


## DESCRIPCIÓN DEL CURSO – CIV UPCT 2020

TÍTULO DEL CURSO	
<b>ACADEMIC AND SOCIAL SKILLS FOR FUTURE PROFESSIONALS</b>	
FOTO	
	
DESCRIPCIÓN BREVE DEL CURSO	
<p>All academic and cultural activities will be held in English, except those marked with an asterisk (*) which will be held in Spanish.</p> <p>The aim of this course is to offer the teenagers between 14- 16 years old, future university students, a general overview of the university system in Europe, the United States and Asia so they could have an overview of different possibilities when accessing their university studies, especially those focused on business and technical studies. Also, during this course the students will be studying a series of social skills which are transversal to any of those academic studies that may be accessed by them. These skills range out from emotional intelligence, public speaking, social media etc.</p>	
FECHAS DEL CURSO	Del 27 de julio al 7 de agosto de 2020
HORARIO	De lunes a viernes de 09:30 a 13:30h.

	Duración: 20h/semana, pausa incluida
<b>PRECIO</b>	850 eur/alumno
<b>PLAZO DE INSCRIPCIÓN</b>	Abierto hasta el <b>20 de julio de 2020</b>
<b>GRUPOS (MÍNIMO Y MÁXIMO DE PERSONAS)</b>	Grupo mínimo de 5, máximo de 20 personas.
<b>CONTENIDO DETALLADO DEL CURSO</b>	
<p><b>Day 1: Monday, 27th of July</b></p> <ul style="list-style-type: none"> <li><b>COURSE INTRODUCTION (9:30- 10:30)</b></li> </ul> <p>Teacher: EMILY ROBINSON</p> <ul style="list-style-type: none"> <li><b>INTRODUCTION ON UPCT- PRESENTATION OF THE UNIVERSITY AND ITS CAREERS</b></li> </ul> <p>Speakers: DAVID MORAL CIFUENTES and YUKIKO KIMURA (10:30- 13:30)</p> <p>A brief overview on UPCT Academic offer International actions and scholarships</p> <ul style="list-style-type: none"> <li>• EU-funded programs (Erasmus, Vulcanus)</li> <li>• Iberoamérica</li> <li>• Asia</li> </ul> <p>Guided tour (facilities)</p>	
<p><b>Day 2: Tuesday, 28th of July- NEW TECHNOLOGIES AND NEW SKILLS FOR FUTURE ARCHITECTURE AND BUILDING PROFESSIONALS (9:30- 13:30)</b></p> <p>Teachers: MANUEL ALEJANDRO RÓDENAS LÓPEZ / FERNANDO MIGUEL GARCÍA MARTÍN</p> <p>9:30 a 10:00-10:15: Presentation by the Directors of the Architecture Faculty: Manuel A. Ródenas and Fernando M. García.</p> <p>11:00 a 13:30 horas: 3D printing workshop led by an architect recently graduated from Architecture Faculty and is one of our success stories- Víctor Martínez Pacheco.</p> <p>ABSTRACT:</p> <p>Architecture and building technologies are experimenting strong changes. Technologies like 3D printing are well-known and now the sector has turned strongly towards 4.0 processes, with the aim of achieving optimization, improvement of characteristics and reduction of environmental impact. 3D printing in buildings is already a reality, however, the future of construction will change radically in the coming years with the massive implementation of these technologies in buildings. ¿What skills will need the professionals of architecture and building in the near future? In this workshop we will address the current situation of 3D printing in architecture and the perspectives that the future awaits us.</p>	
<p><b>Day 3: Wednesday, 29<sup>th</sup> of July</b></p> <ul style="list-style-type: none"> <li><b>SKILLS OF THE ON SCREEN SUPERHEROES APPLIED TO THE ACADEMIC AND PROFESSIONAL WORLD (9:30- 11:00)</b></li> </ul> <p>Teacher: EMILY ROBINSON</p> <p>The Hulk's wrath and strength, Ironman's daring and creativity, or Yoda's parsimony and wisdom. The 'ying' and 'yang' of these characters are a mirror in which professionals can look to overcome this crisis and prepare for a very uncertain future of work.</p> <ul style="list-style-type: none"> <li><b>A TALK ON THE LIFE OF A SCIENTIST IN BOTH ACADEMIA AND INDUSTRY IN THE 21ST CENTURY (11:00- 12:30)</b></li> </ul>	

**Teacher: YASMIN MOHSENI**

- **EASILY UNDERSTANDING THE FOURTH DIMENSION (12:30- 13:30)**

**Teacher: ANGEL FERRANDEZ IZQUIERDO**

**Summary:**

In this talk we will try to convince listeners that we live in a four-dimensional world. To do that, we will begin by reviewing an old and nice book which presents us a very special beings living in a two-dimensional world, which will serve as an excuse to reach the three-dimensional kingdom, to pass, almost without realizing it, to our four-dimensional world.

**Day 4: Thursday, 30th of July - LAS REDES SOCIALES COMO HERRAMIENTA CURRICULAR Y PROFESIONAL (contenido impartido en español) (9:30- 13:30)**

**Teacher: DANIEL DE LAS CUEVAS SÁEZ**

- Página de empresa en Facebook, tienda y "Facebook ADS"
- Instagram.
- LinkedIn.
- YouTube

**Day 5: Friday, 31st of July**

- **ESSENTIAL BUSINESS SKILLS (9:30-11:30)**

**Teacher: EMMA GARCÍA MECA**

**Content:**

- A brief overview of business studies on UPCT
- The most important business skills in business
- Hard and soft business skills
- Firm communication strategy and market effects
- Firm corporate social responsibility
- Examples of successful corporate social responsibility strategies in post-covid times

- **BUSINESS LAW (11:30- 13:30)**

**Teacher: GRANT JOHN ELIOTT**

**CONTENTS:**

- Setting up a business
- Choosing the right business type
- Company liability
- Differences between US and UK legal systems
- Practical skills: explaining steps of a procedure and offering advice

**Day 6: Saturday, 1st of August- \*ORATORIA- ESTRATEGIAS EN COMUNICACIÓN PRÁCTICA- Hablar seguro, resultados positivos\* (contenido impartido en español) (9:30- 13:30)**

**Teacher: FRANCISCO GARCÍA**

**Objetivos del curso:**

- Conseguir confianza ante cualquier tipo de audiencia
- Dirigirse con seguridad a los demás
- Conocerse a uno mismo para que el mensaje llegue claro y directo

- Supercar el estrés derivado del miedo escénico
- Tener conciencia de nuestra imagen personal
- Ejercicios para aprender o desarrollar una disertación
- Ejercicios de respiración, dicción y vocalización
- Capacidad de motivarse a uno mismo y de esta forma motivar a los demás
- Adquirir pensamientos positivos y transmitir esa sensación a nuestro interlocutor
- Empatía. Conseguir comprender los sentimientos, razonamientos y motivaciones de los demás
- Aprender a manejar el lenguaje según el público al que vaya dirigido
- Recursos de persuasión
- Aprender a estar relajados y seguros para que el mensaje sea bien captado, etc.

### **Day 7: Monday, 3<sup>rd</sup> of August**

- **BANSENSHUKAI OR THE NINJA STRATEGY APPLIED TO THE LEADERSHIP OF THE 21ST CENTURY (subject studied also in the most prestigious schools of the world) (9:30- 11:30)**

**Teacher: JUAN JOSE LIARTE PEDREÑO**

Bansenshūkai ("Ten thousand rivers meet in the sea"), written by the master strategist Fujibayashi Yasukata in 1676, is the most extensive and revered compilation of all of those that collect the shinobi tradition of feudal Japan. Kept secret until the 20th century, it deals with the strategic principles of military ninja intelligence.

The pragmatic and flexible techniques he transmits, as opposed to the poetic and difficult to interpret language of Tsun Tzu's Chinese manual "The Art of War", as well as his defense of the principles of subtle action as opposed to the use of Violence and the strength of other comparable historical treaties has made it a leading text for 21st century business, political and social leaders. The shinobi strategy, based on observation, analysis, perseverance and dissimulation is absolutely traditional and completely new in the times of tribulation that we live.

#### **CONTENTS:**

1º.- HISTORICAL ORIGIN OF THE SHINOBI TRADITION IN JAPAN (30')

2º.- GENERAL ANALYSIS OF THE CONTENTS OF BANSENSHUKAI (30')

3º.- APPLICATION OF THE BANSENSHUKAI PRINCIPLES TO THE SOCIAL, BUSINESS AND LEGAL STRATEGY. (60')

- **BEYOND THE SURFACE. CULTURAL TREASURES UNDER THE SEA AND UNDERWATER ARCHAEOLOGY. (11:30- 13:30)**

**Teacher: CARLOTA PÉREZ REVERTE**

Throughout this talk, we will be able to learn first-hand about the work of underwater archaeologists, how they investigate and how they protect and communicate their findings, through some of the most important shipwrecks and sites in Spain's maritime history.

**Day 8: Tuesday, 4<sup>th</sup> of August- CREATION AND DEVELOPMENT OF COMPANIES 2.0 (9:30-13:30)**

**Teacher: JOSÉ CARLOS SOTO**

- **Technological bases**
  - Internet Services Provider (ISP)
  - Hosting
  - Content Management Server (CMS)
- **Optimization**
  - Keyword research and competitors analysis
  - Google trends
  - Search Engine Optimization
- **Web analytics**
  - Google Analytics

**Day 9: Wednesday, 5<sup>th</sup> of August- WHY EMOTIONS ARE IMPORTANT IN LIFE AND BUSINESS (9:30- 13:30)**

**Teacher: AHARON FRANCO**

**Introduction to emotional intelligence and emotional coherence**

- It is possible to be a powerful business figure with low levels of emotional and social intelligence ( ESQ ),but individuals who become more emotionally and social intelligent will significantly improve results .

Emotional mastery in our lives can :

- -Improve clarity of thought and ability to learn.
- -Improve the quality of decision making.
- -Improve relationships at work.
- -Facilitating effective management and change.
- -Increase leadership presence.
- -Improve health and well-being.
- -Increase enjoyment and quality of life.
- -Ignite meaning, significance and purpose.
- -Improve motivation and resilience.
- -Expand sense of self

**Day 10: Thursday, 6<sup>th</sup> of August- THE IMPORTANCE OF SPORTS IN THE TOURISM INDUSTRY  
Speaker: LORENZO MARTÍNEZ RUIZ (9:30- 13:30)**

Tour of La Manga Golf with a manager who will give a talk to the students and show them all the facilities.

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**Day 11: Friday, 7<sup>th</sup> of August- EXAMPLES OF BUSINESS PEOPLE + END OF THE COURSE****Speakers:**

- **EDWARD BRADLEY**– Engineer at General Dynamics - Electric Boat
- **MARTÍNEZ BERNAL** – Lawyer, President of the Chamber of Commerce Cartagena, President of Funcarele

**TEACHERS/SPEAKERS:****EMILY ROBINSON**

*Plymouth University- Certificate of Mathematical Mastery (Distinction); University of Warwick- PGCE (Secondary): Chemistry (Outstanding); University of Warwick - BSc(Hons) Chemistry*

Emily is a secondary school teacher at King's College Murcia. She teaches Chemistry Biology and Physics at GCSE and Chemistry at A level as her specialism. She has also previously taught Mathematics in the UK. Throughout her career she has develop her teaching further by attending various training events. These have included a variety of talks and workshops covering a range of topics from teaching in the 21st century to metacognition.

**DAVID MORAL CIFUENTES**

*Degree in English Philology from the University of Murcia.*

International Relations Technician at the Polytechnic University of Cartagena. Responsible for Erasmus + exchange projects and study programs with Asia.

**YUKIKO KIMURA**

*Graduated in English Philology from the University of Kumamoto (Japan)*

English Teacher at Wall Street English Cartagena and Japanese at the Polytechnic University of Cartagena. Translator and interpreter from Japanese to Spanish and English and vice versa.

**AHARON FRANCO**

*Graduated in Psychology from the University of Murcia*

Clinical Psychologist working on Public Mental Health, Servicio Murciano de Salud. CEO and creator of BioCoherencia

**LORENZO MARTÍNEZ RUIZ**

*Second Grade Psychology Degree UNED University, Cartagena MBA Universidad de Negocios Fundesem, Alicante National Coach Real Federacion Española de Tennis, Barcelona*

Director of Tennis and Leisure, Member of the Executive Committee of La Manga Club. Director of Institutional Relationships of the Murcia Tennis Federation. Member of the Business Association of Cartagena.

**JOSÉ CARLOS SOTO GÓMEZ**

*Graduated in Business Administration from the Technical University of Cartagena*

Funding member of the NTIC Master and Aplimovil. He expands his experience in both national and international IT projects and business analytics such as Banco de España, NEC, Telefónica, Vodafone, Orange

Founder, professor and Director of the master in Big Data and Business Analytics, master in Big

Data and Data Science, master in Marketing Digital at University Complutense of Madrid  
Associated professor at University Complutense of Madrid

**JUAN JOSÉ LIARTE PEDREÑO**

*Graduated in Law*

Member of the Sekiguchi Ryu school, regional deputy spokesman for VOX in Murcia, speaker at the II International Congress of Lawyers Colombian, University of San Buenaventura, Cartagena de Indias.

Osaka.- Constitution and implementation in Japan of Mercantile exporter, displaced to Japan

**CARLOTA PÉREZ REVERTE**

*Degree in History from the Complutense University of Madrid*

*Master in Art Market and Related Business Management at the Nebrija University (Madrid) and other courses in Library Science, Documentation and expertise of antiquities.*

Currently she is doing her PhD in Underwater Archeology at the University of Cádiz where she works as a researcher within the international project: TIDE, Atlantic Network for Developing Historical Maritime Tourism.

As a historian and underwater archaeologist, she has participated in different excavations and research projects in collaboration with different institutions and universities, although she has dedicated herself above all to the field of management and dissemination of maritime, nautical and underwater heritage, collaborating in exhibitions such as "Playtime "(National Museum of Underwater Archeology)," Deltebre I. History of a Shipwreck "(Archaeological Museum of Catalonia - Archaeological Museum of Alicante)" Men of the Sea. Ships of Legend "(Naval Museum of Madrid) or" La Caleta: Between the Earth and the Sea" in the Provincial Archive of Cádiz. He has also developed publications and other projects for different museums.

**EMMA GARCÍA MECA**

*Graduated in Business Administration and Management at the University of Murcia, being an Extraordinary Prize for her Bachelor's Degree and an Extraordinary Prize for a Doctorate by the UMU.*

Emma García Meca is Professor of Financial Economics and Accounting at the UPCT Faculty of Business Sciences. She has done several research stays at the University of Aarhus (Denmark), University of Glasgow (Scotland) and University College of Dublin (Ireland). She has been the first female professor at the UPCT Faculty of Business Sciences and the first female Professor in her area (Financial Economics and Accounting) in the region. She was vice-dean of International Relations at the Faculty.

Her research activity has been published in numerous scientific publications in impact journals. She has been a member and principal investigator of various competitive national research projects financed by the Ministry of Science and Universities and is associate editor of the Spanish Accounting Review.

**MANUEL A. RÓDENAS LÓPEZ**

*PhD Doctor (2016) and Architect (1998) by Universitat Politècnica de València. International PhD (2016) at 'Sapienza-University of Rome (Italy)'. Architecture Prize at XII and XIII Editions of 'Architecture and Urban Prizes of the Region of Murcia'. Research leader at GRAMMAR-Lab in Department of Architecture and Building Technology. Research lines on "Social Housing in the Region of Murcia" and "Analysis and Optimization of Deployable Structures". Vice Dean for International Affairs and Research of ETSAE School of Architecture and Building Engineering at*

Technical University of Cartagena (UPCT).
<p><b>FERNANDO M. GARCÍA MARTÍN</b>  <i>PhD Doctor (2017), Architect (2007) and Master's Degree in Urban and Territorial Planning (2011).</i> Professor at the Urban and Territorial Planning area of the Department of Architecture and Building Technology at Technical University of Cartagena (UPCT).  I develop three main lines of research: about the urban forms in the peripheries of the Spanish intermediate cities, on the recent transformations in the periurban agricultural areas, and about the evaluation of the urban planning in the Region of Murcia.</p>
<p><b>VÍCTOR MARTÍNEZ PACHECO</b>  <i>Architect by ETSAE (UPCT). Master Degree in Science and Technology for Architecture and Building at ETSAE (UPCT). Finalist at Mies Van der Rohe Young Talent International Awards.</i>  <a href="https://www.upct.es/destacados/cdestacados.php?c=11&amp;ubicacion=general&amp;id_buscar=11381">https://www.upct.es/destacados/cdestacados.php?c=11&amp;ubicacion=general&amp;id_buscar=11381</a>  <a href="https://www.upct.es/destacados/cdestacados.php?c=28&amp;ubicacion=general&amp;id_buscar=12123">https://www.upct.es/destacados/cdestacados.php?c=28&amp;ubicacion=general&amp;id_buscar=12123</a></p>
<p><b>MIGUEL MARTÍNEZ BERNAL</b>  <i>Graduated in Law from the National University of Distance Education and Advanced Studies Diploma by UPCT. PHD in Law and Business</i></p> <p>He is the President of the Chamber of Commerce in Cartagena, president of the Permanent Consortium of the Menéndez Pelayo International University in Cartagena and founding member and president of Funcarele.</p> <p>Experience: lawyer since 1989, manager and legal adviser in Construcciones Marsac SL, associate professor at the UPCT.</p>
<p><b>FRANCISCO GARCÍA</b>  Experto en Comunicación durante más de 30 años de profesión en diferentes medios tanto regionales como nacionales (radio y televisión). Profesor en Expresión Oral y Comunicación, presentador, experto en publicidad y trato a clientes, director presentador de radio y director de programas.</p>
<p><b>DANIEL DE LAS CUEVAS SÁEZ</b>  <i>Gerente en "De Las Cuevas estudio", Estudio de Marketing Digital. Licenciado en Bellas Artes, Universidad de Granada</i>  CAP, Universidad de Almería  "Social media Networker", UCAM</p>
<p><b>ANGEL FERRANDEZ IZQUIERDO</b>  <i>Dr. Ferrández was M. Sc. in Mathematics from the University of Granada, where immediately joining the Department of Geometry and Topology of the Faculty of Sciences of this university, through a research grant, combining teaching and research for three years.</i></p> <p>Dr. Ferrández's teaching and research activities have always been closely related. In 1988 he founded the research group on Differential and Convex Geometry, which in 1999 was classified as "Consolidated and High Performance Group" and since 2007 as "Group of Scientific Excellence in the Region of Murcia". In his research career he has supervised half a dozen doctoral theses, has published more than sixty reviewed papers in international journals; has</p>



attended as an invited speaker in a number of national and international conferences and has organized many research workshops and conferences. He belongs to the expert panels of the National Agency for Evaluation and Prospective and Regional Evaluation Agencies, as well as a dozen of international research journals.

**YASMIN MOHSENI**

Yasmin graduated with a BSc (Hons) in Biochemistry from Warwick University. She has an MSc in Immunology from Imperial College London. Currently, Yasmin is finishing a PhD in Immunotherapy from Kings College London, focusing on CAR Treg therapy in treating solid organ transplant rejection. While writing up her thesis, she is a full time Research Associate at Quell Therapeutics, a Biotechnology Start up company specialising in CAR Treg therapy for treating autoimmune diseases, with the goal of manufacturing and conducting phase II clinical trials

**GRANT ELLIOTT**

Grant is a freelance English teacher with over 10 years' experience in teaching, translating and interpreting, who has provided language services for various well-known academies and businesses in Cartagena. Amongst these is his ongoing collaboration with Funcarele, where he has prepared students for the Trinity ISE exam, in addition to offering specialised English courses for a range of professional fields, including medicine, business and tourism.

**EDWARD BRADLEY**

*Bachelors degree in Mechanical Engineering from Stony Brook University  
Masters degree in Engineering Management for the University of New Haven*

Edward is from the United States of America and he has over 20 years of experience working for his current company, General Dynamics - Electric Boat. Electric Boat primarily designs and develops nuclear powered submarines. He started as an engineer in the specialty area of Area of Acoustics. His first job involved working on a large team with the purpose of ensuring that submarines were so quiet that they could not be detected. Then he became interested in the activities of the entire company. He started working in submarine related construction, project management and cost reduction efforts and he has spent the last few years assisting the Spanish Government and Navantia with the Design and Development of their new S80P submarine. This submarine is expected to be delivered to the Spanish Navy in about 3 years.