities

The fee for the 6 weeks' accommodation is £400, which includes an administration fee and excursion charges. Please note that the 6 weeks' tuition is free.

ARRIVAL

Students should arrive in Paisley on Saturday 10 July (for courses starting 12 July) to settle into accommodation prior to the start of the course. If you wish to arrive earlier than this e.g. from Wednesday 7 July onwards, a charge per night of approximately £9 will be applied. Accommodation must be vacated by Saturday 21 August.

FURTHER INFORMATION

For further information please e-mail international@uws.ac.uk, telephone 00 44 141 848 3459 or visit www.uws.ac.uk/euss

Please note:

- Students must be EU Citizens.
- A Certificate of Attendance will be issued at the end of the Summer School.
- Module choices subject to timetabling and demand.

STUDY IN SCOTLAND SUMMER 2010

- ▶ Summer School for EU students
- ▶ Teaching by one of Scotland's most career-focused universities
- ▶ ECTS accredited
- ▶ Social and cultural events

THANKS TO THE PAISLEY VISION BOARD FOR USE OF PHOTOGRAPHY.



FREE TUITION IN BUSINESS, COMPUTING, BUSINESS ENGLISH, ENGINEERING & SCIENCE, CAREER PLANNING AND HISTORY OF SCOTLAND.



SPEND YOUR SUMMER IN SCOTLAND

University of the West of Scotland is offering students from its European partner institutions the opportunity to study at its Paisley Campus during the summer and experience a worthwhile learning, social and cultural package.

The University's Summer School for EU students comprises short courses (modules) that are studied on a full-time basis over a six-week period. Students can study 2 modules from a range of options in Business, Computing, Business English, Engineering & Science, Career Planning and History of Scotland with the study counting towards academic credit under the European Credit Transfer Scheme (ECTS).

The price for the EU Summer School is £400. Tuition is offered free of charge, however all students must pay this package price which covers accommodation, administration and excursions. This special rate is offered based on block booking of accommodation in University residences and preferential rates for excursions.

University of the West of Scotland regrets it cannot offer partial refunds for late arrivals or early departures.

LOCATION

University of the West of Scotland is one of Scotland's most innovative and career-focused universities.

It was the first UK university recognised by global companies Cisco, Macromedia and Microsoft and enjoys strong links with partners in industry, who have input into course development, teaching and research. The University's Paisley Campus is situated in the centre of Paisley – Scotland's biggest town – and is only 2 miles from Glasgow International Airport and 7 miles from Glasgow city centre (a 15-minute journey by road or rail). Glasgow Prestwick Airport is a 40-minute journey from Paisley, on the main west coast train line. The town offers a wide range of cafes, bars and leisure activities and its close proximity to Glasgow means that the attractions of the city – one of the highest rated shopping and entertainment centres outside London – are only a short journey away.

CHOICE OF MODULES

STUDENTS CAN CHOOSE 2 MODULES FROM OPTIONS IN BUSINESS, COMPUTING, BUSINESS ENGLISH, ENGINEERING & SCIENCE, CAREER PLANNING AND HISTORY OF SCOTLAND.

OPTIONS FROM THE BUSINESS SCHOOL

► GROWTH & STRUCTURAL CHANGE

Module Code: ECON09006 **Level 9 / ECTS Points 10**

Entry requirements: Students should have a knowledge of microeconomics and macroeconomics.

Content: This module sets one of the four main objectives of government macroeconomic policy - economic growth - in its historical context by tracing the development of the world economy over the last hundred years. UK economic growth is explained by reference to historical trends and the stylized facts of growth are discussed. Measurement and interpretation problems are highlighted. The relation between growth and living standard is examined. Solow's (neo-classical) theory of growth is explained and critically discussed. Structural change is analysed by reference to models of change and the experience of the western economies is examined. The causes of gradual and sudden change are analysed. The causes and consequences of deindustrialisation are examined. Spatial changes and those relating to the EU are covered briefly.

Start date: Monday 12 July.

► MARKETING COMMUNICATIONS MIX

Module Code: MARK09003 **Level 9 / ECTS Points 10**

Entry requirements: Students should understand marketing concepts and have studied marketing research.

Content: The module aims to offer students an insight into both theoretical and practical considerations within marketing communications, with emphasis on how the integration may take place. Students will firstly study how buyer behaviour and theories of communication influence the choice of communications tools for business. Setting communication objectives, budgeting, the role of agencies and the selection of media will also be covered. In respect of the integrated marketing communications tools, students will study the theory and practice of advertising, personal selling, public relations, sales promotion, sponsorship and direct marketing, with emphasis on how tools may be synthesized. The pragmatic aspects of the module will enable students to gain useful skills that may be applied directly in future careers.

Start date: Monday 12 July.

OPTIONS FROM THE SCHOOL OF ENGINEERING

► THE HUMAN SIDE OF TECHNOLOGY

Module code: ENGG07009 **Level 7 / ECTS Points 10**

Entry requirements: None.

Content: This module was designed to provide students with an overview of how engineering and science fit into the wider society. The module uses a team approach to learning with a significant amount of group activities as part of the module. This group work allows hands on experience of working together to solve diverse problems. It also encourages communication and fosters a friendly atmosphere between the students and staff. Topics include a review of the history of science and technology, ethics related to science and engineering, risk as related to technology, team building and working, meeting organisation, techniques for decision making in an organisation and sustainability.

Start date: Tuesday 20 July.

OPTIONS FROM THE SCHOOL OF COMPUTING

► PROJECT MANAGEMENT FOR I.T.

Module Code: COMP09007 **Level 9 / ECTS Points 10**

Entry requirements: Programme of study incorporating the equivalent of Business Systems Provision and Business Systems Analysis.

Content: Introduction to IT projects management; IT project management software; linking IT project management software to spreadsheet analysis; project life cycle; project management methods (Gantt, CPA, Resource Assignment, MindMaps etc) and methodologies.

Start date: Monday 12 July.

► INTRODUCTORY PROGRAMMER DEVELOPMENT

Module Code: COMP07048-0 **Level 7 / ECTS Points 10**

Entry requirements: Basic computer literacy.

Content: The Introductory Programmer Development module is designed for the complete novice to gain a thorough understanding of the basic programming concepts. This module follows an object oriented approach to program design using the C# programming language for implementation. By the end of the course the student will have created a simple arcade style computer game.

Start date: Monday 12 July.

OPTIONS FROM THE SCHOOL OF CREATIVE & CULTURAL INDUSTRIES

► BUSINESS ENGLISH 2.1

Module Code: ENGL08001 **Level 8 / ECTS Points 10**

Entry requirements: Intermediate level of English (equivalent to IELTS 5).

Content: Development of English language knowledge and skills to enable students to talk and write effectively about different areas of business, such as communication, careers, employment, import-export, marketing and retailing.

Start date: Monday 12 July.

► BUSINESS ENGLISH 3.1

Module Code: ENGL09001 **Level 9 / ECTS Points 10**

Entry requirements: Upper intermediate to advanced level of English (equivalent to IELTS 5.5/6.00).

Content: Development of English language knowledge and skills to enable students to talk and write very competently about different areas of business, such as: target markets, organising large projects, debt advice, globalization, company culture and supply and demand.

Start date: Monday 12 July.

OPTIONS FROM THE LIFELONG LEARNING ACADEMY

► INTRODUCTION TO CAREER PLANNING

Module Code: LLNG07010 **Level 7 / ECTS Points 10**

Entry requirements: None.

Content: This module will enable you to develop the skills required to effectively manage your career. During the module you will use a five-stage process to review and reflect upon your current situation, aspirations and future plans and set targets for achieving these. You will be encouraged to identify support mechanisms and to build in an evaluation plan for the future.

Start date: Monday 12 July.

► A HISTORY OF SCOTLAND 1

Module Code: LLNG07016 **Level 7 / ECTS Points 5**

Entry requirements: None.

Content: This module will introduce you to the history of Scotland from the 5th century until the 15th century and enable you to understand the complexity of Scotland's past. During this period Scotland emerged as a unified entity within the British Isles and established a national identity that still remains today. The struggle to achieve this recognition will be an aspect of study of this module. Key historical figures of the Wars of Independence will be a major feature of this module. By the end of this module you will be able to understand the formative influences on Scotland from the 5th century to 15th century and demonstrate an understanding of source materials (charters, maps, antiquarian histories), linked to Scottish history and issues associated with the use of such source materials.

Start date: Monday 12 July.