



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# UCAM SHORT COURSES

MURCIA, SPAIN • [international.ucam.edu](http://international.ucam.edu)





## Welcome to UCAM, Universidad Católica San Antonio de Murcia



**José Luis Mendoza Pérez**  
President of UCAM

*Our campus is strategically located in Murcia, south-east Spain. With more than 16,000 students and over 1,000 professors we are continually expanding worldwide to make one of our main objectives a reality: to promote a human and high quality university education, with representative presence in all continents.*

UCAM has a friendly and international environment in a wonderful Mediterranean framework, and is proud of having representatives in all five continents. The University's international vocation propels us to collaborate with universities from all across the world and at every educational level: research, exchange of students and professors, and the creation international bachelor's and master's degrees in all specialities.

At UCAM you will experience the dynamism and enthusiasm of the university community, the first-class teaching facilities, the picturesque surroundings of the Jerónimos Monastery, and a sports structure including 21 elite teams competing at top international level. The Catholic and universal ethos of our campus provides a great opportunity for self-development and practice of personal responsibility.

**Welcome to Spain, welcome to UCAM.**



**VENUE:** UCAM Campus (Murcia)

**DURATION:** 2, 3, or 4 weeks (selected programs)

**CREDITS:**

- 2 Weeks (40 Teaching hours) - 4 ECTS
- 3 Weeks (60 Teaching hours) - 6 ECTS
- 4 Weeks (80 Teaching hours) - 8 ECTS

**TIMETABLE:** Usually 09.30-13.30 (with 30 minutes for coffee break), Monday to Friday. Lunch after classes. The courses schedule and professors may be subject to change.

**DATES:**

- 4 WEEKS (July)
- 3 WEEKS (January - February / July / September)
- 2 WEEKS (January - February / June / July / September (upon availability))

*Please note that Non-EU students in Spain are not entitled to medical coverage. A private medical insurance is obligatory for entire length of stay.*

## UCAM Short Course Program

*Short courses have gained prestige in education, as they provide exceptional opportunities to learn about a specific subject in a short period of time. UCAM short courses program includes a wide range of courses in several fields and help students to acquire new competencies and skills or to enhance the existing skills.*

UCAM short courses are focused on “just in time” and “just enough” teaching in order to meet student needs and to match the requirements of the labour market in terms of knowledge and skills.

### Reasons to Enroll in a Short Course

- To learn about other fields of study.
- To pursue further studies in those fields.
- To enhance existing skills and abilities.
- To expand career paths.

### Minimum Enrollment

The minimum number of students is 10 (15 for UCAM CF Experience), in order to be able to offer a course. UCAM reserves the right to cancel the course when the minimum number of students is not reached.

### How to Apply

**For groups or partner universities please contact:**

eduprojects@ucam.edu - (+34) 968 278 884

**FOR INDIVIDUALS:**

**1 Application**

Submit your personal data and attach the required documents to [eduprojects@ucam.edu](mailto:eduprojects@ucam.edu)

- University access - transcript of records. Attested copy
- Proof of health insurance that covers Spain/Europe
- Passport copy
- ID Photo

**2 Fees Payment and Visa Application (if required)**

A formal “Letter of Acceptance” will be issued once the placement has been confirmed with the payment made to UCAM and the documents legalized (where applicable).

Payment must be done by Flywire (<https://payment.flywire.com/pay/payment>)

## Why UCAM

- 1** UCAM was one of the first universities to adapt its programs to the European Quality System for Education following the Bologna Process.
- 2** UCAM has around 200 renowned international strategic partners, including leading colleges and universities in the world, such as UC Berkeley, Stanford, NTU, NUS or Università degli Studi di Bologna. With these partners, UCAM develops student, staff and professor exchange programs, dual degrees and other collaborations.
- 3** UCAM offers an education based on personalized attention that caters to students’ needs. Each class has a small number of students and each student has a personal tutor. UCAM also offers a modern system of distance teaching.
- 4** UCAM students are strongly linked to the working world through study plans adapted to market demands, mandatory internships in public or private institutions in every program & research program in collaboration with large regional, national & multinational companies.
- 5** UCAM has a rich cultural and historical campus environment. Its main campus is at the Jerónimos Monastery (XVIII century National Monument) where the teaching halls and labs provide UCAM students with excellent facilities to learn practical skills.
- 6** As a Catholic institution, UCAM aims to provide a holistic education for students not only in terms of academic knowledge but also in human values through volunteering activities, congresses, seminars, research projects and religious services.
- 7** UCAM is recognized as the University of Sports in Spain. It is the only European university which has a professional basketball team in the top national league (Liga Endesa) competing with more than 20 other professional teams. In the Spanish inter-university sports competition, UCAM won 121 medals (73 gold) and was hailed the 2017 Champion after competing in 21 disciplines involving more than 2,000 university athletes. In the Olympic Games Rio 2016, more than 60 UCAM athletes participated and won 15 Olympic medals and 9 Paralympic medals.



**PROGRAMS  
OF**

**4 WEEKS**

**3 WEEKS**

**2 WEEKS**



# UCAM Murcia CF Experience Program

## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 1 month or 15 days (first 2 weeks)

**Hours:** 80 hours

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 8 ECTS (1 month) and 4 ECTS (15 days)

**Minimum:** 15 students

**Price:** €2,350 (one month) / €1,850 (15 days)

## Course Fee Includes

- ✓ Spanish classes & trainings (4 hours Spanish classes)
- ✓ Football field & Installations use
- ✓ Referee for Football Matches
- ✓ Physician and Physiotherapist consultation
- ✓ Tours & transport
- ✓ Full board and lodging
- ✓ Welcome pack
- ✓ Insurance
- ✓ Full sportswear package
- ✓ Accommodation

## Objectives

- Provide quality football training at the service of our players.
- Become a national reference with an identity associated with excellence as a form of continuous improvement.
- Development and improvement of the individual and collective technical skills.
- Expand their knowledge of the game and adapt it to the tactical aspects that it requires.
- Train the players in the values represented by the UCAM CF and our university.
- To contribute in the football education, both inside and outside the field, enhancing the spirit of sportsmanship that promotes this institution.



## 4 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1

##### SESSION 1

- 9:30 Tour in UCAM + Course Introduction
- 11:30 **BREAK**
- 12:00 Light physical training at the UCAM SportsCenter
- 14:00 **LUNCH**
- 17:00 Murcia Cultural Tour

##### SESSION 2

- 9:30 Football: technique and skills session
- 11:30 **BREAK**
- 12:00 Spanish class (related to football topics)
- 14:00 **LUNCH**
- 17:00 Football: free session

##### SESSION 3

- 9:30 Football: physical conditioning on field
- 11:30 **BREAK**
- 12:00 Football: playful games on field
- 14:00 **LUNCH**
- 17:00 Spanish class (related to cultural information - at University)

##### SESSION 4

- 9:30 Spanish class (related to football topics)
- 11:30 **BREAK**
- 12:00 Football: tactic - on field positioning session
- 14:00 **LUNCH**
- 17:00 Football: friendly game

##### SESSION 5

- 9:30 UCAM Murcia CF's workshop I
- 14:00 **LUNCH**
- 17:00 Football: technique and skills session

### 2<sup>nd</sup> WEEK

#### Module 2

##### SESSION 1

- 9:30 Spanish class (related to football topics)
- 11:30 **BREAK**
- 12:00 Football: technique and skills session
- 14:00 **LUNCH**
- 17:00 Football: tactic - on field positioning session

##### SESSION 2

- 9:30 Physical training at the UCAM SportsCenter
- 11:30 **BREAK**
- 12:00 Spanish class (related to cultural information - at University)
- 14:00 **LUNCH**
- 17:00 Murcia: UCAM campus activity

##### SESSION 3

- 9:30 Football: technique and skills session
- 11:30 **BREAK**
- 12:00 Spanish class (related to football topics)
- 14:00 **LUNCH**
- 17:00 Football: friendly game

##### SESSION 4

- 9:30 Football: playful games on field
- 11:30 **BREAK**
- 12:00 Football: physical conditioning on field
- 14:00 **LUNCH**
- 17:00 Spanish class (related to cultural information - at University)

##### SESSION 5

- 9:30 UCAM Murcia CF's workshop II
- 14:00 **LUNCH**
- 17:00 Football: free session

### 3<sup>rd</sup> WEEK

#### Module 3

##### SESSION 1

- 9:30 Football: physical conditioning on field
- 11:30 **BREAK**
- 12:00 Spanish class (related to cultural information - at University)
- 14:00 **LUNCH**
- 17:00 Football: free session

##### SESSION 2

- 9:30 Football: playful games on field
- 11:30 **BREAK**
- 12:00 Football: technique and skills session
- 14:00 **LUNCH**
- 17:00 Spanish class (related to football topics)

##### SESSION 3

- 9:30 Football: tactic - on field positioning session
- 11:30 **BREAK**
- 12:00 Spanish class (related to football topics)
- 14:00 **LUNCH**
- 17:00 Murcia: city surroundings excursion

##### SESSION 4

- 9:30 Spanish class (related to cultural information - at University)
- 11:30 **BREAK**
- 12:00 Light physical training at the UCAM SportsCenter
- 14:00 **LUNCH**
- 17:00 Football: friendly game

##### SESSION 5

- 9:30 UCAM Murcia CF's workshop III
- 14:00 **LUNCH**
- 17:00 Football: physical conditioning on field

### 4<sup>th</sup> WEEK

#### Module 4

##### SESSION 1

- 9:30 Football: technique and skills session
- 11:30 **BREAK**
- 12:00 Spanish class (related to cultural information - at University)
- 14:00 **LUNCH**
- 17:00 Football: physical conditioning on field

##### SESSION 2

- 9:30 Spanish class (related to football topics)
- 11:30 **BREAK**
- 12:00 Football: tactic - on field positioning session
- 14:00 **LUNCH**
- 17:00 Football: friendly game

##### SESSION 3

- 9:30 Light physical training at the UCAM SportsCenter
- 11:30 **BREAK**
- 12:00 Spanish class (related to cultural information - at University)
- 14:00 **LUNCH**
- 17:00 Football: technique and skills session

##### SESSION 4

- 9:30 Football: physical conditioning on field
- 11:30 **BREAK**
- 12:00 Spanish class (related to football topics)
- 14:00 **LUNCH**
- 17:00 Football: free session

##### SESSION 5

- 9:30 UCAM Murcia CF's workshop IV
- 14:00 **LUNCH**
- 17:00 Murcia: Cultural Activity

**PROGRAMS  
OF**

**4 WEEKS**

**3 WEEKS**

**2 WEEKS**



# Entrepreneurship: Leadership and Management in International Contexts



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

- Boost initiative and entrepreneurial spirit to launch new companies.
- Understand the importance of developing efficient business plans.
- Recognize the role of leaders in multinational companies when facing present global challenges.
- Acquire leadership skills and social intelligence to motivate international teams.
- Learn how cultural influences and business practices in different countries might affect managers behavior in terms of communication and negotiation.

## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Entrepreneurship

##### SESSION 1

9:00 Developing the opportunity  
11:00 BREAK  
11:30 Developing the opportunity  
13:30 LUNCH

##### SESSION 2

9:00 Launching your start-up  
11:00 BREAK  
12:00 Developing the opportunity  
13:30 LUNCH

##### SESSION 3

9:00 Growth strategies  
11:00 BREAK  
12:00 Growth strategies  
13:30 LUNCH

##### SESSION 4

9:00 Financing and profitability  
11:00 BREAK  
12:00 Financing and profitability  
13:30 LUNCH

##### SESSION 5

9:00 Case studies  
11:00 BREAK  
12:00 Presentations  
13:30 LUNCH

### 2<sup>nd</sup> WEEK

#### Module 2: Leadership

##### SESSION 1

9:00 Leadership  
11:00 BREAK  
11:30 Leadership  
13:30 LUNCH

##### SESSION 2

9:00 Social abilities  
11:00 BREAK  
11:30 Social abilities  
13:30 LUNCH

##### SESSION 3

9:00 Social intelligence  
11:00 BREAK  
11:30 Social intelligence  
13:30 LUNCH

##### SESSION 4

9:00 Competences to motivate teams  
11:00 BREAK  
11:30 Competences to motivate teams  
13:30 LUNCH

##### SESSION 5

9:00 Case studies  
11:00 BREAK  
12:00 Presentations  
13:30 LUNCH

### 3<sup>rd</sup> WEEK

#### Module 3: Cross-Cultural Management

##### SESSION 1

9:00 Corporate culture  
11:00 BREAK  
11:30 Corporate culture  
13:30 LUNCH

##### SESSION 2

9:00 Communication in intercultural teams  
11:00 BREAK  
11:30 Communication in intercultural teams  
13:30 LUNCH

##### SESSION 3

9:00 Cross-culture Business Behavior  
11:00 BREAK  
11:30 Cross-culture Business Behavior  
13:30 LUNCH

##### SESSION 4

9:00 Business protocol and negotiation  
11:00 BREAK  
11:30 Business protocol and negotiation  
13:30 LUNCH

##### SESSION 5

9:00 Case studies  
11:00 BREAK  
12:00 Presentations  
13:30 LUNCH



# Fundamentals of 3D Digital Design and Additive Manufacturing (3D Printing)



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

- Get a global vision of the additive manufacturing process: from the digital modeling of an object to its final 3D printing.
- Know the basics of 3D design through advanced CAD tools such as Solid Works.
- Focus the design process to additive manufacturing.
- Obtain digital models through digitizing techniques, such as scanning.
- Understand the basics of 3D printers: electronics, mechanics, etc.
- Control the maintenance and operation of 3D printers.
- Know the properties of the most common materials used for 3D printing.
- Manage a full additive manufacturing project.
- Get in contact with the 3D printing industry and entrepreneurs.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

1 <sup>st</sup> WEEK	2 <sup>nd</sup> WEEK	3 <sup>rd</sup> WEEK
<b>Module 1: 3D Design (Part I)</b> <b>SESSION 1</b> 9.30 "Tour in UCAM + Course Introduction" 11.30 <b>BREAK</b> 12.00 "Basic Concepts of Solidworks (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> 17:00- 20:00 Murcia: Cultural Tour <b>SESSION 2</b> 9.30 "Introduction to the sketch I (Mr. German Meoro-Avilés)" 11.30 <b>BREAK</b> 12.00 "Introduction to the sketch II (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> <b>SESSION 3</b> 9.30 "Basic part modeling: Extrusion I (Mr. German Meoro-Avilés)" 11.30 <b>BREAK</b> 12.00 "Basic part modeling: Extrusion II (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> <b>SESSION 4</b> 9.30 "Basic part modeling: Revolution I (Mr. German Meoro-Avilés)" 11.30 <b>BREAK</b> 12.00 "Basic part modeling: Revolution II (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> <b>SESSION 5</b> 9.30 - 12.00 "Company Visit: Cella Medical Solutions (Mr. Darío García-Calderón and Mr. Ginés Estrada)" 14.00 <b>LUNCH</b>	<b>Module 2: 3D Design (Part II)</b> <b>SESSION 1</b> 9.30 "Basic model of parts: Sweep I (Mr. German Meoro-Avilés)" 11.30 <b>BREAK</b> 12.00 "Basic model of parts: Sweep II (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> <b>SESSION 2</b> 9.30 "Configuration of starting formats I (Mr. German Meoro-Avilés)" 11.30 <b>BREAK</b> 12.00 "Configuration of starting formats II (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> <b>SESSION 3</b> 9.30 "Drawings and plans I (Mr. German Meoro-Avilés)" 11.30 <b>BREAK</b> 12.00 "Drawings and plans II (Mr. German Meoro-Avilés)" 14.00 <b>LUNCH</b> <b>SESSION 4</b> 9.30 "Assembly and Sub-assumptions I (Dr. Rafael Melendreras- Ruiz and Dr. Angel J. Garcia-Collado)" 11.30 <b>BREAK</b> 12.00 "Assembly and Sub-assumptions II (Dr. Rafael Melendreras- Ruiz and Dr. Angel J. Garcia-Collado)" 14.00 <b>LUNCH</b> <b>SESSION 5</b> 9.30 - 12.00 "Company Visits II: CEEIC - Drónica & Fluid 3D (Mr. Jesús Trenza and Mr. Antonio Saura)" 14.00 <b>LUNCH</b>	<b>Module 3: 3D Manufacturing</b> <b>SESSION 1</b> 9.30 "Basic model of parts: Sweep I (Dr. Ángel J. García-Collado & Dr. Rafael Melendreras-Ruiz)" 11.30 <b>BREAK</b> 12.00 "Basic model of parts: Sweep II (Dr. Ángel J. García-Collado & Dr. Rafael Melendreras-Ruiz)" 14.00 <b>LUNCH</b> <b>SESSION 2</b> 9.30 "Configuration of starting formats I (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)" 11.30 <b>BREAK</b> 12.00 "Configuration of starting formats II (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)" 14.00 <b>LUNCH</b> <b>SESSION 3</b> 9.30 "Drawings and plans I (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)" 11.30 <b>BREAK</b> 12.00 "Drawings and plans II (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)" 14.00 <b>LUNCH</b> <b>SESSION 4</b> 9.30 "Assembly and Sub-assumptions I (Mr. José Antonio Acosta-Martínez)" 11.30 <b>BREAK</b> 12.00 "Assembly and Sub-assumptions II (Mr. José Antonio Acosta-Martínez)" 14.00 <b>LUNCH</b> <b>SESSION 5</b> 9.30 - 12.00 Graduation Ceremony - Farewell Event 14.00 <b>LUNCH</b>



# Intelligent Management for The Tourism Industry



Affiliate Member of:



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00 or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

- To know how to apply the acquired knowledge and to develop problem-solving skills in the fields of tourism, marketing and innovation.
- Acquire initiative and entrepreneurial spirit to launch projects related to innovation and marketing in the tourism sector.
- Acquire skills through the teaching-learning process that allow students to continue their self-training in the fields of innovation and marketing.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: New Reality for The Tourism Industry

##### SESSION 1

- 9:00** Tour in UCAM + Introduction to tourism system
- 11:30** **BREAK**
- 12:00** Basic tourism principles. Tourism supply: services, products & destinations
- 13:30** **LUNCH**
- 17:00-20:00** Murcia: Cultural Tour

##### SESSION 2

- 9:00** Launching your start-up
- 11:30** **BREAK**
- 12:00** Developing the opportunity
- 13:30** **LUNCH**

##### SESSION 3

- 9:00** International tourism scenario
- 11:30** **BREAK**
- 12:00** Current tourism overview. Why is tourism so important? Study case & discussion
- 13:30** **LUNCH**

##### SESSION 4

- 9:00** Tomorrow's tourism: Perspectives and tourism towards 2030. International tourism trends; ICTs, demographic changes, increased mobility
- 11:30** **BREAK**
- 12:00** Global tourism risks and challenges: climate change and sustainability, safety, new economic order. Study case and discussion
- 13:30** **LUNCH**

##### SESSION 5

- 9:00-13:30** Company visit I

### 2<sup>nd</sup> WEEK

#### Module 2: Innovation Management in The Tourism Sector

##### SESSION 1

- 9:00** Introduction to innovation: Innovation. Concept and types. Innovation management
- 11:30** **BREAK**
- 12:00** Current trends of innovation in Tourism. Case study & discussion
- 14:00** **LUNCH**

##### SESSION 2

- 9:00** Innovation applied to tourism business models introduction. Innovation within a tourism company: Generating business models in tourism. Creating value propositions in tourism companies
- 11:30** **BREAK**
- 12:00** Tourism services based on IT innovation and shared economy. Developing new value propositions based on apps, gaming and VR. Sustainable tourism and green innovation. Introducing smart destinations. Case study and discussions
- 14:00** **LUNCH**

##### SESSION 3

- 9:00** Innovation and creativity applied the generation of values: creative process creative solutions
- 11:00** **BREAK**
- 12:00** Stages/phases of creative solution: system & interpretation of heritage Tourism and creative industries. Case study and discussion
- 14:00** **LUNCH**

##### SESSION 4

- 9:00** Big Data applied to tourism & marketing: What is Big Data? Datafication The Value data of Big Data examples and success stories
- 11:00** **BREAK**
- 12:00** Big Data Visualization, Big Data changes, Big Data & marketing: trends & opportunities. Big Data & tourism: a case of study
- 14:00** **LUNCH**

##### SESSION 5

- 9:00-14:00** Company visit I

### 3<sup>rd</sup> WEEK

#### Module 3: Positioning, Branding and Marketing Strategies for The Tourism Industry

##### SESSION 1

- 9:00** Characteristics of tourism marketing: Introduction to marketing in the tourism industry. Understanding the marketplace and the customer needs
- 11:00** **BREAK**
- 11:30** Characteristics of tourism marketing: Introduction to marketing in the tourism industry. Understanding the marketplace and the customer needs
- 14:00** **LUNCH**

##### SESSION 2

- 9:00** Strategic marketing planning: Key aspects of strategic planning. The role of marketing in strategic planning
- 11:00** **BREAK**
- 11:30** Strategic planning challenge in the tourism industry. Case study & discussion
- 14:00** **LUNCH**

##### SESSION 3

- 9:00** Positioning and Branding in the tourism industry: Tourism destination image
- 11:00** **BREAK**
- 11:30** Positioning & branding in the age of social media. Branding of destination and tourism products. Case study & discussion
- 14:00** **LUNCH**

##### SESSION 4

- 9:00** Managing tourism marketing: Steps in developing an effective tourism marketing strategy. Marketing mix for the tourism industry
- 11:00** **BREAK**
- 11:30** Online marketing: new approaches to build customer relationships. Case study & discussion.
- 14:00** **LUNCH**

##### SESSION 5

- 9:00-14:00** Graduation Ceremony, Farewell Event

# Media and Communications



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00 or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

- To explore the field of Communication from different perspectives in order to get a holistic view.
- To study Communication Basics from Storytelling to Visual Communication, from a classical point of view to a contemporary digital perspective..
- To analyze Institutional Communication by offering a cross-cultural context, in order to understand present-day Corporate Communication.
- To understand Personnel Communication by learning the basis of leadership and talent communication skills, together with Public speaking abilities.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Communication Basics

##### SESSION 1

**9:00** "Tour in UCAM + Course Introduction (Dra. Laura Cortés Selva)"

**11:30 BREAK**

**12:00** "Storytelling and Visual Communications (Dra. Marta Pérez Escolar)"

**13:30 LUNCH**

**17:00-**

**20:00** Murcia: Cultural Tour

##### SESSION 2

**9:00** "Elements of storytelling & visual communication (Dra. Laura Cortés Selva & Dra. Marta Pérez Escolar)"

**11:30 BREAK**

**12:00** "Storytelling and visual communication as branding concepts (Dra. Laura Cortés Selva & Dra. Marta Pérez Escolar)"

**14:00 LUNCH**

##### SESSION 3

**9:00** Storytelling and visual communication as branding concepts

**11:30 BREAK**

**12:00** Storytelling and visual communication as communication tools (Dra. Laura Cortés-Selva & Dra. Marta Pérez-Escolar)

**13:30 LUNCH**

##### SESSION 4

**9:00** Digital Skills I

**11:30 BREAK**

**12:00** "Digital Skills II (Dr. José Manuel Noguera- Vivo, D. Josep Martínez-Polo, PhD student & D. Pedro Luis Pérez, PhD student)"

**13:30 LUNCH**

##### SESSION 5

**9:00** Company visit I

**13:30 LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: Institutional Communication

##### SESSION 1

**9:00** "Cross-Cultural Communication I (Dra. Pilar Barra Hernandez)"

**11:30 BREAK**

**12:00** "Cross-Cultural Communication II (Dra. Pilar Barra Hernandez)"

**14:00 LUNCH**

##### SESSION 2

**9:00** "Cross-Cultural Communication III (Dra. Pilar Barra Hernandez)"

**11:30 BREAK**

**12:00** "Cross-Cultural Communication IV (Dra. Pilar Barra Hernandez)"

**14:00 LUNCH**

##### SESSION 3

**9:00** "Corporate Communications I (Prof. Pablo López-Guardiola)"

**11:00 BREAK**

**12:00** "Corporate Communications II (Prof. Pablo López-Guardiola)"

**14:00 LUNCH**

##### SESSION 4

**9:00** "Corporate Communications III (Prof. Pablo López-Guardiola)"

**11:00 BREAK**

**12:00** "Corporate Communications IV (Prof. Pablo López-Guardiola)"

**14:00 LUNCH**

##### SESSION 5

**9:00** Company visit II

**14:00 LUNCH**

### 3<sup>rd</sup> WEEK

#### Module 3: Personnel Communication

##### SESSION 1

**9:00** "Talent & Leadership I (Dra. Beatriz Peña-Acuña)"

**11:00 BREAK**

**11:30** "Talent & Leadership II (Dra. Beatriz Peña-Acuña)"

**14:00 LUNCH**

##### SESSION 2

**9:00** "Talent & Leadership III (Dra. Beatriz Peña-Acuña)"

**11:00 BREAK**

**11:30** "Talent & Leadership IV (Dra. Beatriz Peña-Acuña)"

**14:00 LUNCH**

##### SESSION 3

**9:00** "Media training for Public Speaking I (Dr. Pablo Blesa-Aledo)"

**11:00 BREAK**

**11:30** "Media training for Public Speaking II (Dr. Pablo Blesa-Aledo)"

**14:00 LUNCH**

##### SESSION 4

**9:00** "Media training for Public Speaking III (Dr. Pablo Blesa-Aledo)"

**11:00 BREAK**

**11:30** "Media training for Public Speaking IV (Dr. Pablo Blesa-Aledo)"

**14:00 LUNCH**

##### SESSION 5

**9:00** Graduation Ceremony

Farewell Event

**14:00 LUNCH**

# Sports Management



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

- To respond to the current needs of the sports phenomenon, amongst which includes the specialization of sports management professionals in each of the specific sport areas.
- To acquire the knowledge, applied foundations and necessary skills for the correct development of associated marketing in sport organizations.
- To achieve a knowledge of strategic planning for the successful development of a sport organization.
- To acquire knowledge in the areas of economic management, financing, information systems and the creation of strategies in sport organisations.
- To acquire knowledge through studying different case studies and through personal experience of the elite professors.
- To acquire the knowledge, applied foundations and necessary tools for correct management processes, quality policies and sustainability in sports facilities.

## Business Partners



LA MANGA CLUB



PINATARARENA  
football.com.es

## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Marketing

##### SESSION 1

- 9.30 "Tour in UCAM + Course Introduction"
- 11.30 **BREAK**
- 12.00 Management of LaLiga Team
- 13.30 **LUNCH**
- 17:00-
- 20:00 Murcia: Cultural Tour

##### SESSION 2

- 9.30 New age in LaLiga I
- 11.30 **BREAK**
- 12.00 New age in LaLiga II
- 13.30 **LUNCH**

##### SESSION 3

- 9.30 Corporate Communication, case of study: UCAM I
- 11.30 **BREAK**
- 12.00 Corporate Communication, case of study: UCAM II
- 13.30 **LUNCH**

##### SESSION 4

- 9.30 Creative Thinking and Innovation in Sport: "Mexico 68" Study case
- 11.30 **BREAK**
- 12.00 Creative Thinking and Innovation in Sport: "Mexico 68" Study case
- 13.30 **LUNCH**

##### SESSION 5

- 9.30-
- 12.00 "UCAM CF (Silvia Garay)"
- 13.30 **LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: Management/ Sport Facilities

##### SESSION 1

- 9.30 Redefinition of sport concept as a product and its exchange through the internet" I
- 11.30 **BREAK**
- 12.00 Redefinition of sport concept as a product and its exchange through the internet" II
- 14.00 **LUNCH**

##### SESSION 2

- 9.30 "Workshop Pinatar Arena (Mr. Fran de Paula)"
- 11.30 **BREAK**
- 12.00 "Workshop Pinatar Arena (Mr. Fran de Paula)"
- 14.00 **LUNCH**

##### SESSION 3

- 9.30 "Create a Sport company I (Miguel Rodriguez)"
- 11.30 **BREAK**
- 12.00 "Create a Sport company II (Miguel Rodriguez)"
- 14.00 **LUNCH**

##### SESSION 4

- 9.30 "Management and Marketing in BasketballWorkshop(JoséMiguelGarrido)"
- 11.30 **BREAK**
- 12.00 "Management and Marketing in Basketball Workshop II (José Miguel Garrido)"
- 14.00 **LUNCH**

##### SESSION 5

- 9.30-
- 12.00 "Company Visit II: Pinatar Arena (Mr. Fran de Paula)"
- 14.00 **LUNCH**

### 3<sup>rd</sup> WEEK

#### Module 3: Sport Events

##### SESSION 1

- 9.30 Sports Events Organization from inside
- 11.30 **BREAK**
- 12.00 Study Case
- 14.00 **LUNCH**

##### SESSION 2

- 9.30 Sport Tourism I
- 11.30 **BREAK**
- 12.00 Sport Tourism II
- 14.00 **LUNCH**

##### SESSION 3

- 9.30 Sport Event Organization and Promotion
- 11.30 **BREAK**
- 12.00 Study Case
- 14.00 **LUNCH**

##### SESSION 4

- 9.30 "Match Day of a Football Team (Mr. Fran de Paula)"
- 11.30 **BREAK**
- 12.00 "Workshop (Mr. Fran de Paula)"
- 14.00 **LUNCH**

##### SESSION 5

- 9.30-
- 12.00 Graduation Ceremony - Farewell Event
- 14.00 **LUNCH**

# Sports Physiotherapy



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

Due to major advances in the sports sector during the last decade, it has now become necessary to train professionals in all areas of this field. Therefore, the main objective of this program is to train elite sports physiotherapists and supply them the tools they require to become successful in this field. For this reason, we intend to have the best teachers for all subjects from not just a theoretical point of view but, above all, a practical one.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Biomedics and Physiotherapy in Sport

##### SESSION 1

9:30 "Tour in UCAM + Course Introduction"  
11:30 **BREAK**  
12:00 Exercise Physiology  
13:30 **LUNCH**  
20:00 Murcia: Cultural Tour

##### SESSION 2

9:30 Biomechanic & Movement in Sports I  
11:30 **BREAK**  
12:00 Biomechanic & Movement in Sports II  
13:30 **LUNCH**

##### SESSION 3

9:30 Sports Traumatology I  
11:30 **BREAK**  
12:00 Sports Traumatology II  
13:30 **LUNCH**

##### SESSION 4

9:30 Special Techniques of Physiotherapy Treatment in Sport I  
11:30 **BREAK**  
12:00 Special Techniques of Physiotherapy Treatment in Sport II  
13:30 **LUNCH**

##### SESSION 5

12:00 Visit UCAM CF  
13:30 **LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: Sports Training Programs

##### SESSION 1

9:30 Strength Training I  
11:30 **BREAK**  
12:00 Strength Training II  
14:00 **LUNCH**

##### SESSION 2

9:30 Velocity Training I  
11:30 **BREAK**  
12:00 Velocity Training II  
14:00 **LUNCH**

##### SESSION 3

9:30 Aerobic Training I  
11:30 **BREAK**  
12:00 Aerobic Training II  
14:00 **LUNCH**

##### SESSION 4

9:30 Flexibility, Agility and Coordination Skills Training I  
11:30 **BREAK**  
12:00 Flexibility, Agility and Coordination Skills Training II  
14:00 **LUNCH**

##### SESSION 5

9:30 Planning & Periodization of Training I  
11:30 **BREAK**  
12:00 Visit to UCAM CIARD  
14:00 **LUNCH**

### 3<sup>rd</sup> WEEK

#### Module 3: Sports Training Programs

##### SESSION 1

9:30 Injury Risk Factors I  
11:30 **BREAK**  
12:00 Injury Risk Factors II  
14:00 **LUNCH**

##### SESSION 2

9:30 Injury Prevention Training I  
11:30 **BREAK**  
12:00 Injury Prevention Training II  
14:00 **LUNCH**

##### SESSION 3

9:30 Personal Training Programs Design I  
11:30 **BREAK**  
12:00 Personal Training Programs Design II  
14:00 **LUNCH**

##### SESSION 4

9:30 Strategies for Developing the Return to Play I  
11:30 **BREAK**  
12:00 Visit to La Manga Club  
14:00 **LUNCH**

##### SESSION 5

9:30 Practice  
11:30 **BREAK**  
12:00 Graduation Ceremony  
14:00 **LUNCH**

# Video Technology and Applications in Events



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €2,915

## Objectives

- Introducing the backgrounds of video signals and interfaces
- Studying the different technologies of cameras and video editing devices
- Analysing the most used technologies for projecting video in events
- Comparing the amateur and professional video equipment
- Applying the previous knowledge to real video projects

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Video Basic Level

##### SESSION 1

**9:00** Tour in UCAM + Course Introduction  
**11:30 BREAK**  
**12:00** "Video Signal, Standards, formats & Interfaces (Dr. Rafael Berenguer-Vidal)"  
**14:00 LUNCH**  
**17:00** Murcia Cultural Tour

##### SESSION 2

**9:00** "Video Signal, Standards, formats & Interfaces (Dr. Rafael Berenguer-Vidal)"  
**11:30 BREAK**  
**12:00** "Video Editing (Prof. Jorge Hernández Bellot)"  
**14:00 LUNCH**

##### SESSION 3

**9:00** "Displays, Projectors & Digital Conference Platforms (Dr. Rafael Melendreras-Ruiz)"  
**11:30 BREAK**  
**12:00** "Displays, Projectors & Digital Conference Platforms (Dr. Rafael Melendreras-Ruiz)"  
**14:00 LUNCH**

##### SESSION 4

**9:00** Laboratory exercises I & II  
**11:30 BREAK**  
**12:00** Laboratory exercises III  
**14:00 LUNCH**

##### SESSION 5

**9:00** Company Visit I  
**14:00 LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: Video Intermediate Level

##### SESSION 1

**9:00** "Video Signal, Standards, formats & Interfaces II (Dr. Rafael Berenguer-Vidal)"  
**11:30 BREAK**  
**12:00** "Video Signal, Standards, formats & Interfaces II (Dr. Rafael Berenguer-Vidal)"  
**14:00 LUNCH**

##### SESSION 2

**9:00** "Digital Cameras Video Mixer II (Prof. Jorge Hernández-Bellot)"  
**11:30 BREAK**  
**12:00** "Video Editing II (Prof. Jorge Hernández Bellot)"  
**14:00 LUNCH**

##### SESSION 3

**9:00** "Displays, Projectors & Digital Conference Platforms II (Dr. Rafael Melendreras-Ruiz)"  
**11:30 BREAK**  
**12:00** "Displays, Projectors & Digital Conference Platforms II (Dr. Rafael Melendreras-Ruiz)"  
**14:00 LUNCH**

##### SESSION 4

**9:00** Laboratory exercises I & II  
**11:30 BREAK**  
**12:00** Laboratory exercises III  
**14:00 LUNCH**

##### SESSION 5

**9:00** Company Visit II  
**14:00 LUNCH**

### 3<sup>rd</sup> WEEK

#### Module 3: Video Advanced Level

##### SESSION 1

**9:00** "Video Signal, Standards, formats & Interfaces III (Dr. Rafael Berenguer-Vidal)"  
**11:30 BREAK**  
**12:00** "Video Signal, Standards, formats & Interfaces III (Dr. Rafael Berenguer-Vidal)"  
**14:00 LUNCH**

##### SESSION 2

**9:00** "Digital Cameras Video Mixer III (Prof. Jorge Hernández-Bellot)"  
**11:30 BREAK**  
**12:00** "Video Editing III (Prof. Jorge Hernández Bellot)"  
**14:00 LUNCH**

##### SESSION 3

**9:00** "Displays, Projectors & Digital Conference Platforms III (Dr. Rafael Melendreras-Ruiz)"  
**11:30 BREAK**  
**12:00** "Displays, Projectors & Digital Conference Platforms III (Dr. Rafael Melendreras-Ruiz)"  
**14:00 LUNCH**

##### SESSION 4

**9:00** Laboratory exercises I & II  
**11:30 BREAK**  
**12:00** Laboratory exercises III  
**14:00 LUNCH**

##### SESSION 5

**9:00** Graduation Ceremony - Farewell Event  
**14:00 LUNCH**



# Fundamentals of Smart Cities: Planning, Design and Management



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 3 weeks

**Hours:** 60 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 6 ECTS

**Minimum:** 10 students

**Price:** €3,905

## Objectives

- Get a global vision of the Smart City concept.
- Know the different technologies and standards used by the most representative smart cities nowadays.
- Get useful practice and knowledge about sensor management and intelligence.
- Understand the relationship of energy efficiency, renewable energy and sustainable urbanism with smart city.
- Get in-depth knowledge and real practice in Rivas Vaciamadrid, twice nominated for the World Smart City Awards.
- Get in contact with some representatives of the international and Spanish Smart City industry and entrepreneurs.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 3 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Fundamentals of Smart Cities (UCAM – Murcia)

##### SESSION 1: (VARIOUS)

- 9:30-  
9:45 Course Opening  
10:00 Introduction to Smart Cities (Dr. Rafael Melendreras)  
11:00 **BREAK**  
11:30 Energy efficiency, renewable energy and sustainable urbanism (Dr. Pedro A. Díaz)  
13:00-  
13:30 Visit to UCAM Labs (Dr. Rafael Melendreras)

##### SESSION 2: SMART CITY ARCHITECTURE

- 9:30 Smart City Networks: Fixed, Mobile and Wireless Networks (COTA Telecom)  
11:30 **BREAK**  
12:00-  
13:30 Smart City Sensors (Eng. Juan Celdrán)  
– Smart sensors  
– The smart citizen as sensor

##### SESSION 3: (ENG. MIRIAM MENDOZA & ENG. IVÁN LEANDRO)

- 9:30-  
13:30 Laboratory Practice: Smart Parking Development with Open Hardware and Software

##### SESSION 4: (VARIOUS)

- 9:30 Smart City Platforms and Operating Systems (Dr. Juan Miguel Navarro)  
11:30 **BREAK**  
12:00-  
13:30 The interest of Open Data for the Smart City (Eng. Ignacio Ballesta)

##### SESSION 5: NETWORKING

- 9:30-  
13:30 Meeting with CITIZEM (Region of Murcia Smart City Cluster). UCAM's Technology Institute (ITM)

### 2<sup>nd</sup> WEEK

#### Module 2: Smart City (UCAM- Murcia)

##### SESSION 1: (VARIOUS)

- 9:30 Internet of Things and Smart Cities (Dr. Juan Miguel Navarro)  
11:00 **BREAK**  
11:30-  
13:30 Security at the Smart City (CNIPJ)

##### SESSION 2: (ENG. MIGUEL DAVID BOTÍA & DR. JUAN MIGUEL NAVARRO)

- 9:30-  
13:30 Laboratory Practice: IoT applications.

##### SESSION 3: (DR. ANDRÉS MUÑOZ)

- 9:30 Big Data Fundamentals  
11:15 **BREAK**  
11:45-  
13:30 Big Data: Successful Cases & Challenges

##### SESSION 4: (VARIOUS)

- 9:30 MiMurcia: Murcia SmartCity (Mr. José Martínez Márquez)  
11:30 **BREAK**  
12:00-  
13:30 Intelligent and Sustainable Mobility (Eng. Jaime Ruiz)

##### SESSION 5:

- 9:30 Company Visit II  
11:00 **BREAK - TRANSFER**  
12:00-  
13:30 Company Visit III: Smart Info Alcantarilla Municipality.

### 3<sup>rd</sup> WEEK

#### Module 3: Real Lab & Case Study: Rivas Smart City - Madrid

##### SESSION 1: (DR. JOSÉ JAVIER MEDINA)

- 9:30 Projects of Infrastructures and Services in the Smart Cities. Public-Private collaboration.  
10:30 The role of engineering associations and professionals in the Smart Cities designs. The technical project structure & contents  
11:30 **BREAK**  
11:45 Indicators, dashboards and Normative.  
12:45-  
13:30 Trends and Professional Profiles in Smart Cities

##### SESSION 2: (ENG. CARLOS VENTURA)

- 9:30 Welcome Act  
9:45 Rivas Smart City: Presentation  
11:00 **BREAK**  
11:30 Rivas Smart City: Services  
12:30-  
13:30 Rivas Smart City: Platform

##### SESSION 3: (VARIOUS)

- 9:30 Smart City Infrastructures Visit (Eng. Carlos Ventura)  
12:30 **BREAK**  
13:00-  
13:30 Course Conclusions (Dr. José Javier Medina)

##### SESSION 4: (ENG. PEDRO ALAMO) Company Visit III: Huawei Labs

##### SESSION 5: (PROF. DR. JOSÉ JAVIER MEDINA)

##### Company Visit IV: Telefónica (Eng. Enrique de Miguel Ambite)

**PROGRAMS  
OF**

**4 WEEKS**

**3 WEEKS**

**2 WEEKS**



# Big Data Fundamentals and Applications in Bioinformatics



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 2 weeks

**Hours:** 40 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 4 ECTS

**Minimum:** 10 students

**Price:** €2,200

## Objectives

- To explore techniques and tools for interpreting and analysing large volumes of data.
- To study and analyse different hardware architectures in Big Data environments.
- To analyse and understand different strategies for cleaning, modeling and analysing data from the Big Data perspective.
- To learn security and privacy techniques applied to Big Data.
- To learn about real problems, where the problem of large volumes of data is present, especially in Bioinformatics.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 2 Weeks Schedule

1 <sup>st</sup> WEEK	
<b>Module 1</b>	
<b>SESSION 1</b>	
9:00	Tour in UCAM + Course Introduction
11:30	<b>BREAK</b>
12:00	Introduction to Big Data (Dr. Andrés Muñoz)
14:00	<b>LUNCH</b>
17:00-	
20:00	Murcia: Cultural tour
<b>SESSION 2</b>	
9:00	Big Data Technologies (Dr. Andrés Muñoz)
11:00	<b>BREAK</b>
12:00	Hadoop, Spark, Latest technologies
13:30	<b>LUNCH</b>
<b>SESSION 3</b>	
9:00	Hands-on session on Big Data Tech (Dr. Andrés Muñoz)
11:30	<b>BREAK</b>
12:00	Lab session
14:00	<b>LUNCH</b>
<b>SESSION 4</b>	
9:00	Addressing the Challenge of Securing Big Data (Dr. Fernando Terroso)
11:30	<b>BREAK</b>
12:00	Interface and Costs of Big Data
14:00	<b>LUNCH</b>
<b>SESSION 5</b>	
9:00	Towards data processing in Big Data
11:30	<b>BREAK</b>
12:00	Introduction to Intelligent Data Analysis
14:00	<b>LUNCH</b>

2 <sup>nd</sup> WEEK	
<b>Module 2</b>	
<b>SESSION 1</b>	
9:00	The Landscape of HPC Platforms for the Big Data challenge (Dr. José Luis Abellán)
11:30	<b>BREAK</b>
12:00	Future Trends in developing computer AR
14:00	<b>LUNCH</b>
<b>SESSION 2</b>	
9:00	Graphics supercomputer for Big Data era (Dr. José María Cecilia)
11:30	<b>BREAK</b>
12:00	Application Examples
14:00	<b>LUNCH</b>
<b>SESSION 3</b>	
9:00	Lexical analysis and sentiment analysis I (Dr. Francisco Arcas)
11:30	<b>BREAK</b>
12:00	Lexical analysis and sentiment analysis II (Dr. Francisco Arcas)
14:00	<b>LUNCH</b>
<b>SESSION 4</b>	
9:00	Introduction to Big Data in Structural Bioinformatics and Drug Discovery (Dr. Horacio Pérez Sánchez)
11:30	<b>BREAK</b>
12:00	Introduction to Big Data in Structural Bioinformatics and Drug Discovery (Dr. José Pedro Cerón Carrasco)
14:00	<b>LUNCH</b>
<b>SESSION 5</b>	
9:00 -	
14:00	Company Visit: Answare & Visualtis (Dr. Andrés Muñoz / Dr. Joaquín Lasheras)





# Fundamentals of 3D Digital Design and Additive Manufacturing (3D Printing)



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 2 weeks

**Hours:** 40 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 4 ECTS

**Minimum:** 10 students

**Price:** €2,200

## Objectives

- Get a global vision of the additive manufacturing process: from the digital modeling of an object to its final 3D printing.
- Know the basics of 3D design through advanced CAD tools such as Solid Works.
- Focus the design process to additive manufacturing.
- Obtain digital models through digitizing techniques, such as scanning.
- Understand the basics of 3D printers: electronics, mechanics, etc.
- Control the maintenance and operation of 3D printers.
- Know the properties of the most common materials used for 3D printing.
- Manage a full additive manufacturing project.
- Get in contact with the 3D printing industry and entrepreneurs.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 2 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: 3D Design

##### SESSION 1

9.30 "Tour in UCAM + Course Introduction"

11.30 **BREAK**

12.00 "Basic Concepts of Solidworks (Mr. German Meoro-Avilés)"

14.00 **LUNCH**

17:00-

20:00 Murcia: Cultural Tour

##### SESSION 2

9.30 "Introduction to the sketch I (Mr. German Meoro-Avilés)"

11.30 **BREAK**

12.00 "Introduction to the sketch II (Mr. German Meoro-Avilés)"

14.00 **LUNCH**

##### SESSION 3

9.30 "Basic part modeling: Extrusion I (Mr. German Meoro-Avilés)"

11.30 **BREAK**

12.00 "Basic part modeling: Extrusion II (Mr. German Meoro-Avilés)"

14.00 **LUNCH**

##### SESSION 4

9.30 "Basic part modeling: Revolution I (Mr. German Meoro-Avilés)"

11.30 **BREAK**

12.00 "Basic part modeling: Revolution II (Mr. German Meoro-Avilés)"

14.00 **LUNCH**

##### SESSION 5

9.30 -

12.00 "Company Visit: Cella Medical Solutions (Mr. Darío García-Calderón and Mr. Ginés Estrada)"

14.00 **LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: 3D Manufacturing

##### SESSION 1

9.30 "Basic model of parts: Sweep I (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)"

11.30 **BREAK**

12.00 "Basic model of parts: Sweep II (Mr. German Meoro-Avilés)"

14.00 **LUNCH**

##### SESSION 2

9.30 "Configuration of starting formats I (Dr. Ángel J. García-Collado & Dr. Rafael Melendreras-Ruiz)"

11.30 **BREAK**

12.00 "Configuration of starting formats II (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)"

14.00 **LUNCH**

##### SESSION 3

9.30 "Drawings and plans I (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)"

11.30 **BREAK**

12.00 "Drawings and plans II (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)"

14.00 **LUNCH**

##### SESSION 4

9.30 "Drawings and plans I (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)"

11.30 **BREAK**

12.00 "Drawings and plans II (Dr. Ángel J. García-Collado and Dr. Rafael Melendreras-Ruiz)"

14.00 **LUNCH**

##### SESSION 5

9.30 -

12.00 "Company Visits II: CEEIC - Drónica & Fluid 3D (Mr. Jesús Trenza y Mr. Antonio Saura)"

14.00 **LUNCH**

# Sports Management



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 2 weeks

**Hours:** 40 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 4 ECTS

**Minimum:** 10 students

**Price:** €2,200

## Objectives

- To respond to the current needs of the sports phenomenon, amongst which includes the specialization of sports management professionals in each of the specific sport areas.
- To acquire the knowledge, applied foundations and necessary skills for the correct development of associated marketing in sport organizations.
- To achieve a knowledge of strategic planning for the successful development of a sport organization.
- To acquire knowledge in the areas of economic management, financing, information systems and the creation of strategies in sport organisations.
- To acquire knowledge through studying different case studies and through personal experience of the elite professors.
- To acquire the knowledge, applied foundations and necessary tools for correct management processes, quality policies and sustainability in sports facilities.

## Business Partners



LA MANGA CLUB



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 2 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Business Plan & Football Industry

##### SESSION 1

9.30 "Tour in UCAM + Course Introduction"

11.30 **BREAK**

12.00 "Business Plan for a Sport Company (Prof. Miguel Rodriguez)"

14.00 **LUNCH**

17:00-

20:00 Murcia: Cultural Tour

##### SESSION 2

9.30 "Management of LaLiga team (Prof. José Moya)"

11.30 **BREAK**

12.00 "Workshop (Prof. José Moya)"

14.00 **LUNCH**

##### SESSION 3

9.30 "New age in LaLiga"

11.30 **BREAK**

12.00 "Workshop"

14.00 **LUNCH**

##### SESSION 4

9.30 "Business Plan for a Sports Company I (Prof. Miguel Rodriguez)"

11.30 **BREAK**

12.00 "Business Plan for a Sports Company II (Prof. Miguel Rodriguez)"

14.00 **LUNCH**

##### SESSION 5

9.30-

12.00 "UCAM CF (Silvia Garay)"

14.00 **LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: Branding, Sports Events and Facilities

##### SESSION 1

9.30 "Corporate communication (Prof. Pablo Guardiola)"

11.30 **BREAK**

12.00 "Case of Study: UCAM (Prof. Pablo Guardiola)"

14.00 **LUNCH**

##### SESSION 2

9.30 "Management of a professional basketball team I (Prof. José Miguel Garrido)"

11.30 **BREAK**

12.00 "Management of a professional basketball team II (Prof. José Miguel Garrido)"

14.00 **LUNCH**

##### SESSION 3

9.30 "International organization sport events (Prof. Antonio Saez)"

11.30 **BREAK**

12.00 "International organization sport events - Workshop (Prof. Antonio Saez)"

14.00 **LUNCH**

##### SESSION 4

9.30 "International sport events: Volvo Ocean Race, La Heroica, Mongolia bike race (Prof. José Moya)"

11.30 **BREAK**

12.00 "International sport events: Workshop (Prof. José Moya)"

14.00 **LUNCH**

##### SESSION 5

9.30-

12.00 "Company Visit II: Pinatar Arena (Mr. Fran de Paula)"

14.00 **LUNCH**

# Sports Physiotherapy



## Course Information

**Place:** UCAM Campus (Murcia)

**Duration:** 2 weeks

**Hours:** 40 hours

**Company Visit:** 1 per week

**Schedule:** Monday to Friday 09:00-14:00  
or 16:00-21:00

**Dates:** January, May, June, July, September

**Credits:** 4 ECTS

**Minimum:** 10 students

**Price:** €2,200

## Objectives

Due to major advances in the sports sector during the last decade, it has now become necessary to train professionals in all areas of this field. Therefore, the main objective of this program is to train elite sports physiotherapists and supply them the tools they require to become successful in this field. For this reason, we intend to have the best teachers for all subjects from not just a theoretical point of view but, above all, a practical one.

## Business Partners



## Course Fee Includes

- ✓ 1 Professor/tutor for free
- ✓ Accommodation
- ✓ Breakfast and lunch (excluding weekends)
- ✓ Transport Card (Murcia city)
- ✓ Teaching materials
- ✓ UCAM welcome pack
- ✓ Murcia city guided tour
- ✓ UCAM Course Completion Certificate
- ✓ 1 company visit per week
- ✓ Airport transfer to Murcia or Pick Up services are not included

## 2 Weeks Schedule

### 1<sup>st</sup> WEEK

#### Module 1: Biomedics and Physiotherapy in Sport

##### SESSION 1

9:30 "Tour in UCAM + Course Introduction"  
11:30 **BREAK**  
12:00 Exercise Physiology  
14:00 **LUNCH**  
20:00 Murcia: Cultural Tour

##### SESSION 2

9:30 Biomechanic & Movement in Sports I  
11:30 **BREAK**  
12:00 Biomechanic & Movement in Sports II  
14:00 **LUNCH**

##### SESSION 3

9:30 Sports Traumatology I  
11:30 **BREAK**  
12:00 Sports Traumatology II  
14:00 **LUNCH**

##### SESSION 4

9:30 Exploration Techniques in Sport I  
11:30 **BREAK**  
12:00 Exploration Techniques in Sport II  
14:00 **LUNCH**

##### SESSION 5

9:30 Special Techniques of Physiotherapy Treatment in Sport I  
11:30 **BREAK**  
12:00 Visit to La Manga Club  
14:00 **LUNCH**

### 2<sup>nd</sup> WEEK

#### Module 2: Sports Training Programs

##### SESSION 1

9:30 Neuromuscular Training I  
11:30 **BREAK**  
12:00 Neuromuscular Training I  
14:00 **LUNCH**

##### SESSION 2

9:30 Metabolic Training I  
11:30 **BREAK**  
12:00 Metabolic Training II  
14:00 **LUNCH**

##### SESSION 3

9:30 Planning and Periodization of Training I  
11:30 **BREAK**  
12:00 Visit to UCAM CIARD  
14:00 **LUNCH**

##### SESSION 4

9:30 Injury Prevention Training I  
11:30 **BREAK**  
12:00 Injury Prevention Training II  
14:00 **LUNCH**

##### SESSION 5

9:30 Strategies for Developing the Return to Play I  
11:30 **BREAK**  
12:00 Strategies for Developing the Return to Play II  
13:30 Graduation Ceremony  
14:00 **LUNCH**

A group of diverse students, both men and women, are posed outdoors. They are wearing t-shirts with the UCAM logo. The background features a building with a large display of pink flowers. The scene is bright and sunny.

## LANGUAGE PROGRAMS

**UCAM**  
UNIVERSIDAD

**AM**  
RSIDAD

**UCAM**  
UNIVERSIDAD

**UCAM**  
UNIVERSIDAD

**UCAM**  
UNIVERSIDAD

**UCAM**  
UNIVERSIDAD

# Spanish Language and Culture Intensive Course



## Experience

*UCAM Summer program offers you chance to learn the 2nd most spoken language in the world right in its home, Spain. With rich menu of educational and cultural activities, students will have fun in every turn.*

The summer program will take place in UCAM campus at Los Jerónimos Monastery, a XVII century historical artistic national monument. With 225.000 square meters area of gardens, parking, university accommodation in homestay or apartments, and equipped with outstanding facilities, UCAM campus will enrich your Spanish and culture summer program with unforgettable learning. Students will get unlimited card for city bus to explore the city of Murcia, a small part of the country that has the second largest number of UNESCO World Heritage sites in the world.

## Intakes

### SUMMER PROGRAM

July and September

### WINTER PROGRAM:

January and December

## Why Join?

- This is the perfect time to fulfill your holiday expectations by choosing 2 weeks or 3 weeks program with our best program as you touch in the beautiful and friendly environment of Spain.
- You will enjoy learning Spanish language and culture intensively through the method that will accelerate your ability to speak the 2<sup>nd</sup> most spoken language in the world.
- In this program you will have insight workshops by means of which you will acquire a deep insight about international market directly from the experts.
- You will also learn other aspects of Spanish culture such as Salsa and Flamenco dance with our professional tutors.
- Enrich your friendship and networking by having summer experience with International students.

## Designed for:

Students whose mother tongue is not Spanish.

## Testimonials



*Overall the UCAM Summer Program offers a comprehensive introduction to Spanish culture and language, thanks to the dedication and effort of the professors at UCAM.*

**Rachel Wong - Singapore**



*Upon arriving in Murcia, Spain, I was warmly received by my host family at the train station. Throughout my stay there, I was able to experience the authentic Spanish lifestyle; from their delicious cuisines to their way of life, such as their siestas.*

**Henry Loh - Singapore**

# Summer Program



## Fees:

### HOMESTAY

2 weeks:	€1,580
3 weeks:	€1,890
4 weeks:	€2,100

### CLASSES ONLY:

2 weeks:	€1,170
3 weeks:	€1,400
4 weeks:	€1,500

## Course Fee Includes

- Comfortable accommodation (homestay option).
- Homestay option includes 3 meals per day.
- 25 hours Spanish teaching per week plus UCAM Course Completion Certificate.
- 2 hours of cultural courses each week.
- Unlimited card for city bus or tram travel.
- Memorable farewell dinner.
- Trips: 2 Saturday cultural trips.
- Language levels:  
The Spanish course is designed for beginners. More advanced levels of tuition can be taught, if the class minimum is met.
- Learning outcomes:  
We adapt our tuition to meet the demands and requirements communicated to us by our students. Oral and writing practice will be combined during the language sessions, as well as a dynamic teaching of grammar topics and overview of Spanish and Latin- American cultures.
- Teaching staff:  
Graduate and PhD professors in Spanish Studies, who are specialized in teaching Spanish as a second language, with a wide experience in this field.

# Winter Program



## Fees:

### HOMESTAY

2 weeks:	€1,580
3 weeks:	€1,890
4 weeks:	€2,100

### CLASSES ONLY:

2 weeks:	€1,170
3 weeks:	€1,400
4 weeks:	€1,500

## Course Fee Includes

- Comfortable accommodation (homestay option).
- Homestay includes 3 meals per day.
- 25 hours Spanish teaching per week plus UCAM Course Completion Certificate.
- 2 hours of cultural courses each week.
- Unlimited card for city bus or tram travel.
- Memorable farewell dinner.
- Trips: 2 Saturday cultural trips.
- Language levels:  
Beginner, Intermediate and Advanced. Students will undergo a placement test in order to suit the different levels (state previous language level).
- Learning outcomes:  
We adapt our tuition to meet the demands and requirements communicated to us by our students. Oral and writing practice will be combined during the language sessions, as well as a dynamic teaching of grammar topics and overview of Spanish and Latin- American cultures.
- Teaching staff:  
Graduate and PhD professors in Spanish Studies, who are specialized in teaching Spanish as a second language, with a wide experience in this field.

# Living in Murcia

By attending UCAM's courses on-campus, students have the opportunity to live in Spain, specifically in Murcia, where international students are particularly welcomed.

Murcia is a synonym for warmth, hospitality, liveliness, and a safe environment. The soul of Spanish culture is felt around Murcia's city center with its beautiful squares, historic buildings, museums and university campus. As capital city of the region, Murcia's network of services is supported by modern infrastructures makes life easier, safer and more comfortable: for residents and visitors alike - including hospitals, business areas, big shopping malls, sports facilities, etc.

# Registration

Select the title to be followed and attach the documents to [eduprojects@ucam.edu](mailto:eduprojects@ucam.edu)

- Updated passport.
- Access document of the university that studies at present.
- Photography, white background, license size.

**NOTE: Obtain visa, only if the duration of the stay in Spain does not exceed three months.**

*\* It is important that you verify and consult ALL the requirements you must present to the Spanish Consulate / Embassy in the country of origin in case your nationality requires an entry visa in Spain.*

*\*\* Students not belonging to the European Union do not have the right to medical coverage. Therefore it is mandatory to be in possession of insurance doctor for the entire duration of the stay in Spain.*

*\*\*\* The dates of the courses are subject to possible changes.*



- Murcia International Airport
- Airport of Alicante
- Airport of Madrid
- Airport of Valencia

# Cost of Living

Rent (for a room in a shared flat)	€	200 - 300	/month	Fast food restaurant menu	€	5 - 7
Food	€	200	/month	Combination sandwich	€	3
Transportation	€	25 - 35	/month	Soft drink	€	2
Gym	€	200	/academic year	Espresso	€	1
Cafeteria in UCAM				Cinema ticket	€	7.50
— Basic	€	5		Drink	€	7
— Two courses, dessert and coffee	€	8				

# How to Arrive at UCAM

## 1. TRAVEL TO SPAIN BY PLANE

- **Murcia International Airport**  
25 km to the city centre and 31 km to UCAM.
- **Alicante Airport**  
75 km to Murcia.
- **Valencia Airport**  
270 km to Murcia.
- **Madrid Airport**  
400 km to Murcia.

## 2. TRAVEL TO MURCIA

- **From Murcia Airport to City Centre**  
**Option 1:** Taxi to Murcia (approx. €29 to city centre).  
**Option 2:** Bus (Interbus) to Murcia.
- **From Alicante Airport**  
Take ALSA bus to Murcia, available every 2 hours (€5.23).
- **From Valencia Airport**  
Take ALSA bus to Murcia, leaving at 9.45 and 13.30 (€30).
- **From Madrid Airport**  
**Option 1:** Take ALSA bus to Murcia, leaving Terminal 4 (€30-€40).  
**Option 2:** Go to Atocha Renfe in the center of Madrid by Metro (€2). Then take a Renfe train to Murcia (€40-€47).

## 3. TRAVEL TO UCAM FROM MURCIA

- **Option 1: by Bus**  
Take Latbus 44 A/B/D (available every 15/30 minutes) or Latbus UCAM Directo to UCAM (€1.85).
- **Option 2: by Tranvia (tram)**  
Take the Tranvia (available every 10 minutes) to Los Rectores/Terra Natura where you change to the one with destination UCAM - Los Jerónimos, available every 20 minutes (€1.40).

## USEFUL CONTACTS

- ALSA: [www.alsa.es](http://www.alsa.es)
- Interbus: [interbusmurcia.es](http://interbusmurcia.es)
- Latbus: [www.latbus.es](http://www.latbus.es)
- Tranvia de Murcia (Tram): [www.tranviademurcia.es](http://www.tranviademurcia.es)
- Renfe: [www.renfe.es](http://www.renfe.es)



Fotografías de Javier Bernal - imQuality









# UCAM

UNIVERSIDAD CATÓLICA  
DE MURCIA

## Contacts

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