



Universidad de Alcalá
Alcingua



**International summer
school**



Universidad de Alcalá
Alcalíngua



UNIVERSITY OF ALCALÁ

The University of Alcalá, a UNESCO world heritage site, was founded in 1499 by Cardinal Cisneros and it is one of the oldest universities in Spain and boasts among its former alumni some of the major figures of Spanish history and culture: its lectures have been attended by Lope de Vega, Francisco de Quevedo, Tirso de Molina, Fray Luis de León, Ignacio de Loyola, Juan de Mariana, Arias Montano, Ginés de Sepúlveda and Gaspar de Jovellanos, to name just a few. The city of Alcalá de Henares, is well-known as the birthplace of Miguel de Cervantes, creator of the unforgettable Don Quixote.

At only thirty kilometres from the centre of Madrid, the University of Alcalá is today a modern institution which offers a wide range of undergraduate and postgraduate degree programmes adapted to the European Higher Education Area and covering all fields of knowledge, from the humanities to engineering, and from the social sciences to experimental and biomedical sciences. Approximately 27,000 students—19,000 undergraduates and 8,000 postgraduates—are currently reading for a regulated degree at the University of Alcalá.

As well as possessing a rich architectural and artistic patrimony which is the legacy of more than five centuries of history, the University of Alcalá is also firmly committed to technological innovation, collaboration with the worlds of business and industry, and the internationalisation of its studies and research as proven by the more than 2,300 international students currently reading for our degrees.

Alcalíngua is the institution within the University of Alcalá dedicated to the teaching of Spanish to foreign students and the training of Spanish teachers. Among its other activities we can also include Culture and International Summer Courses



SPANISH LANGUAGE AND CULTURE (ALL LEVELS)

DATES	COURSES	HOURS*	CREDITS	PRICE
Intensive June 06/06/2011 - 30/06/2011	Language	80	10 ECTS	680 €
	Language and Culture	100	12 ECTS	850 €
Intensive July 01/07/2011 - 29/07/2011	Language	80	10 ECTS	680 €
	Language and Culture	100	12 ECTS	850 €
Intensive August 02/08/2011 - 30 /08/2011	Language	80	10 ECTS	680 €
	Language and Culture	100	12 ECTS	850 €
Intensive September 01/09/2011 - 28/09/2011	Language	80	10 ECTS	680 €
	Language and Culture	100	12 ECTS	850 €

Business Spanish

(100 hours – 4 weeks)

Dates: 06/06/2011 - 30/06/2011

ECTS: 12

Price: 850€ (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

Teatro breve español del siglo XX

(30 hours)

Dates: 01/07/2011 - 15/07/2011

ECTS: 4

Price: 255€ (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)



COURSES TAUGHT IN ENGLISH



DATES 06/06/2011 - 17/06/2011

ECTS 5

Price 300 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

New companies for the “low cost society” (40 hours)

The purpose of the course is to show to the students the new company structure has to be aligned with the environment. The managers should know that they have to play with two dimensions, the external and the internal, that is, the environment and the company structure.

The reality is that we cannot manage the environment, therefore as managers we need to get familiar with it and to understand it and to know what to do according to the specific situation. First we have to learn how to build a company structure and then how to align it with the environment to become competitive and efficient.

During the course, we will discuss about the new environment as well as the new company structure and about the ways to become global, flexible and fast; that is to be competitive.

The course will be a combination of theory and practice where the team work will be basic.



DATES 20/06/2011 - 29/06/2011

ECTS 4

Price 275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

Consumer Behavior and Cross- Cultural Marketing (32 hours)

Consumer Behavior: In marketing, understanding how and why consumers behave in particular ways. An appropriate marketing stimulus is formulated based on customer personality and needs to prompt sales. Consumers adjust behavior to the marketplace based on internal needs and interpersonal factors.

Cross Cultural Marketing: Globalization is an inevitable process in the 21st Century, and so is the cross-culturalization. This means that marketing is now a world-encompassing discipline. However the differences among nations, regions, and ethnic groups in terms of cultural factors are far from distinguishing but become more obvious.



COURSES TAUGHT IN ENGLISH



Brand management, building brands creating business (45 hours)

Program will be adapted in business development – building brands, creating business with four subjects:

- marketing research
- product development
- marketing communication
- concepting and creativity

DATES	27/06/2011 - 09/07/2011
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ECTS	6
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Price	380 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)
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Management and Cinema (30 hours)

During this course we will study aspects of management like team work, organization, strategy, negotiation, leadership, change management and how to use it. We will work with films so that we can analyze different situation and behavior and reach conclusion.

DATES	04/07/2011 - 15/07/2011
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ECTS	4
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Price	275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)
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COURSES TAUGHT IN ENGLISH



How to understand Spain and... survive the experience! (28 hours)

An alternative way to get to know Spain and its people, through the experiences and the knowledge of foreign students who have previously lived and studied in the country.

Through a comparative vision of both the Spanish culture and the one of the students themselves we will try to explore present day Spain. We will get to know and comment on all the differences that we can find travelling to the various regions of the country, including the language, the culture, the society and inevitably the commonplaces!

Moreover, starting by the city of Alcalá we will talk about the Spanish history and art and of course of those small practical things that impress us when we arrive and those that are necessary to make us understand better our environment.

DATES	04/07/2011 - 15/07/2011 05/09/2011 - 16/09/2011
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ECTS	3,5
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Price	235 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)
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An approach to being effective in attaining goals (32 hours)

Taking initiative in life by fulfilling oneself is the primary determining factor for effectiveness in your life. Envision the ideal characteristics for each of your various roles and relationships in life. Planning, prioritizing, and executing your week's tasks based on importance rather than urgency. Genuinely striving for mutually beneficial solutions or agreements in your relationships. Using empathetic listening to be genuinely influenced by a person, which compels them to reciprocate the listening and take an open mind to being influenced by you, combining the main strengths of people through positive teamwork, *so as to achieve goals no one could have done alone*

Who should attend this course: Anyone willing to create a sustainable long-term effective lifestyle

DATES	11/07/2011 - 22/07/2011 05/09/2011 - 16/09/2011
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ECTS	4
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Price	275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)
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COURSES TAUGHT IN ENGLISH



DATES 20/06/2011 - 29/07/2011

ECTS 4

Price 275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

Commercial Performance by numerical variables analysis

Considering different industries sectors, we will analyze how to establish sale objectives, measure sale performance, and determine the variables and factors which allow sale measurement. The method is analyzing the meaning of certain mathematic variables, understanding them separately, the combination of some of them, and how to forecast the future, all based on mathematical analysis. We will analyze some variables which initially may seem valid, but when analyzed in depth they are *not*. Practical exercises will be done with different numerical variables to analyze real meaning.

Who should attend this course: anyone willing to be critic in analyzing the meaning of certain variables which determine business performance.



DATES 20/06/2011 - 01/07/2011
05/09/2011 - 16/09/2011

ECTS 4

Price 275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

How to do a Business Plan (32 hours)

How to define the main areas of any business plan which will determine the performance. Those areas will be analyzed in the logical order of need and in sequence in time. The areas are: market opportunity, added value business, strategy, marketing, sales performance and forecast. Practical exercises will be done during the course with possible business opportunities.

Who should attend this course: anyone willing to learn how to think in a possible business, how to plan and forecast a business performance.



COURSES TAUGHT IN ENGLISH



DATES 15/06/2011 - 30/06/2011

ECTS 4

Price 275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

Design and review of reusable learning objects (32 hours)

The concept of the learning object and the design techniques for producing these electronic materials have become increasingly important in recent years, as the various standardization efforts in the area demonstrate. Creating learning objects allows educational resources to be more accessible and reusable, which is essential in the current scenario of increasing education over the Web. The objective of this course is the acquisition of skills to design, develop and evaluate programs and activities.

After the course, the students will know:

- The concept of learning object (learning object) and its implications for education.
- The basic standards related to learning objects, including LOM, SCORM and IMS Learning Design.
- Techniques and criteria for assessing the quality of learning objects, including the questionnaire LORI.
- How to create metadata records for learning objects using free software.
- How to design and evaluate learning objects and how to apply this knowledge to their current workspace, increasing their professional capacity.



DATES 11/07/2011 - 22/07/2011

ECTS 4

Price 275 € (10% discount if your university has Erasmus or Bilateral agreement with the University of Alcalá)

Leisure and culture audiences business analysis (32 hours)

We will analyze the audiences from a mathematical perspective, searching for numerical patrons to analyze, based in type of show, season, venue place, collectives, ticket prices, ticket selling channels, etc. These patrons will enable us to forecast future performance, to plan marketing actions, and numerically control the audiences performance. This numerical analysis initiative is nowadays becoming more important within the leisure sector. Practical exercises will be done to try to get mathematical patrons.

Who should attend this course: anyone willing to learn how to numerically analyze a business which seems not intuitive from a mathematics perspective.



ACCOMMODATION

While studying at Alcalingua you can stay with a Spanish family or at one of the University's Students' Residences.

TYPE OF ACCOMODATION	FORMAT	PRICE
FAMILY (SINGLE ROOM) Accommodation with families include washing and ironing once a week and room cleaning.	BREAKFAST	20 € / DAY
	HALF BOARD	23 € / DAY
	FULL BOARD	26 € / DAY
FAMILY (TWIN ROOM) Accommodation with families include washing and ironing once a week and room cleaning.	BREAKFAST	18 € / DAY
	HALF BOARD	20 € / DAY
	FULL BOARD	23 € / DAY
SHARED FLAT Alcalingua acts as the intermediary between the owners of flats and students. The conditions and prices are always fixed by the owners. For any queries, please refer to info@alcalingua.com		
UNIVERSITY RESIDENCE (CRUSA) Previous and full payment is required in order to book a place. Additional charge of 40 € for cleaning service.	SINGLE ROOM	424 € / MONTH
	SHARED ROOM	323€ / MONTH

-Accommodation with families include washing and ironing once a week and room cleaning.

-Residences are located 5 km. from the town centre, 15 min. by bus.



CITY OF ALCALÁ DE HENARES

Alcalá de Henares is a modern city well connected with the capital of Spain and easily accessible by public transport.. The city centre is a World Heritage Historic Site and well worth a visit. In this historic centre, you will find outstanding buildings like the University Rectory, the Cathedral, Cervantes Square, the buildings of the University Faculties, the house where Cervantes was born, Laredo Palace, etc., in addition to the remains from the Roman era such as the house of Hyppolytus and the ruins of Complutum.

Alcalá de Henares, a city with 195.000 inhabitants and only 25 km away from Madrid, offers the visitor with a wonderful architectural frame, considered World Heritage in 1998 by UNESCO. The historic relevance of Alcalá in Spanish culture is very remarkable, not only because of being Cervantes' birthplace but also because of the University, a prestigious institution with more than 500 years of history.

The City Centre is also the shopping area with plenty of stores, cafes, restaurants. Another peculiarity of Alcalá is the youthful atmosphere, especially noticeably in weekends when students and young people in general go out.

All this, together with its closeness to Madrid, the capital and political, economic and cultural centre of Spain, make Alcalá an exceptional place to live and study

For more information about Alcalá de Henares and its hotels, theatres, museums, restaurants, etc., consult www.turismoalcala.com or www.alcalaturismo.com .



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Alcalingua

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