

















CONTENTS

- **03 YOUR SUMMER** SCHOOL
- **05** PLYMOUTH A BEAUTIFUL CITY
- **09 CAMPUS FACILITIES**
- 11 WHERE WILL YOU LIVE
- **12 PREPARING FOR YOUR VISIT**
- 13 MONEY AND BUDGETING
- **17** THE PROGRAMME
- **18 TIMETABLE**
- 20 DAY TRIP ST MICHAEL'S MOUNT
- **22** DAY TRIP EDEN PROJECT
- **24 DAY TRIP —** STONEHENGE
- 29 WEEKEND IN LONDON
- 30 MAPS

ctor

A MESSAGE FROM THE BUSINESS SCHOOL

Welcome to the Faculty of Business, International Business Summer School 2014. We are delighted that you are thinking of joining us this summer for two or four weeks of learning and adventure in Plymouth. This is an exciting opportunity for you to experience studying international business management set within the context of the culture of the UK. Classes have been designed to introduce you to topics and ideas that you may not have come across before, in a friendly, supportive, learning environment. There will be live business case studies, lectures, workshops, discussions and group work to help you to discover more about your studies and the study tour to London will add an additional exciting dimension to your experience.

There will also be more localised trips away from the city of Plymouth to help you to experience the UK culture and heritage first hand. Plymouth University Student Ambassadors, and our resident international students from the Plymouth University International College, will be on hand to help you during your stay; helping you to explore the vibrant waterfront city of Plymouth and explaining more about our University and living in the UK.

You can be confident that you will be studying at a world class university – Plymouth University is ranked 10th in the

UK and 60th in the world rankings provided by the prestigious Times
Higher Education supplement Top 100 under 50. As the 'Enterprise University' we focus on helping our students to progress from simply learning the theory to being able to apply it appropriately in a wide range of situations. This is a challenge that they readily accept.

I do hope that you will accept this challenge by coming to our International Business Summer School this year. We look forward to meeting you.

Professor Troy Heffernan International Programme Director Plymouth Business School



YOUR SUMMER SCHOOL

"This is a fantastic experience, because not only do I get to sample British culture, and see the beautiful landscape here, but I can also learn something to take home to my country."

Li Gongyuan, Shanghai Maritime University



ACADEMIC CONTENT

The Plymouth International Business Summer School contains a wide and varied range of academic content with lectures, workshops and case study visits which include:

- International business strategy
- Cross cultural communication
- Leadership and culture
- Cultural influences on international marketing
- Live international strategy case study with St Mellion International Resort
- The UK and EU economic situations
- The Houses of Parliament, Westminster
- The London Stock Exchange
- The Bank of England
- A diverse range of real life cultural and heritage case studies

SOCIAL ACTIVITIES

Here are just some of the many trips, visits and excursions, available to students on the International Business Summer School, designed to help you settle in, meet new people and maximise your free time in Plymouth:

- Movie nights
- Fun trip to the Minack Theatre
- St Mellion International Resort case study
- Visit to the historic Stonehenge

PROGRAMME

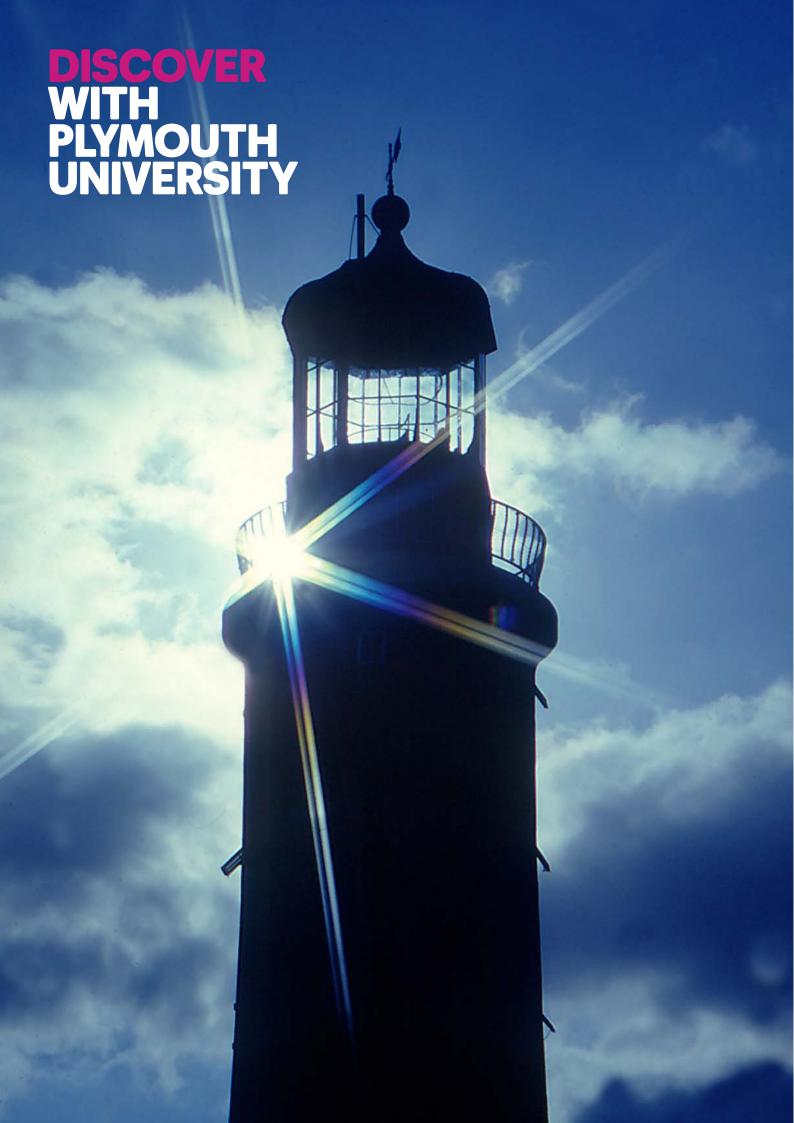
A provisional programme is included in this handbook (pages 18-19). The latest summer school programme will be given to you on arrival. It will contain details of all the lectures and the social programme.

HOW TO APPLY

Details of fees, an online application form and a summary of 'key' information about our International Business Summer School can be found at our website HERE.

WHY CHOOSE THE INTERNATIONAL BUSINESS SUMMER SCHOOL?

- Improve your English
 Focusing on studies with
 native English speakers who
 are specialists in their fields
- Meet people
 Our summer school is a great way to meet people from all around the World.
- Enjoy Plymouth
 A weekly programme of events which give you an opportunity to enjoy Plymouth and the UK over the summer.



PLYMOUTH – A BEAUTIFUL CITY

Plymouth is a safe and vibrant waterfront city. It has fantastic leisure facilities, easy access to beaches and a natural landscape of moors and beautiful countryside.

Plymouth is the largest city in the South West, with a population of over 250,000, and offers everything you would expect from a thriving and energetic community.

Plymouth has some of Europe's most spectacular countryside and beaches and Plymouth's enviable location between Dartmoor National Park and the sea makes it the ideal place to study, visit and live.

LOCATION

Plymouth is located on the coast in the beautiful South West of England – an ideal location for both learning and leisure, with plenty of quiet study spaces and recreational opportunities. Plymouth enjoys a combination of rural charm and modern city living, and is about 3 hours by train from London and with ferry links to France and Spain.

The University is set in the heart of the city with shops, facilities and attractions nearby.

Plymouth is a vibrant waterfront city packed full of attractions. Come rain or shine you'll find something for everyone among the city streets, surrounding countryside and marine environment beyond. There are well-known landmarks, historical sites and natural assets to explore across Plymouth's many unique areas and districts.

SOME HIGHLIGHTS IN AND AROUND PLYMOUTH

- National Marine Aquarium www.national-aquarium.co.uk
- Dartmoor National Park www.dartmoor.co.uk
- Plymouth's Historic Barbican www.plymouthbarbican.com
- Plymouth Gin Distillery www.plymouthgin.com
- Mount Edgcumbe House and Country Park
 www.mountedgcumbe.gov.uk

Watch a day in the life of our city www.plymouth.ac.uk/thesouthwest

Find out more about the University, Plymouth and the surrounding areas www.plymouth.ac.uk/location or www.visitplymouth.co.uk

"Plymouth there's nowhere quite like it"

Tom Daley

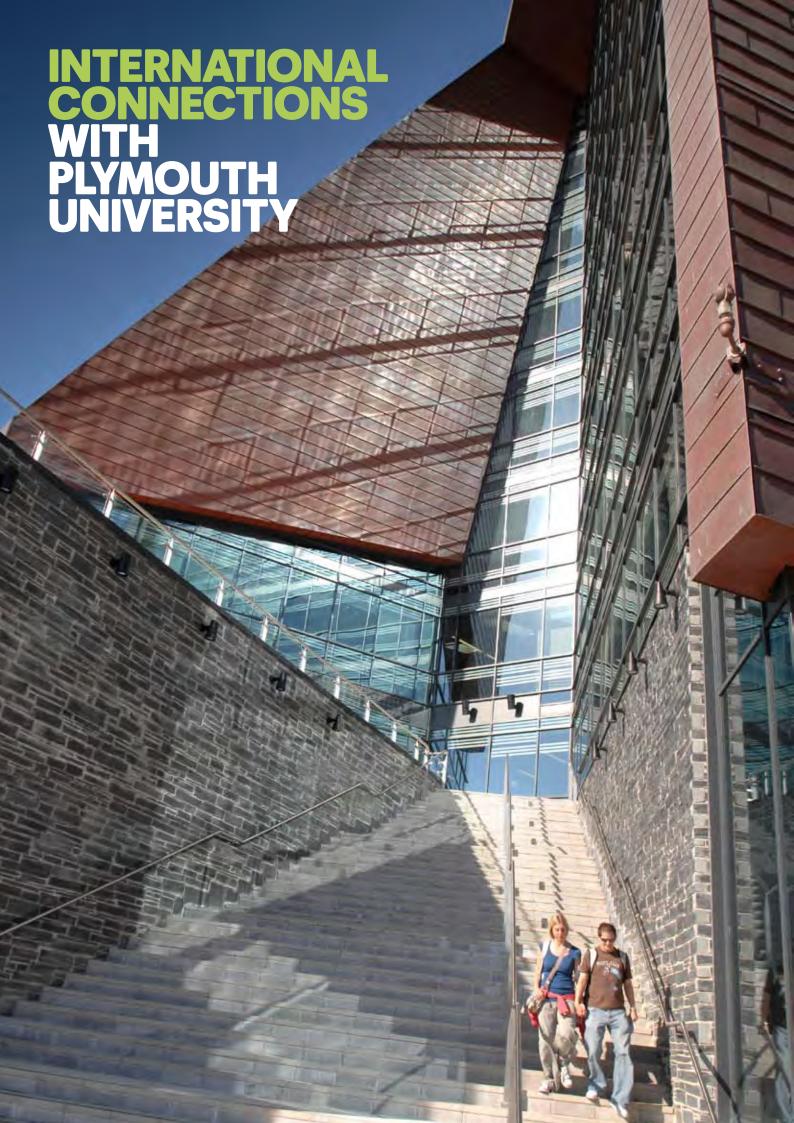
Olympian and World Champion diver











CAMPUS FACILITIES

Following a massive investment in facilities, our campus has been transformed to include striking buildings and state-of-the-art learning and research facilities.

OUR CAMPUS

Unlike most universities, our campus is based right in the heart of a thriving and vibrant waterfront city ensuring that most amenities are within easy reach.

The University has recently undertaken a programme of major investment in facilities and the campus has been transformed including many striking new buildings and state-of-the-art teaching, learning and research facilities.

STUDY FACILITIES

The International Business Summer School will be held in the Rolle Building which offers purpose-built teaching facilities, access to computing and media equipment, a range of study areas and a modern lecture theatre.

Additionally you will have both online and physical access to the Charles Seale-Hayne Library.

LEISURE FACILITIES

The Nancy Astor Building houses a four-court sports hall, a health and fitness centre, café and energy centre.

SUPPORT

Throughout your studies there will always be plenty of help available. Your tutors are all experienced teachers who will support you and help to monitor your progress.

There is also dedicated support to help you get the most out of your time at Plymouth University including Student Ambassadors, academic lecturers, our International Office and the Events Team.

RELAX

There are also plenty of places for you to relax and take a break in cafés and food outlets where you can meet up with friends, have fun and socialise. The University campus is home to the Students' Union, banking facilities and a bookshop.

Plymouth City Centre is only a few minutes' walk from the university campus. Here, you'll find many of the UK's top brand names and the biggest stores in the region as well as many places to eat and socialise.





programme means that all of its students can reap the benefits of modern facilities and eye-catching architecture".

The Sunday Times (newspaper) University Guide 2011



WHERE YOU WILL LIVE

HALLS OF RESIDENCE

During your stay in Plymouth, you will be living in our halls of residence accommodation. The halls are near to the main campus and the city centre. A large communal courtyard with seating is located at the heart of the halls complex.

All students will be accommodated in single study bedrooms in flats shared by six residents. Each flat has a communal kitchen with all the modern facilities you would expect.

Bedding and towels are provided with laundry facilities available on site at additional cost.

INTERNET ACCESS

All summer school students have free internet access, although, there is no wireless network in halls, so you will need an Ethernet cable, which you can purchase on campus or in town.

SUPPORT CENTRE

During your stay, you can make use of our gym situated in the Nancy Astor Building. Please note that you will need to attend a short induction before using the gym equipment.

MEALS

Breakfast and lunch are provided. There are many restaurants and cafes nearby for evening meals, or you can buy groceries from one of the many local supermarkets and prepare your own food. Information on these will be provided in your welcome packs. There will be a varied menu on offer and we can cater for special dietary requirements if you notify us in advance.

You will be responsible for purchasing additional items such as drinks and snacks between meals.

WHAT YOU GET

- Individual single bedroom in a six bedroom flat
- Modern kitchen and bathroom facilities
- Bedding and towels provided with access to laundry facilities
- Free internet access (Ethernet cable required)
- Breakfast and lunch each day





PREPARING FOR YOUR VISIT

Things to consider before you travel to the UK and Plymouth University.

CULTURE SHOCK

Many international students experience culture shock when they arrive in the UK. The language, clothes, food and behaviour may seem strange compared to what you are used to at home. This is a very normal experience and most international students find that they soon become accustomed to their surroundings and enjoy their time in Plymouth.

During your stay in Plymouth the support team, Student Ambassadors and academics are always willing to listen and help in any way we can.

CLOTHING

Like the rest of the UK, Plymouth's climate is largely unpredictable!

However, it tends to be milder than other parts of the UK and, generally, the summer (June to early September) is warm, though rarely very hot.

Dress for the International Business Summer School is informal. It does rain a lot in Britain so make sure you pack your waterproof coat!

ELECTRICAL EQUIPMENT

The electricity supply in the UK is 230 volts with a frequency of 50 Hertz. If you buy or bring electrical appliances (laptop etc) with you, make sure that they are connected to a plug fitted with a fuse of the correct rating.

Alternatively, make sure you bring an adaptor with you that will work in the UK. You can buy these once you arrive in the UK too.

IF YOU ARE ILL

If illness or personal problems are affecting your time with us, you should contact one of our Student Ambassadors or a member of staff who will provide assistance.

If you are taking medicines, please make sure you bring adequate medication for the duration of the summer school.

EMERGENCY CONTACT

In the event of an emergency, students can be contacted through the organising team during office hours Monday to Friday 09:00 – 16:30.

The number is +44 (0)1752 586 005.



BRITISH CULTURE

Queuing — Some say that standing in queues is a favourite British pastime! Queue etiquette can be complicated so try to observe what others are doing and follow them.

Punctuality – Timetables for lectures, social trips are very tightly scheduled and it is important not to arrive late.

Pub — British pubs are not only a place for drinking but for meeting friends and eating out too.

However, some people can be surprised at how much alcohol British people drink. Pubs are nearly always self-service; you must order your own drinks at the bar.

Weather Talk — British people like to talk about the weather. It is usually a way to start a brief conversation between strangers but you will find that many meetings start with a chat about the weather (especially if the weather is bad!).

MONEY AND BUDGET

Start preparing for your journey well in advance by asking advice from your bank at home.

CASH

There is no limit on the amount of money you can bring with you into Britain, but you may need the approval of exchange control in your own country.

If you are carrying €10,000 (or equivalent currency) in cash to the UK and you are travelling from outside the European Union (EU) you must complete a cash declaration form. More information is available from HM Revenue and Customs form C9011 at www.hmrc.gov.uk.



TRAVELLERS' CHEQUES

It is safer to bring large sums of money in travellers' cheques, which can be cashed in banks, post offices and airports but be aware that there is often a minimum commission charge.

CARDS

Credit and debit cards are widely accepted in the UK, Mastercard (Access) and Visa credit cards being the most common. Diners Club and American Express are less common. You can withdraw cash from a cashpoint machine (also known as an 'ATM') if you have a Personal Identification Number (PIN) for that card.

You should inform your current bank that you are going to the UK and ask if you can use your card here.

BANKING

There are HSBC cash machines (also known as an 'ATM') on campus where you can withdraw money and many banks in Plymouth City Centre where you can exchange travellers' cheques.

You will need to check with your own bank whether your credit card or cash card is valid for use in the UK and what bank charges may apply.

Start preparing well in advance by asking advice from your bank at home.

PERSONAL SPENDING

You should make sure you bring enough money to cover your personal expenses for the duration of the International Business Summer School. You might consider bringing cash, travellers' cheques, a cash card or credit card with you.

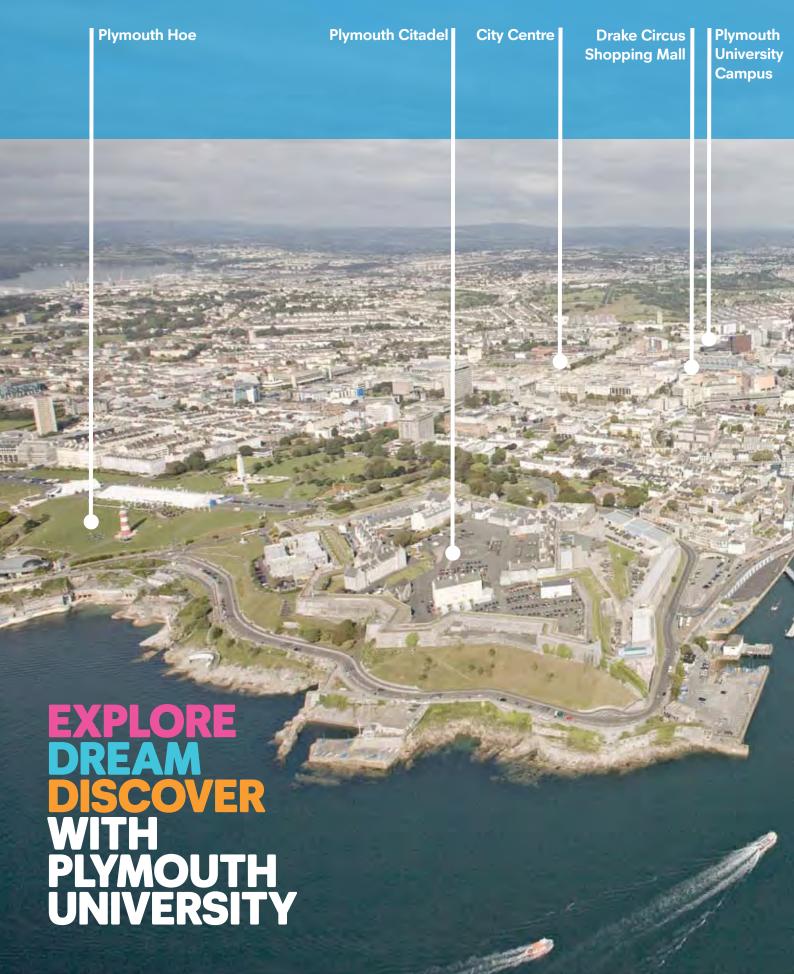
Please do not carry large amounts of cash with you or keep large amounts of cash in your room.

You will need some money for personal purchases including drinks, snacks, phone calls and other personal items. You may find that the cost of living in the UK is much higher than in your own country.

Here is an idea of how much various items cost in the UK (although prices can be much higher in London):

Daily newspaper	£0.50 — £1.20
Paperback book	£6.00+
Magazines	£2.00 — £5.00
Cup of tea	£0.80+
Cup of coffee	£1.00 — £3.00
Non-alcoholic drink	£1.00+
Glass of wine	£3.00+
Pack of cigarettes	£6.50+

IN THE HEART OF PLYMOUTH







THE PROGRAMME

A stimulating and wide ranging academic experience that includes an international business case study, lectures, workshops and presentations as well as a range of social trips and cultural visits and excursions.



INDUCTION PROGRAMME

At the start of your course you will receive a full induction to help you settle in to life and study in at Plymouth University. This is a great opportunity to meet staff and students and to find out more about the University, the city and the local area.

Your induction programme will include:

- welcome talks
- fun social activities
- a city and harbour orientation tour
- a Plymouth University campus tour
- a group BBQ with students from the Plymouth University Summer School

ACADEMC CONTENT

You will be taught by experienced Plymouth University academics in three hour sessions.

In addition to these classes the programme contains workshop sessions where you will be expected to explore specific academic themes relating to a live international business case study and a range of cultural/heritage case studies. The case study visit will be to St. Mellion International Resort where you will have the opportunity to discuss 'key' strategic issues with the C.E.O. and his senior management team. Your academic sessions will focus on developing an awareness of the key issues that will drive strategy for a real case study business intent on develop international markets and meeting international customer expectations. You will explore the cultural implications of developing international business and fulfilling your clients' expectations as well as investigating the oportunities for the organisation to innovate in what it does and how it does it.

Specific sessions will explore:

- International business strategy
- Understanding cultural diversity and developing 'Cross Cultural' competencies
- How culture affects leadership styles, coaching and mentoring
- International marketing and the cultural implications
- Understanding the challenges of being entrepreneurial. An entrepreneur with multi million pound business will provide a guest lecture on 'How I built my business and the lessons I learnt along the way'.

You will also have the opportunity to explore the workings of some of the major UK political and economics institutions with guided tours to:

- The Bank of England
- The Houses of Parliament in Westminster Palace

All in all you can expect a challenging, thought provoking and memorable experience at the Plymouth International Business Summer School that will both enhance your knowledge and develop your awareness of cultural implications for international business.

(For a detailed timetable please see page 18-19 of this brochure).



		MORNING	AFTERNOON	EVENING
	MONDAY	Welcome Introduction and campus tour	Introduction to Business Strategy	Movie Night
	TUESDAY	Case Study Preparations	Case Study Visit	Group BBQ
KJ	WEDNESDAY	Guest Lecture	Business Management Across Cultures	
MEE	THURSDAY	Strategic Evaluation - Case Study Business	Business Management Across Cultures	Sports Activities
	FRIDAY	Field Trip – Minack Theatre		Community Activity
	SATURDAY	Optional Field Trip - Bath Spa		
	SUNDAY	Free Time / Optional Wine & Spirits Educational Trust Course		
	MONDAY	Developing Strategy	The Legal Implications for Strategy	Movie Night
	TUESDAY	Guest Lecturer	Building an Innovation & Entrepreneurial Culture	British Fireworks Championships
K 5	WEDNESDAY	Cultural Influences & International Marketing	Culture and Leadership	British Fireworks Championships
ME	THURSDAY	Preparation for Strategy Presentations	Strategy Presentations	Awards Night and Farewell Dinner
	FRIDAY	London Trin Chandrandon Change Control of Control		
	SATURDAY	trips to Houses of Parliament & Bank of England		
	SUNDAY			



DAY TRIP – MINACK THEATRE

The Minack Theatre is the most famous open-air theatre in Britain, possibly in the world; from above it looks as though some wandering Greeks, two thousand years ago, had carved a theatre into the granite cliffs of Porthcurno, Cornwall.

You will watch The Marriage of Figaro by Wolfgang Amadeus Mozart and performed by the New Cornwall Opera.

Sung in English and widely regarded as the greatest as Figaro, the Count's Valet, attempts to wed his beloved Susanna, the Countess's maid, before their philandering master can bed her first.





Begun around 3000 BC in the late Stone Age, this unique monument evolved until about 1600 BC in the mid-Bronze Age.

It is aligned with the rising and setting of the sun at the solstices: but was it a sun-temple, a healing sanctuary, a memorial to the dead, or something altogether different?

Stonehenge remains a source of fascination and, for some, a focus of worship and celebration.

An awe-inspiring place enshrining an enduring mystery, Stonehenge powerfully evokes long-vanished civilisations.









WEEKEND IN LONDON

Once you have finished your formal studies the International Business Summer School you will spend four days in London. This is a chance to explore the capital city and to say goodbye to the friends you have made during your stay in the UK.

During your time in London, you will be staying in an international chain hotel. From here you will have easy access to the London Underground railway to enable you to explore the many attractions that London has to offer including organised guided tours to a number of interesting International Business related locations.

HOUSE OF COMMONS

The Palace of Westminster, which is home to our parliament including both the House of Commons and the House of Lords, has changed dramatically over the course of nearly a thousand years of history. Transformed from royal residence to the home of a modern democracy, the architecture and cultural collections of the Palace and the wider Parliamentary Estate have continually evolved, sometimes by design, sometimes through accident or attack.

The tour takes in some of the most important areas of the Palace in which Parliament meets, and explains what Parliament is and does, what it has meant to different people at different times, and how it came to be what it is today.

Most of the buildings seen on the tour were built in the mid 19th Century following a devastating fire, but the route also incorporates some of the earlier buildings, such as Westminster Hall, begun in 1097 by William Rufus, son of William the Conqueror.

LONDON STOCK EXCHANGE

The London Stock Exchange is a stock exchange located in the City of London. As of December 2012, the Exchange had a market capitalisation of US\$3.266, making it the third-largest stock exchange in the world by this measurement (and the largest in Europe). The Exchange was founded in 1801 and its current premises are situated in Paternoster Square close to St Paul's Cathedral in the City of London. The Exchange is part of the London Stock Exchange Group.

BANK OF ENGLAND

Visit the central bank of the United Kingdom and the model on which most modern central banks have been based. Established in 1694, it is the second oldest central bank in the world and the worlds 8th oldest bank. The Bank's headquarters has been located in London's main financial district since 1734.

The Bank of England Museum tells the story of the Bank of England from its foundation to its role today as the United Kingdom's central bank. The Bank of England plays a central role in the management of the British economy at a time when the western world banking system is in disarray. You will learn more about this in your classes.

TOP 10 ATTRACTIONS

These are the top 10 attractions (according to visitor numbers in 2011) that you won't want to miss.

- British Museum
- Tate Modern
- National Gallery
- National History Museum
- London Eye
- Science Museum
- Victoria and Albert Museum
- Madame Tussauds
- National Maritime Museum / Royal Observatory
- Tower of London

Further information about things to do in London including theatre, sightseeing, events and restaurants can be found at www.visitlondon.com

MAPS

Beautiful Cornish beaches, gently rolling Devonshire and miles of lush English countryside along with exciting cities that mix fascinating history with vibrant culture.

UNITED KINGDOM

Plymouth is located in the South West of the UK between Dartmoor National Park and the sea and is the largest city in the region.

It is serviced by all major transport services with its own railway station and bus station close to the city centre and University campus.

Plymouth is easily accessible by road following the M5 motorway and continuing on the A38 Expressway at Exeter.

Plymouth is well connected to the rest of the United Kingdom and is only around 3 hours' train journey from London.

By coach, it is a 4-5 hour journey to London and the Plymouth bus station is very close to campus and the city centre.





PLYMOUTH

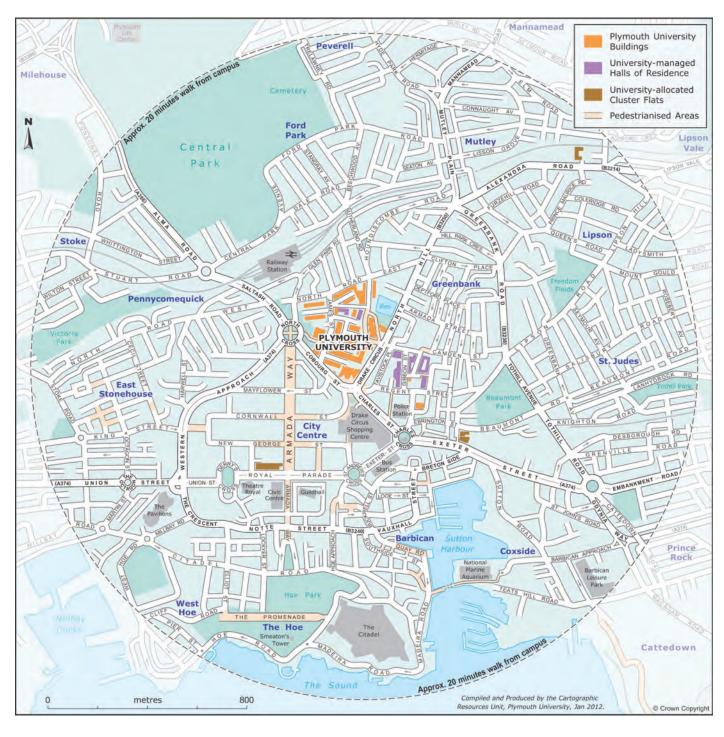
Plymouth is the city that shaped the lives of Drake, Darwin and many more who set sail from her harbour with a burning spirit of discovery. Today, her maritime heritage has blended with contemporary culture to create a city with a strong international tradition offering the best in entertainment, nightlife and shopping.

The city's modern pedestrianised centre – right next door to the campus – has all the usual high street shops as well as bars, cafes, clubs and

restaurants. In contrast, the Barbican area is one of the oldest parts of Plymouth, where narrow Elizabethan streets house small quirky shops, art galleries, bars and the Gin Distillery, world famous for its unique gin since 1793. Opposite the Barbican stands one of the best and most modern scientific exhibitions in Europe — the National Marine Aquarium.

Plymouth has a rapidly developing music and comedy scene focused on the Plymouth Pavillions – a multimillion pound complex attracting many top productions and bands –

the smaller venues hosting a wealth of up-and-coming local talent.
Of the city's four theatres, the largest is the Theatre Royal, which attracts – and has produced – many West End successes. Cinema ranges from a 15-screen multiplex to an arts centre concentrating on less mainstream movies.





THE CAMPUS

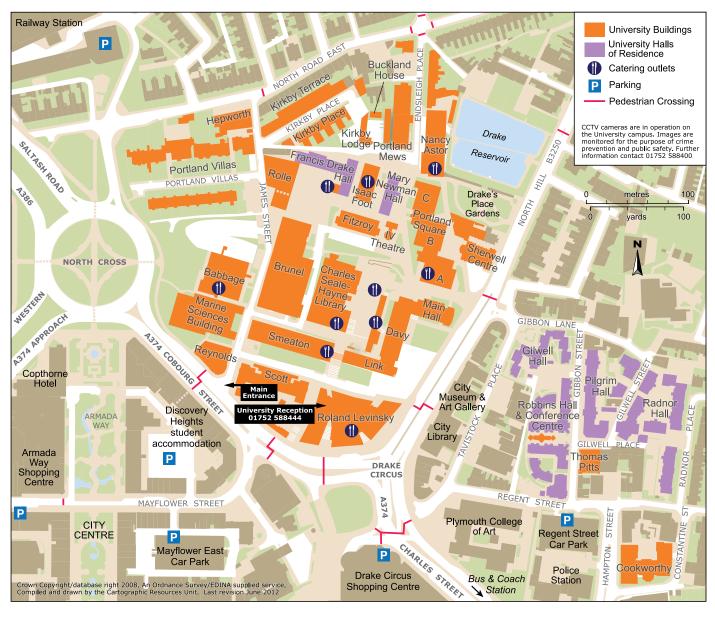
The award-winning **Roland Levinsky building** is home to the Faculty of Arts and Peninsula Arts. It also hosts community and business events and with its exhibition areas, a theatre, café, gallery and cinema, it is fast becoming a focal point of the city's cultural quarter.

The Nancy Astor building houses a four-court sports hall, a health and fitness centre, café, energy centre and is home to the Faculty of Health, Education and Society. The **Portland Square building**, contains premises for the Peninsula College of Medicine and Dentistry and Faculty of Science and Technology schools.

The **Marine building**, opened in 2012, houses a wave tank designed for testing wave and tidal energy as well as a ship simulator.

The **Charles Seale-Hayne Library** provides students and staff with 24/7 access to computing and media areas, a range of study environments and café.

The Rolle building offers purposebuilt teaching facilities, additional residential accommodation and a café. This is where your academic lessons will take place during the International Business Summer School.









If you would like to join the International Business Summer School 2014

An application form can be found by following this link:

www.plymouth.ac.uk/internationalplymouth/internationalbusinesssummerschool

Events Team
Plymouth University
Drake Circus
Plymouth PL4 8AA
United Kingdom

Tel: +44 (0)1752 586 005

Email: summerschool@plymouth.ac.uk

www.plymouth.ac.uk/international