

Dear colleagues,

As every year we are pleased to invite all the interested undergraduate and graduate students, young professionals from universities around the world to take part in our **SUMMER SCHOOL:**

## CULTURAL & URBAN TRENDS IN A GLOBAL ENVIRONMENT

organized by **CETT-University of Barcelona**. It will take place in the CETT-UB facilities during the period of:

**July 04 - July 21/28, 2016**



More detailed information can be found in the attached file or on our website:

[http://www.cett.es/html/ang/cultuandurbantrendinaglobaenvir\\_progessen.html](http://www.cett.es/html/ang/cultuandurbantrendinaglobaenvir_progessen.html)

ECTS are awarded for the successful participation in the program, official transcripts will be sent to the University of origin as soon as the program results are analysed.

**The program has a 3 weeks and 4 weeks modality:**

3 weeks program (4 ECTS): €2.770 (Package Price)/ €1.830 (Tuition Fee)

4 weeks program (10 ECTS): €3.540 (Package Price)/ €2.330 (Tuition Fee)

The package price includes: tuition fee, professional visits, didactic material, certificate, full board lodging (3 meals) in Àgora BCN residence ([www.agorabcn.es](http://www.agorabcn.es)), double room.

The tuition fee price includes: tuition fee, professional visits, didactic material, certificate.

**Please submit your application by May 31, 2016.**

We are kindly asking you to share this information with the students and teachers of your institution.

Should you have any questions or need further details, please contact us:

[international.programs@cett.cat](mailto:international.programs@cett.cat)

Kind regards from Barcelona,

**International Programs Team CETT-UB**

**SUMMER SCHOOL** has been constantly growing since the year of its establishment in 2007. More than 100 students of different nationalities and academic backgrounds took part in its last edition in 2015.

**This year** we are expecting to create an even bigger melting pot, offering 8 short-term programs from various areas of education:








## Summer School

Enjoy **SUMMER** in the charming city of **BARCELONA!**  
 July 4 – July 21 or 28, 2016 (Residence Hall: July 3 – July 22 or 29, 2016)

**MARKETING OF SERVICES** *(English)*

- Retail Sales Management
- Communication and Commercialization Strategies
- E-Commerce: Tracking the customer on-line
- Revenue Management

**NEW TRENDS IN GASTRONOMY & COOKING** *(Spanish)*

- Gastronomy as international ambassador
- New Trends: New Products & Techniques of Cooking, Avant-Guarde Cuisine Workshop
- Introduction into Wine Tasting

**CULTURAL & URBAN TRENDS IN A GLOBAL ENVIRONMENT** *(English)*

- Global values vs. Local Behavior Patterns
- Tourism & Migration processes
- The functions of the cultural mediation
- Barcelona: example of a destination in a permanent change

**INNOVATIVE DESIGN CONCEPTS FOR SERVICES IN GASTRONOMY AND CATERING BUSINESSES** *(Spanish)*

- The Culinary-Restaurant Industry, a global perspective
- The consumer in a culinary-restaurant environment
- Marketing Management; Product and service
- Business organization and management
- Design of restaurant spaces and culinary businesses
- Innovation in the culinary-restaurant industry

**EVENTS MANAGEMENT** *(English)*

- Events Industry: reality, trends & challenges
- Events Planning & Organization
- Events Management & Communication
- Strategic & Legal Issues

**DESIGN & MANAGEMENT OF HERITAGE TOURISM SITES** *(Spanish)*

- The heritage sites: definition & basic characteristics
- Creativity in the design of heritage sites
- The value of intangible cultural heritage

**DEVELOPEMENT OF PROFESSIONAL SKILLS & COMPETENCIES** *(Spanish)*

- Communication skills & negotiation techniques
- Time & stress management
- Leadership skills & team-work
- Emotional Intelligence

**SPORTS MANAGEMENT: ENTREPREUNSHIP APPROACH** *(Spanish or English)*

- Sports & Society
- Management of Sports Enterprises
- Organization of Sports Events

**4/10 ECTS**  
 Included: classes, professional visits, didactic material, certificate, full board lodging (3 meals) in Agora BCN residence, double room



residència  
universitària  
internacional