



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

10th

UNIVERSITY
IN EUROPE FOR
QUALITY OF EDUCATION

THE UNIVERSITY
TEACHING
RANKINGS
2019
EUROPE

UCAM Short courses

TAUGHT IN ENGLISH • Murcia, España

international.ucam.edu



| Murcia



Affordable living cost
400€/month



well-connected to
important cities
all around Spain
and Europe



**7th largest
city in Spain**



The average temperature in
Murcia is 18°
with mild winters (4°-16°)
and hot summers (28°-35°)



Cultural life in Murcia is
very active

| Our Campuses



| Why UCAM?



200+
international
strategic
partners



Strongly
linked to the
working world



Education-based on
personalized attention
that caters to
students' needs



Holistic
education
for students













Rich cultural
and **historical**
campus environment



The University
of **Sports in Spain**



COST OF LIVING (400 - 500 €/month)

 Food	200 € /month	 Fast Food restaurant	5 - 7 €
 Public transport	20 - 30 € /month	 Sandwich	2.30 €
 Gym	180 € /academic year	 Soft Drink	1.50 €
 Canteen UCAM		 Coffee	0.80 €
- Basic menu	4.20 €	 Cinema Ticket	6 €
- Complete menu	6.70 €	 Drink	3 - 5 €

General Information



VENUE

UCAM Campus (Murcia)



DURATION

2, 3, o 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**



SCHEDULE

- 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

2 Weeks (January / July)

3 Weeks (January - February / July)

4 Weeks (July)

May and June Availability upon request



SUBJECT AREAS

- Spanish Language
- Health & Sports
- Business & Management
- Communication & Media
- Computer Science
- Design & Architecture
- Tourism



COURSES INCLUDE

- 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

NOT INCLUDED:

- Visa fees
- Air tickets
- Health insurance and personal expenses
- Airport transfer service



MINIMUM NUMBER

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

NOTE: Spanish Language & Culture Summer/Winter programme and UCAM CF. Experience may include different services. Find out more information on our website

| How to Apply?

For groups or partner universities please contact:
eduprojects@ucam.edu
(+34) 968 278 884



Health & Sports

UCAM Football Training Program



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.



DURATION

2 weeks

PROGRAMME

- Biomechanic & Movement in Sports.
- Physical and Skills Training.
- e-Sports Teams Management & Methodology.
- Basic techniques and strategies.
- Practical case study.
- Development strategies.



CREDITS

2 ECTS

Sports Management & Esports



OBJECTIVES

The intense growth experienced by the sports and **Esports industry** in recent years has led to the creation of the University Diploma in Sports Management & Esports, aimed at future and current professionals who wish to complement their training.

This programme will provide students with the basis of sports management and they will be guided by renowned professionals from the world of sport. During the course students will visit leading sport organisations where they will be able to directly observe the practical application of the contents developed in class.



DURATION

2 weeks

ESPORT MODULE

- Management of Esports clubs.
- Advertising and marketing in Esports.
- Management of Esports events.
- Functioning and performance keys in Esports.

SPORT MANAGEMENT MODULE

- Brand image.
- Sports betting scams.
- Sports protocol. Class taught at the **Mestalla stadium** (Valencia).
- Marketing in sports facilities. Class taught at the **Ricardo Tormo circuit**. (Valencia).



CREDITS

4 ECTS

| Sport Physiotherapy



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.



DURATION

2 weeks

BUSINESS PARTNERS

PINATAR ARENA
footballcenter



LA MANGA CLUB



CREDITS

4 ECTS

1st week

Biomedics and Physiotherapy in Sport

SESSION 1

09:30 "Tour in UCAM + Course Introduction"

11:30 **BREAK**

12:00 Exercise Physiology

14:00 **LUNCH**

20:00 Murcia: Cultural Tour

SESSION 2

09:30 Biomechanic & Movement in Sports I

11:30 **BREAK**

12:00 Biomechanic & Movement in Sports II

14:00 **LUNCH**

SESSION 3

09:30 Sports Traumatology I

11:30 **BREAK**

12:00 Sports Traumatology II

14:00 **LUNCH**

SESSION 4

09:30 Exploration Techniques in Sport I

11:30 **BREAK**

12:00 Exploration Techniques in Sport II

14:00 **LUNCH**

SESSION 5

09:30 Special Techniques of Physiotherapy Treatment in Sport I

11:30 **BREAK**

12:00 Visit to La Manga Club

14:00 **LUNCH**

2nd week

Sports Training Programs

SESSION 1

09:30 Neuromuscular Training I

11:30 **BREAK**

12:00 Neuromuscular Training I

14:00 **LUNCH**

SESSION 2

09:30 Metabolic Training I

11:30 **BREAK**

12:00 Metabolic Training II

14:00 **LUNCH**

SESSION 3

09:30 Planning and Periodization of Training I

11:30 **BREAK**

12:00 Visit to UCAM CIARD

14:00 **LUNCH**

SESSION 4

09:30 Injury Prevention Training I

11:30 **BREAK**

12:00 Injury Prevention Training II

14:00 **LUNCH**

SESSION 5

09:30 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**



| Sports Management



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 sports 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 sports 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

PINATAR ARENA
football center



LA MANGA CLUB



DURATION

3 weeks



CREDITS

6 ECTS

1st week Marketing

SESSION 1

09:30 "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

09:30 New age in LaLiga I
11:30 **BREAK**
12:00 New age in LaLiga II
13:30 **LUNCH**

SESSION 3

09:30 Corporate Communication, case of study: UCAM I
11:30 **BREAK**
12:00 Corporate Communication, case of study: UCAM II
13:30 **LUNCH**

SESSION 4

09:30 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

09:30-
12:00 "UCAM CF (Silvia Garay)"
13:30 **LUNCH**

2nd week Management/ Sport Facilities

SESSION 1

09:30 Redefinition of sport concept as a product and its exchange though the internet" I
11:30 **BREAK**
12:00 Redefinition of sport concept as a product and its exchange though the internet" II
14:00 **LUNCH**

SESSION 2

09:30 "Workshop Pinatar Arena (Mr. Fran de Paula)"
11:30 **BREAK**
12:00 "Workshop Pinatar Arena (Mr. Fran de Paula)"
14:00 **LUNCH**

SESSION 3

09:30 "Create a Sport company I (Miguel Rodriguez)"
11:30 **BREAK**
12:00 "Create a Sport company II (Miguel Rodriguez)"
14:00 **LUNCH**

SESSION 4

09:30 "Management and Marketing in Basketball Workshop I (José Miguel Garrido)"
11:30 **BREAK**
12:00 "Management and Marketing in Basketball Workshop II (José Miguel Garrido)"
14:00 **LUNCH**

SESSION 5

09:30
12:00 "Company Visit II: Pinatar Arena (Mr. Fran de Paula)"
14:00 **LUNCH**

3th week Sport Events

SESSION 1

09:30 Sports Events Organization from inside
11:30 **BREAK**
12:00 Study Case
14:00 **LUNCH**

SESSION 2

09:30 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

09:30 "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

09:30
12:00 Graduation Ceremony - Farewell Event
14:00 **LUNCH**

Business & Management

Entrepreneurship: Leadership and Management in International Context



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 behaviour in terms of communication and negotiation.



DURATION

3 weeks



CREDITS

6 ECTS

1st week

Module 1. Entrepreneurship

SESSION 1

09:00 Developing the opportunity
11:00 **BREAK**
11:30 Developing the opportunity
13:30 **LUNCH**

SESSION 2

09:00 Launching your start-up
11:00 **BREAK**
12:00 Developing the opportunity
13:30 **LUNCH**

SESSION 3

09:00 Growth strategies
11:00 **BREAK**
12:00 Growth strategies
13:30 **LUNCH**

SESSION 4

09:00 Financing and profitability
11:00 **BREAK**
12:00 Financing and profitability
13:30 **LUNCH**

SESSION 5

09:00 Case studies
11:00 **BREAK**
12:00 Presentations
13:30 **LUNCH**

2nd week

Module 2. Leadership

SESSION 1

09:00 Leadership
11:00 **BREAK**
11:30 Leadership
13:30 **LUNCH**

SESSION 2

09:00 Social abilities
11:00 **BREAK**
11:30 Social abilities
13:30 **LUNCH**

SESSION 3

09:00 Social intelligence
11:00 **BREAK**
11:30 Social intelligence
13:30 **LUNCH**

SESSION 4

09:00 Competences to motivate teams
11:00 **BREAK**
11:30 Competences to motivate teams
13:30 **LUNCH**

SESSION 5

09:00 Case studies
11:00 **BREAK**
12:00 Presentations
13:30 **LUNCH**

3th week

Module 3. Cross-Cultural Management

SESSION 1

09:00 Corporate culture
11:00 **BREAK**
11:30 Corporate culture
13:30 **LUNCH**

SESSION 2

09:00 Communication in intercultural teams
11:00 **BREAK**
11:30 Communication in intercultural teams
13:30 **LUNCH**

SESSION 3

09:00 Cross-culture Business Behavior
11:00 **BREAK**
11:30 Cross-culture Business Behavior
13:30 **LUNCH**

SESSION 4

09:00 Business protocol and negotiation
11:00 **BREAK**
11:30 Business protocol and negotiation
13:30 **LUNCH**

SESSION 5

09:00 Case studies
11:00 **BREAK**
12:00 Presentations
13:30 **LUNCH**



Communication & Media

Media & Communication



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 crosscultural 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



DURATION

3 weeks



CREDITS

6 ECTS

1st week

Module 1. Communication Basics

SESSION 1

09:00 "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

09:00 "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

09:00 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

09:00 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

09:00 Company visit I

13:30 **LUNCH**

2nd week

Module 2. Institutional Communication

SESSION 1

09:00 "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

09:00 "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

09:00 "Corporate Communications I (Prof. Pablo López-Guardiola)"

11:00 **BREAK**

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

14:00 **LUNCH**

SESSION 4

09:00 "Corporate Communications III (Prof. Pablo López-Guardiola)"

11:00 **BREAK**

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

14:00 **LUNCH**

SESSION 5

09:00 Company visit II

14:00 **LUNCH**

3th week

Module 3. Personnel Communication

SESSION 1

09:00 "Talent & Leadership I (Dra. Beatriz Peña-Acuña)"

11:00 **BREAK**

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

14:00 **LUNCH**

SESSION 2

09:00 "Talent & Leadership III (Dra. Beatriz Peña-Acuña)"

11:00 **BREAK**

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

14:00 **LUNCH**

SESSION 3

09:00 "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

09:00 "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

09:00 Graduation Ceremony Farewell Event

14:00 **LUNCH**

Video Technology and Applications in Events



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



DURATION

3 weeks



CREDITS

6 ECTS

1st week

Video Basic Level

SESSION 1

09:00 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

09:00 "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

09:00 "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

09:00 Laboratory exercises I & II
11:30 **BREAK**
12:00 Laboratory exercises III
14:00 **LUNCH**

SESSION 5

09:00 Company Visit I
14:00 **LUNCH**

2nd week

Video Intermediate Level

SESSION 1

09:00 "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

09:00 "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

09:00 "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

09:00 Laboratory exercises I & II
11:30 **BREAK**
12:00 Laboratory exercises III
14:00 **LUNCH**

SESSION 5

09:00 Company Visit II
14:00 **LUNCH**

3th week

Video Advanced Level

SESSION 1

09:00 "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

09:00 "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

09:00 "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

09:00 Laboratory exercises I & II
11:30 **BREAK**
12:00 Laboratory exercises III
14:00 **LUNCH**

SESSION 5

09:00 Graduation Ceremony
Farewell Event
14:00 **LUNCH**

Computer Science

Big Data Fundamentals and Applications in Bioinformatics



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



DURATION

2 weeks



CREDITS

4 ECTS

1st week

SESSION 1

- 09:00 Tour in UCAM + Course Introduction
- 11:30 **BREAK**
- 12:00 Introduction to Big Data (Dr. Andrés Muñoz)
- 14:00 **LUNCH**
- 17:00-
- 20:00 Murcia: Cultural tour

SESSION 2

- 09:00 Big Data Technologies (Dr. Andrés Muñoz)
- 11:00 **BREAK**
- 12:00 Hadoop, Spark, Latest technologies
- 13:30 **LUNCH**

SESSION 3

- 09:00 Hands-on session on Big Data Tech (Dr. Andrés Muñoz)
- 11:30 **BREAK**
- 12:00 Lab session
- 14:00 **LUNCH**

SESSION 4

- 09:00 Addressing the Challenge of Securing Big Data (Dr. Fernando Terroso)
- 11:30 **BREAK**
- 12:00 Interface and Costs of Big Data
- 14:00 **LUNCH**

SESSION 5

- 09:00 Towards data processing in Big Data
- 11:30 **BREAK**
- 12:00 Introduction to Intelligent Data Analysis
- 14:00 **LUNCH**

2nd week

SESSION 1

- 09:00 The Landscape of HPC Platforms for the Big Data challenge (Dr. José Luis Abellán)
- 11:30 **BREAK**
- 12:00 Future Trends in developing computer AR
- 14:00 **LUNCH**

SESSION 2

- 09:00 Graphics supercomputer for Big Data era (Dr. José María Cecilia)
- 11:30 **BREAK**
- 12:00 Application Examples
- 14:00 **LUNCH**

SESSION 3

- 09:00 Lexical analysis and sentiment analysis I (Dr. Francisco Arcas)
- 11:30 **BREAK**
- 12:00 Lexical analysis and sentiment analysis II (Dr. Francisco Arcas)
- 14:00 **LUNCH**

SESSION 4

- 09:00 Introduction to Big Data in Structural Bioinformatics and Drug Discovery (Dr. Horacio Pérez Sánchez)
- 11:30 **BREAK**
- 12:00 Introduction to Big Data in Structural Bioinformatics and Drug Discovery (Dr. José Pedro Cerón Carrasco)
- 14:00 **LUNCH**

SESSION 5

- 09:00 -
- 14:00 Company Visit: Answare & Visualitis (Dr. Andrés Muñoz / Dr. Joaquín Lasheras)



Design & Architecture

Fundamentals of 3D Digital Design & Additive Manufacturing (3D Printing)



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



DURATION

2 weeks



CREDITS

4 ECTS

1st week

3D Design

SESSION 1

09:30 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

09:30 "Introduction to the sketch I
(Mr. German Meoro-Avilés)"

11:00 **BREAK**

12:00 "Introduction to the sketch II
(Mr. German Meoro-Avilés)"

14:00 **LUNCH**

SESSION 3

09:30 "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

09:30 "Basic part modeling: Revolution I
(Mr. German Meoro-Avilés)"

11:30 **BREAK**

12:00 "Basic part modeling: Revolution I
(Mr. German Meoro-Avilés)"

14:00 **LUNCH**

SESSION 5

12:00 "Company Visit: Cella Medical Solutions
(Mr. Darío García-Calderón and Mr. Ginés Estrada)"

14:00 **LUNCH**

2nd week

3D Manufacturing

SESSION 1

09:30 "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

09:30 "Configuration of starting formats I
(Dr. Ángel J. García-Collado &
Dr. Rafael Melendreras-Ruiz)"

11:30 **BREAK**

12:00 "Configuration of starting formats I
(Dr. Ángel J. García-Collado &
Dr. Rafael Melendreras-Ruiz)"

14:00 **LUNCH**

SESSION 3

09:30 "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

09:30 "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

12:00 "Company Visits II: CEEIC - Drónica & Fluid 3D (Mr. Jesús Trenza y Mr. Antonio Saura)"

Fundamentals of Smart Cities: Planning, Design and Management



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.



DURATION

3 weeks

BUSINESS PARTNERS



CREDITS

6 ECTS

1st week

Fundamentals of Smart Cities (UCAM – Murcia)

SESSION 1: (VARIOUS)

09:30-

09:45 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

09:30 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)

09:30-

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

09:30-

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

2nd week

Smart City (UCAM – Murcia)

SESSION 1: (VARIOUS)

09:30 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)

09:30-

13:30 Laboratory Practice: IoT applications.

SESSION 3: (DR. ANDRÉS MUÑOZ)

09:30 Big Data Fundamentals

11:15 **BREAK**

11:45-

13:30 Big Data: Successful Cases & Challenges

SESSION 4: (VARIOUS)

09:30 MiMurcia: Murcia SmartCity (Mr. José Martínez Márquez)

11:30 **BREAK**

12:00-

13:30 Intelligent and Sustainable Mobility (Eng. Jaime Ruiz)

SESSION 5:

09:30 Company Visit II

11:00 **BREAK-TRANSFER**

12:00-

13:30 Company Visit III: Smart Info Alcantarilla Municipality

3th week

Real Lab and Case Study: Rivas Smart City - Madrid

SESSION 1: (DR. JOSÉ JAVIER MEDINA)

09:30 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)

09:30 Welcome Act

09:45 Rivas Smart City: Presentation

11:00 **BREAK**

11:30 Rivas Smart City: Services

12:30-

13:30 Rivas Smart City: Platform

SESSION 3: (VARIOUS)

09:30 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)

Tourism

Intelligent Management for the Tourism Industry



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.



DURATION

3 weeks

BUSINESS PARTNERS



LA MANGA CLUB



CREDITS

6 ECTS

1st week

New Reality for The Tourism Industry

SESSION 1

09:00 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

09:00 Launching your start-up

11:30 **BREAK**

12:00 Developing the opportunity

13:30 **LUNCH**

SESSION 3

09:00 International tourism scenario

11:30 **BREAK**

12:00 Current tourism overview. Why is tourism so important? Study case & discussion

13:30 **LUNCH**

SESSION 4

09:00 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

09:00-

13:30 Company visit I

2nd week

Innovation Management in The Tourism Sector

SESSION 1

09:00 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

09:00 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

09:00 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

09:00 Big Data applied to tourism & marketing: What is Big Data? Datification 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

09:00-

14:00 Company visit I

3th week

Real Lab and Case Study: Rivas Smart City - Madrid

SESSION 1

09:00 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

09:00 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

09:00 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

09:00 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

09:00-

14:00 Graduation Ceremony, Farewell Event

| Summer Program

Spanish Language and Culture Intensive Course



WHY JOIN?

- This is the perfect time to fulfill your holiday expectations by choosing 2, 3 or 4 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 2nd 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.

INTAKES:

Summer program: **July and September.**

Winter program: **January and December.**

COURSE FEES 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.
- Transport card for city bus or tram.
- Memorable farewell dinner.
- Cultural trips: each Saturday.
- 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.

1st week

SESSION 1

09:00 Course Introduction
11:00 **BREAK**
11:30 Tour in UCAM
13:30 **LUNCH**
15:00 Grammar and Exercises

SESSION 2

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 Grammar and Exercises

SESSION 3

09:00 Visit to Murcia's city center
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 UCAM Sports Center

SESSION 4

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Culture
13:30 **LUNCH**
15:00 Flamenco*

SESSION 5

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 UCAM Sports Center

SESSION 6

09:00 Trip to Calblanque and Cabo de Palos

2nd week

SESSION 1

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 Culture

SESSION 2

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 Grammar and Exercises

SESSION 3

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 Salsa and Latin Rhythms*

SESSION 4

09:00 Culture: Visit to the Market and Cathedral
13:30 **LUNCH**
15:00 Grammar and Exercises
Spanish Cultural Dinner

SESSION 5

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 UCAM Sports Center

SESSION 6

09:00 Trip to Cartagena

3th week

SESSION 1

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 Culture

SESSION 2

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 UCAM Sports Center

SESSION 3

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 Culture

SESSION 4

09:00 Grammar and Exercises
11:00 **BREAK**
11:30 Grammar and Exercises
13:30 **LUNCH**
15:00 UCAM Sports Center

SESSION 5

09:00 Written Exam
11:00 **BREAK**
11:30 Oral Exam
13:30 **LUNCH**
15:00 UCAM Sports Center



DURATION

2, 3 or 4 weeks



CREDITS

2, 3 or 4 ECTS



UCAM

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