Glasgow Caledonian University
International Summer School 2015
One summer school, two great cities
Glasgow Caledonian University (GCU) has become one of the UK’s most dynamic and forward-thinking universities, and is committed to our social mission to work for the common good. Our focus on both academic excellence and developing strong links with academic and industry partners enables us to equip our students with the skills needed to succeed as global graduates and citizens.

Thousands of students from all over the world join us each year to study and experience the warm welcome and vibrant atmosphere for which Glasgow is renowned. Our new Summer School programme, offered in our campuses in both Glasgow and London, enables even more students to enjoy all that GCU has to offer, if only for a short spell.

We look forward to welcoming you to Glasgow and London in Summer 2015.

Professor Pamela Gillies CBE, BSc PGCE MEd MMedSci PhD FRSA FFPH FAcSS Hon FRCPS (Glasg) Principal and Vice-Chancellor

Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Why GCU?</td>
</tr>
<tr>
<td>03-04</td>
<td>International Summer School</td>
</tr>
<tr>
<td>05-12</td>
<td>Destination: Glasgow</td>
</tr>
<tr>
<td>13-18</td>
<td>Destination: London</td>
</tr>
<tr>
<td>19-20</td>
<td>Fees</td>
</tr>
<tr>
<td>21-22</td>
<td>How to apply</td>
</tr>
</tbody>
</table>
With our main campus located at the heart of the bustling city of Glasgow, and additional campuses in both London and New York, there is no better choice for your summer school experience than GCU.

• One of Scotland’s largest and most dynamic universities with around 17,000 students from over 100 countries
• Glasgow and London campuses in central locations, close to shops, restaurants, cinemas, theatres, bars and transport links
• Award-winning international student support
• Professionally focused credit-bearing summer school programmes with emphasis on skills development
• Friendly and supportive campus environment
• Educational excellence dating back through founding institutions to 1875
• International community of staff and students

Why GCU?

GCU is a university with an impressive global network and a reputation for providing programmes with a strong focus on employability, leadership and responsibility. The quality of our teaching and warmth of our vibrant student community has led to us being rated 2nd in the UK for international student satisfaction and 1st in Scotland for international student support (International Student Barometer, Summer 2013).

With our main campus located at the heart of the bustling city of Glasgow, and additional campuses in both London and New York, there is no better choice for your summer school experience than GCU.
International Summer School at GCU

“One summer school, two great cities”

The GCU International Summer School is a three-week programme designed to give students a fantastic international education and cultural experience.

Our social programme gives students an insight into modern and traditional aspects of Scottish and British culture while the academic programme has the equivalent credit value of 10SCQF/3 US/5 ECTS, which can be transferred to your home degree.

The programme is run at both our main campus in the heart of Glasgow and our London campus based in Spitalfields. Students can choose to study at either campus and also take advantage of the London orientation week, a non credit bearing cultural experience week.

GCU has an excellent reputation for supporting students and during your time as a summer school student, you will have a dedicated summer school member of staff on hand at all times to assist you through your time here at the University.

Programmes and dates

<table>
<thead>
<tr>
<th>Campus: Glasgow</th>
<th>Campus: GCU London</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 July - 31 July (3 weeks)</td>
<td>11 July - 31 July (3 weeks)</td>
</tr>
<tr>
<td><strong>Engineering for Society</strong></td>
<td><strong>Fashion Marketing</strong></td>
</tr>
<tr>
<td><strong>Gaming in Tomorrow’s World</strong></td>
<td><strong>Luxury Brand Marketing</strong></td>
</tr>
<tr>
<td><strong>Digital Media in Society</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Global Finance</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Societal Challenges in Health and Well Being</strong></td>
<td></td>
</tr>
</tbody>
</table>

Orientation week at London Campus (Optional for both Glasgow and London students)

4 July - 10 July (1 week)

**Overview**

Glasgow and London
includes: Welcome event
- Sightseeing, including excursion with overnight stay
- Programme-related field trips
- 16 hours per week credit-bearing academic sessions (equivalent 10SCQF/3US/ECTS credits)
- Farewell event

Orientation week at GCU London
(Optional - available to both Glasgow and London summer school students)
includes: GCU London welcome dinner
- Sightseeing
- Day trip to Windsor
- Social programme
- Taster sessions
- Farewell event

Further details of social and academic content can be found on pages 9 - 10 and 15 - 16.
“I had an amazing experience at GCU’s summer school. I learned so much and had so much fun. I had the time of my life.”

Ashley Romero, GCU Summer School student 2014, California State University, Long Beach
Exploring Glasgow and Scotland

Glasgow
Glasgow attracts 2.3 million visitors per year and, with over 64,000 students in higher education (that’s nearly 11% of Glasgow’s population), life in the city is perfect for students.

Glasgow was recently voted the UK’s number one destination on the rise in TripAdvisor’s Travellers’ Choice Awards (2012), The New York Times named it one of the top 12 Places To Go (2012) and Rough Guide ranked it in its top 10 cities worldwide in 2014.

Despite being Scotland’s largest city, the centre of Glasgow is compact and easy to explore with hundreds of shops, restaurants and bars, not to mention main transport links, all within easy reach of the GCU campus.

The people of Glasgow are famed for their warm attitudes and friendly disposition – which helps to create a fantastic atmosphere for students and tourists alike. To find out more visit www.glasgowlife.org.uk or www.peoplemakeglasgow.com

Things to do in Glasgow
- Go shopping! Glasgow is the second largest retail centre in the UK
- Visit one of the city’s 13 free museums
- Experience a fine-art collection in one of the many galleries
- Watch a football match at one of Glasgow’s stadiums
- Enjoy a famous band at one of the city’s music venues
- Admire the elegant architecture across the city centre
- Visit one of over 80 parks
- Join one of the many walking tours offered around the city

Scotland
Scotland is a country filled with historic and cosmopolitan cities, breath-taking beaches and some of the most beautiful countryside in the world, attracting more than 16 million visitors each year.

Glasgow’s location at the heart of Scotland means you’re ideally located to explore the country during your time at GCU. In the Highlands you’ll find charming villages and stunning nature reserves, castles and lochs (Gaelic for lakes). Loch Lomond National Park, featuring 720 square miles of terrain, is just 30 minutes from Glasgow, and not too far away are Ben Nevis, Britain’s highest mountain, and Loch Ness – home of the Loch Ness Monster, one of Scotland’s most enduring legends.

With so much open space, Scotland is Europe’s prime location for adventure sport enthusiasts. You can enjoy sailing, surfing, skiing, rock climbing, white-water rafting, kayaking and mountain biking close to Glasgow.

To find out more visit www.visitscotland.com

Things to do in Scotland
- Visit a castle. Scotland is renowned for its iconic castles and there are hundreds to explore close to Glasgow
- Attend one of the summer’s Highland Games
- Go walking! Scotland has a huge number of incredible walking trails with breathtaking scenery
- Buy something tartan on Edinburgh’s Royal Mile
- Look for the Loch Ness Monster (‘Nessie’) in Inverness
- Sample some of our famous Scotch Whisky and a plate of haggis!
“Glasgow is one of the greatest cities on earth. The people are so friendly and lively, and there is always something to do. It’s a beautiful city with great people!”

Hannah Morris, US exchange student
International Summer School
Glasgow programmes

Social Programme
The social programme gives students an insight into the modern and traditional aspects of Scottish and British culture and includes:
- Welcome meal
- Tour of Glasgow
- Visit to Edinburgh
- Overnight visit to Loch Lomond
- Visit to Stirling Castle
- Visit to Whisky distillery
- Pub quiz night
- Ceilidh (Scottish dance)

Academic Programmes
Programmes available:
- Engineering for Society
- Gaming in Tomorrow’s World
- Digital Media in Society
- Global Finance
- Societal Challenges in Health and Well Being

Students choosing one of the International Summer School programmes can add to their UK experience by spending a week at the University’s London campus.

Optional Orientation Week at GCU London
4 July - 10 July (full details on page 16).
Academic Programmes

Engineering for Society

Those who have an interest in how engineering influences our day to day life will be introduced to significant engineering achievements in the UK and, most notably, in the central belt of Scotland. Visits to sites where engineering achievements have had historical importance for the area and, in some cases, globally will be linked to researching these sites and how students can address the project presented to them. It should be noted that these historical sites can be more than 200 years old or less than 10 years old.

To gain from this experience all participants should have an engineering or science background but support for each task will be provided.

Key facts and activities: The course will include a visit to Whitelee Wind Farm, The Forth and Clyde Canal including the Falkirk Wheel and the Kelpies, Cruachan Hydroelectric facility and a walking tour of some of the many bridges that cross the River Clyde in the City of Glasgow.

Assessment: Assessment will be based upon the application of research methods to address problem based learning tasks with an individual written report of approximately 1200 words plus a group presentation outlining the key points of transferable skills gained by the events.

Gaming in Tomorrow’s World

Computer games are used widely across the globe but there is always room to create new games and to widen their application. The course adopts the Lean Start-up approach, a framework intended for teams to efficiently find product/market fit for new products. The core principle of the Lean method is a focused approach on evaluating design decisions based on user data that is gathered from scientific experiments.

Students learn about developing games through a series of experiments that include prototyping and iterating their game concepts with real users. Using the Lean approach allows summer school students to make use of the excellent on-campus studio facilities.

Students who have a formal, or informal but more than basic, interest in computer games can gain from this challenging problem-based interactive course.

Key facts and activities: Students will design the software necessary for the game and apply their art skills to animation tasks in allocated projects. The facilities available at GCU include HD Video Production Suite; Art Studio; Digital Audio Recording Studio; Game Design Studio featuring 3D Laser Scanning tools; Motion Capture tools and a Rapid Prototyping machine. There is also a User Experience lab where games can be tested and evaluated.

Assessment: Assessment will be based on the quality of their prototype, taking into account design, art and programming and will involve a show-and-tell at the end of the course plus a peer review assessment of the team members.

Digital Media in Society

Digital media is now a multi-billion dollar creative and cultural industry supporting millions of jobs and technical innovation around the world. This theory-based course examines digital media in the context of major current trends, developments and trajectories within contemporary media industries. Students will demonstrate a critical understanding of media industries within the context of globalisation and transnationalism. With a focus upon developments such as the rise of the ‘citizen’ journalist and socio-political developments surrounding public engagement with social media, the theoretical components of the course will challenge students to analyse and contextualise digital media industries within an increasingly complex and fluid global setting.

Key facts and activities: The course will include a visit to a major media outlet in Scotland and guest speakers from the digital media industries.

Assessment: The course will be assessed by a digital media case study with supporting essay.

Global Finance

Financial resources are fundamental to business development and this course identifies the principles behind the management of these resources. As the students assess the relevance of the financial framework they also develop an awareness of the need for financial information. The course therefore brings together the two pillars of finance theory and finance techniques in a global context. The course gives an overview of financial management and the financial environment within which decisions are made. The course will also give an overview of foreign exchange markets, international capital markets, international corporate finance and foreign currency derivatives.

Students who have an interest in financial theory in a global context would benefit from this course.
There are no prerequisite courses that are necessary to have been undertaken before enrolling on this summer programme.

**Key facts and activities:** A variety of learning and teaching strategies will be used by the teaching team, e.g. tutorials, student-led seminars, opportunities for observation and peer-assisted learning. The course is delivered using a blended approach with a combination of keynote lectures and student-led tutorials supported by e-learning materials. It is expected that the students will draw upon experiences from their own perspective to enrich the discussion within the tutorials. There will also be the opportunity to visit centres and projects outwith the University that directly relate to the topic area for example the Anatomy Museum, Scottish Parliament and the Sir Chris Hoy Velodrome.

**Assessment:** The assessment for this course will consist of a 1000 word coursework and a group presentation where the students will choose a topic from the course and present the implications and impact from a global perspective.
“GCU was a wonderful campus. The professors were amazing and spent their time interacting with us while making sure we had the full study abroad experience.”

Christian Santana, GCU Summer School student
Essential information

Accommodation
Students attending the summer school in Glasgow will live at Caledonian Court, the University’s modern residence situated directly next to the campus and within a 5 minute walk of the city centre.

Facilities include:
- Fully-equipped kitchens
- Coin-operated laundrette
- City centre location, just minutes from public transport links
- Comfortable socialising spaces
- 24-hour security staff and CCTV

Virtual tour
A 360° tour of the accommodation and GCU campus is available online at www.gcu.ac.uk/theuniversity/gcu360tour

Meals
Caledonian Court is self-catering and there are several good supermarkets within a convenient distance of the residence. Alternatively students can purchase the meal plan for £15 per day which will cover 3 meals a day at the University's catering facilities. The location of the accommodation is convenient for the city centre, which offers countless restaurants and cafés catering for all tastes and budgets.

Living expenses
The cost of living in Glasgow is lower than in some other parts of the UK. In fact, it was ranked fourth cheapest in the UK (Mercer Cost of Living Survey 2012). Feel free to email us at summerschool@gcu.ac.uk if you have any specific questions about the cost of living or any other expenses.

Travelling to Glasgow Caledonian University
Glasgow is a well-served city in terms of transport links and has an International Airport approximately 20 minutes from the city centre. There are daily flights from London, Amsterdam and Dubai and also regular direct flights from the USA.

What to bring
The Scottish summer weather can be changeable so it is advisable to bring a mix of clothing for warm, cool and wet weather.
“I love London. It is such a multicultural city. As an international student, this is really important.”

Lily Zhang, GCU London Luxury Brand graduate
Exploring London

Glasgow Caledonian University was Scotland’s first university to establish a postgraduate campus in the UK’s capital. As one of the world’s most famous, visited and influential cities, London is a popular destination for students and tourists alike. London is a safe, friendly and supportive city, that is home to more than 400,000 university students - 100,000 of which are international students from across the globe.

GCU London is based in Spitalfields, a central location in ‘the City’ which offers an enriching student experience underpinned by the vibrant international intellectual and cultural life on the doorstep of the campus. The campus is located in an historic and exciting part of East London, with so many things to do and places to see, meaning you will have ample opportunity to explore London during your time at the summer school.

Things to do in London

- Get a birds-eye view of the UK capital from the London Eye
- Take a tour of the 900-year-old Tower of London
- Get a dose of culture at Tate Modern, Britain’s national museum of modern and contemporary art
- Visit one of the city’s countless museums, including the world-famous British Museum, The Natural History Museum and the Science Museum
- Come face-to-face with some of the world’s most famous faces at Madame Tussauds
- Take a tour of the Houses of Parliament or Buckingham Palace
- Experience the buzz of busy Piccadilly Circus
- Check out the street performers at Covent Garden
- Enjoy a West End show
International Summer School
London programmes

Social Programme
The social programme gives students an insight into the modern and traditional aspects of British culture and includes:
- Welcome dinner
- Tour of London City
- Visit to Hampton Court Palace
- Visit with overnight stay to Stonehenge, Glastonbury and Bath
- Pub quiz night
- Farewell event

Academic Programmes
Programmes available:
- Fashion Marketing
- Luxury Brand Marketing

Fashion Marketing
The course provides an introduction to the nature and characteristics of contemporary fashion and retailing in today’s society and explores the dynamic nature of the sector, drawing on the theories of retail change and environmental analysis. Particular consideration is given to the role and function of branding within fashion businesses, in addition to gaining an awareness of the design and creative elements of fashion.

Students will gain knowledge of the fashion retail consumption system and design process, incorporating garment awareness and the importance of the function of fashion marketing. The course will give students a historical perspective on fashion and an understanding of the political, economic, socio-cultural and technological impact on fashion consumption behaviour.

Key facts and activities: A blended-learning approach will be used, which combines lectures, seminars and practical workshops. Practical sessions and seminars will be linked to the lecture; incorporating problem based learning strategies and e-learning materials.

Field trips will also be undertaken to fashion retailers and related exhibitions, in addition to guest speakers from industry, who will support the main lectures, providing an insight into different career paths in the fashion sector.

Assessment: The assessment for this course will consist of a presentation of design boards; students will choose a fashion brand and further develop design ideas, which could be incorporated into an existing collection.

Luxury Brand Marketing
The Luxury Brand Marketing programme is aimed at students looking to acquire a competent understanding of brand marketing practices in the luxury sector and, whilst doing so, enjoy being in London to experience first-hand London’s rich culture and luxury heritage. The course content comprises a stimulating range of subjects, including critical insights into luxury consumer behaviour, digital luxury marketing, international luxury retail branding, and buying and building desirable luxury brands.

Key facts and activities: The taught course will be delivered via highly qualified academic experts whose research interests are in branding, marketing and luxury. Methods of teaching include lessons in a traditional classroom environment supported by online learning and underpinned by visiting guest lecturers and lecturer led supervised visits relevant to luxury brand marketing. Venues may change but could include: visit to the London Luxury Quarter (Mayfair and St James); the Branding Museum in Notting Hill, The London Stock Exchange, The Bank of England, BMW factory visit in Oxford, a luxury hotel visit, The Design Museum and the Royal Academy of Arts.

Assessment: The course will be assessed via a Group Project and Presentation wherein students will be tasked with creating a new luxury brand.
London Orientation week

The orientation week is open to students continuing on to the International Summer School in London or Glasgow. The programme gives students an opportunity to explore some of London’s most famous sights and also includes an overnight excursion to Windsor to see the castle and experience the beautiful English countryside.

The orientation week includes 2 (non-credit bearing) academic taster sessions lasting 2 hours each.
“It’s a small campus, so it feels really welcoming and warm. And the staff are very approachable.”

Megan Parkinson, GCU London Fashion student
Destinations: London

Essential information

Accommodation
International summer school students will live at Magenta House, which is located within a 10-minute walk of the campus. The modern purpose-built complex houses students from all over the world, giving it a fun and vibrant atmosphere.

Facilities include:
- Fully-equipped kitchens
- Laundrette
- Common social area
- 24 hour security
- Easy access to public transport

Further information on accommodation can be found at: www.thestudenthousingcompany.com/locations/london/magenta-house

Meals
The accommodation is self-catering and there are several supermarkets nearby. Alternatively, students can enjoy eating at the many restaurants and cafés located around the campus and accommodation, which are suitable for all tastes and budgets.

Travelling to GCU London
London is an extremely well-served city in terms of transport links and has several international airports with daily flights from all over the world. All airports have efficient airport transfers giving easy access to the city centre. Further information on airport transfers will be provided on confirmation of your place on the summer school.

The world-famous underground and bus system in London make exploring the city easy and fun.

Living expenses
The cost of living in London is slightly higher than in the rest of the UK. However, with the many options of cafés and supermarkets nearby, and the campus within walking distance of the accommodation, students can live relatively cheaply.

Feel free to email us at summerschool@gcu.ac.uk if you have any specific questions about the cost of living or any other expenses.

What to bring
The British summer weather can be changeable so it is advisable to bring a mix of clothing for warm, cool and wet weather.
International Summer School fees

**Costs and what's included**

**GCU International Summer School (Glasgow campus) - £2,450**
Includes:
- Academic tuition
- Welcome and farewell dinner
- Social programme
- Accommodation (self-catering)*
- Airport transfers (specific times)

*Optional meal plan can be included for £15 per day

**GCU London International Summer School - £2,650**
Includes:
- Academic tuition
- Welcome and farewell dinner
- Social programme
- Accommodation (self-catering)
- Airport transfers (Heathrow at specific times)
- Oyster (Underground) transport pass with credit

**GCU London Orientation week - £550**
Includes:
- Academic tuition
- Social programme
- Accommodation (self-catering)
- Airport transfers (Heathrow at specific times)

There will be an additional fee, up to a maximum of £75, for transportation between London and Glasgow

**Discount for Partner Institution students**
If you are a student at one of our partner institutions please contact the International Summer School office at summerschool@gcu.ac.uk for details of the group partnership fee.
“If you are considering studying at a GCU summer school my suggestion is DO IT. There is nothing you will regret because the memories you will make last forever.”

Anthony Palella, GCU Summer School student 2014, California State University, Long Beach
Applying to the International Summer School

Entry Requirements
We would normally accept applicants who have completed at least 1 year of University study with at least a minimum 2.5 GPA, ECTS grade average ‘B’ or equivalent academic record. College applicants who are preparing for University study in the fall semester will also be considered. Students from non-English speaking countries will require to meet minimum English language requirements of IELTS 6/TOEFL 78 or equivalent, www.gcu.ac.uk/study/international students/howtoapply/englishlanguagerequirements

Application process
Applying for the International Summer School is simple. Please complete the web form on the International Summer School webpage www.gcu.ac.uk/summer school or, if you’d prefer, download and complete the form linked on the same page and return it to summerschool@gcu.ac.uk.

With your application you should submit the following supporting documentation:
• An official transcript from your home university or college
• One academic reference or recommendation from someone who has taught you at university or college, or reference provided by your exchange or study abroad co-ordinator/adviser
• Copy of your current passport

There is no need to make a separate application for accommodation or airport pick up as this is all included in the International Summer School package. The International Summer School Office will coordinate transfers once travel is booked.

There is an application deadline of 30 April 2015.

On acceptance of an offer for a place on the International Summer School, students will be required to pay a non-refundable deposit of £500, with the final balance due two weeks prior to the commencement of the programme.

English language requirements
Minimum language requirements:
• IELTS: average score of 6.0 with no element below 5.5
• TOEFL 78
INTO GCU offers English courses for students wishing to develop their English language skills. Further information can be found online at www.gcu.ac.uk/into

Visa requirements
Students must have a valid student visitor visa that entitles them to study at GCU and the visa should be valid for the duration of their course. Further information on the visa will be provided once your application has been processed. International students at GCU must promptly update the University with any change to visa information and contact details.

Contact the International Summer School Team
Our International Summer School Team will be happy to help you with any aspects of the application process. We will be on hand to support you at each step - making your preparations to join us in Glasgow or London, throughout your academic and social programmes, and to ensure your credit transfer records are received by your home institution.

International Summer School information and admissions
T: +44 (0) 141 331 8630
E: summerschool@gcu.ac.uk
W: www.gcu.ac.uk/summerschool
International Summer School
11 July – 31 July (three weeks)
Credit-bearing programme (10SCQF/3US/5ECTS)

Optional Orientation Week
4 July – 10 July (one week)

Glasgow campus – Academic programmes
Engineering for Society
Gaming in Tomorrow’s World
Digital Media in Society
Global Finance
Societal Challenges in Health and Well Being

Accommodation and Social Programme inclusive

London campus – Academic programmes
Fashion Marketing
Luxury Brand Marketing

Accommodation and Social Programme inclusive

Orientation Week at GCU London
Welcome Event
London City Sightseeing
Day Trip to Windsor
Social Programme
Taster Sessions
Farewell Event