



VIA SUMMER SCHOOL 2012



ANY
PLANS
FOR
THE
SUMMER?





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Join VIA
Summer
School
2012 in
Horsens,
Denmark



Summer School

- ❖ More than 250 students last year
- ❖ Intercultural Atmosphere
- ❖ A mixture of learning and socialising
- ❖ Students and teachers alike built strong working and social relationships
- ❖ Positive feedback from students



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Social and Cultural Programme

- ❖ Students in previous years have enjoyed the wide variety of activities and excursions organised by the Summer School Crew, during the week after classes and also on the weekends.



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Summer Land Amusement Park



Danske Bank

S
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A
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D
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N

Ceres DJ



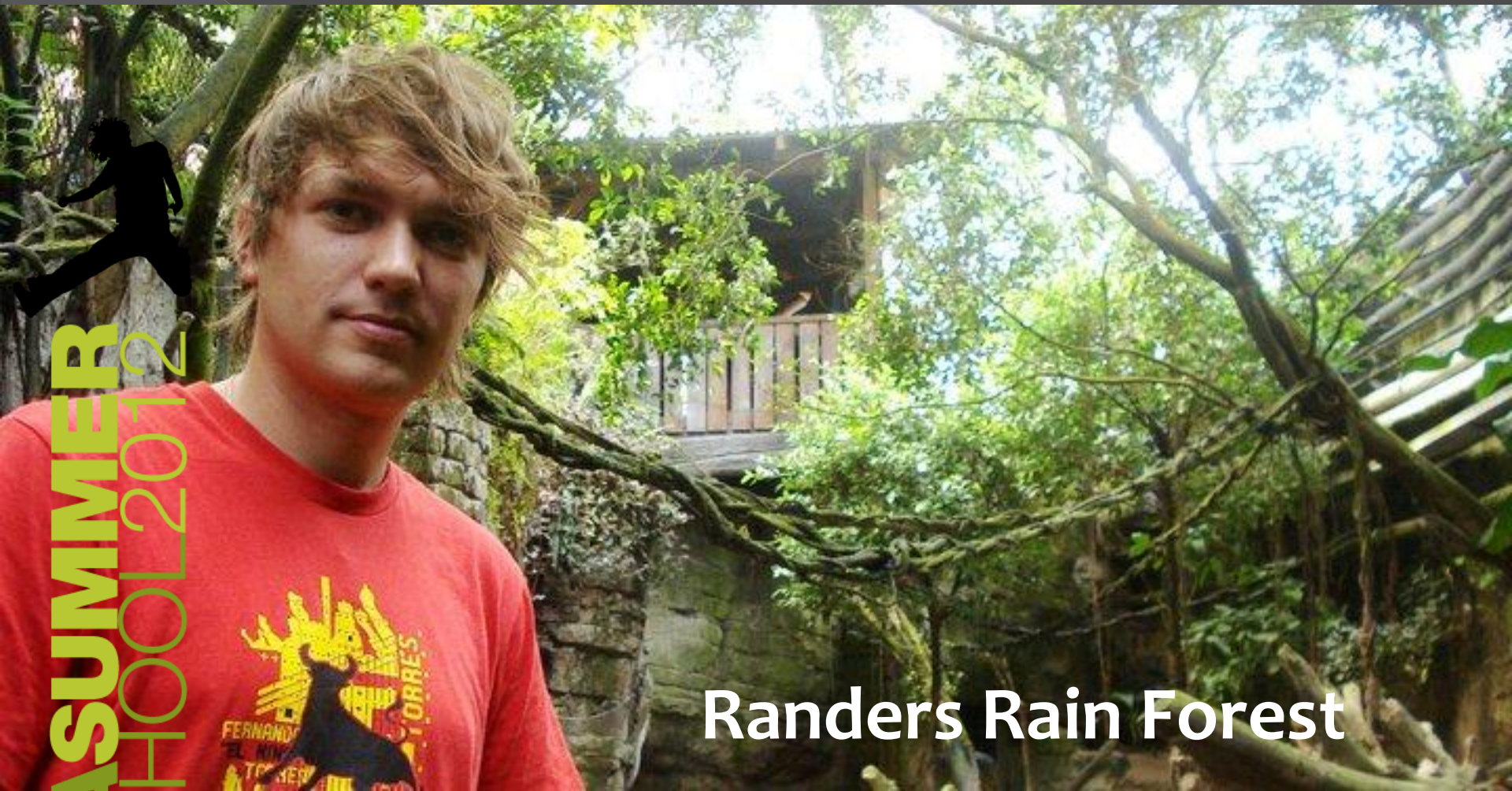
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Excursion to Aarhus



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The Old City in Aarhus



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Randers Rain Forest



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The Forest Race



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Sailing on Horsens Fjord

Course Dates

- ❖ **Term 1, 2012**

2nd July – 13th July (5 ECTS)

- ❖ **Term 2, 2012**

16th July – 27th July (5 ECTS)

- ❖ **Term 3, 2012**

30th July – 10th August (5 ECTS)

- ❖ Each course has its own term dates. Some courses run for all three terms, others for only one or two.

- ❖ So ensure that you check the dates for each individual course, and apply for each one on the application form.



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Academic Information

- ❖ Most courses are at Bachelor Level, however they could also be relevant to Masters students.
- ❖ All courses are taught in English at Bachelor Level
- ❖ Courses are intensive, 35- 40 lessons within the two week term
- ❖ 5 ECTS points will be awarded on completion of a course
- ❖ Attendance is mandatory
- ❖ To gain your 5 ECTS points you must complete all the course requirements (for example, a final examination, a project, a presentation, course activities etc.)



Courses

- ❖ The following slides contain a brief overview of each course on offer
- ❖ Please check the website for more detailed information about each course, including:
 - ❖ Term Dates
 - ❖ Prerequisites
 - ❖ Topics
 - ❖ Evaluation
- ❖ [Course Programme - 2012](#)



Business Management – 6 courses

E- Business and Web Applications

- ❖ This course deals with the processes of E-Business and Web applications with focus on how to introduce electronic commerce, services, and information through computer networks.

Master Data Management

- ❖ This course is structured as a workshop in which you will be taught disciplines within Master Data Management and Supplier Management in global enterprises, Data Quality and Data Stewardship, and related topics.



Business Management

Managerial Economics

- ❖ This course will mainly revolve around the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency.

Management Information Systems

- ❖ This course introduces information technologies that are critical to modern business organizations, discusses technology and adoption trends, and explores the evolving role of IT in business.



Business Management

Philosophy of Science

- ❖ The main purpose of this course is to introduce students to philosophy of science in an engineering context. One of the issues dealt with relates to exploring whether scientific results are actually a study of truth.

Project Methodology: Green Village

- ❖ Make a concept of next generation's green village supplied solely by means of renewable energy which is commercially attractive. You will get a thorough introduction into project methodology, which will be directly linked into your project "Green Village".



Communication and Language – 4 courses

Business Communication

- ❖ In this course, you will work with topics such as workplace communication, intercultural aspects of communication, business vocabulary, presentation and negotiation techniques and job interviews.

English Language Communication Skills

- ❖ Native English speaking teachers will encourage and motivate students to communicate orally in English with confidence. This class is to assist students to use English effectively in various situations, by focusing on active class participation through discussion, presentation and role playing.



Communication and Language

German: General and Business Language

- ❖ This course provides students with the ability to read, understand and discuss texts in German on social, business and engineering issues. It also aims at providing the students with knowledge on the German industry and business life as well as the use of relevant business terminology.

Intercultural Business Communication

- ❖ Students will learn about different cultures and the ways in which culture interrelates with and affects our communication processes. Through lecture, looking at case studies and in-class discussion we strive to develop intercultural awareness and understanding, giving students the key to success in the global business arena.



Construction and Sustainability – 3 courses

Tools and Strategies for Energy Efficient Renovation of Buildings

- ❖ This course will enable upcoming professionals in handling the challenge of lowering or neutralizing energy consumption in buildings through the detection of energy loss sources, simulations in energy design with modern technologies, the intelligent application of insulation systems and energy producing aggregates.

Sustainable Urban Planning

- ❖ This course provides the students with basic knowledge of urban planning, and gives an introduction to sustainable actions that can be implemented when planning a new urban area.



Construction and Sustainability

Sustainable Strategies and “Cradle to Cradle” in the Built Environment

- ❖ This course will enable upcoming professionals in handling the challenge of the future global environmental crisis by implementing sustainable strategies in addition to creating added value and quality by the “Cradle to Cradle” strategies in the building design.



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Entrepreneurship – 3 courses

Business Pilot – Planning the Business

- ❖ This course will help you learn how to build a business around a great business idea. We will cover topics such as presentation technique, developing business plans and models and how to build a strong and committed team around your business.

Idea Pilot

- ❖ This course is for students who are constantly spotting new business ideas and developing ideas and concepts to utilize them. You will learn how to search for business opportunities, develop and evaluate ideas on how to utilize these opportunities and how to present and develop your business idea.



Entrepreneurship

Surfing New Business Waves with Innovative Business Models

- ❖ In this course you will learn how to catch the new waves in business and society through an innovative approach to business models. You will learn how to change the rules in sleeping industries in the business- as well as in the socio-economic field.



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Information Technology & Digital Media

3 courses

Digital Media Tools

- ❖ This course is for the student who has an interest in digital media tools used in web applications. Mainly, the course is focused on introducing and exploring some of the major software tools used for creating digital graphics, multimedia and Web pages.

Digital Multimedia

- ❖ The purpose of this course is to introduce the students to basic principles of each media type – text, graphics, audio, animation and video – describing their digitization and progressing onto issues that arises when media are combined; interaction provided by scripting and multimedia distributed over networks.



Information Technology and Digital Media

Management Information Systems

- ❖ This course introduces information technologies that are critical to modern business organizations, discusses technology and adoption trends, and explores the evolving role of IT in business. The course covers information technologies which are relevant to business operations, decision making, and E-Business.



Programming and Web Engineering

4 courses

FPGA Programming with VHDL and Simulation

- ❖ This course is a practical workshop where you will learn how to program embedded applications using Field Programmable Gate Arrays (FPGAs). We will use VHDL to describe our applications at a behavioural level and use Xilinx ISE to synthesize the application and upload to an FPGA starter kit (the NEXYS2 board from DIGILENT).

LEGO Robot Lab

- ❖ In this course you will learn how to program an embedded system: the LEGO Mindstorms NXT robot in the high level language JAVA. We will look at issues relating to programming embedded systems and digital control systems.



Programming and Web Engineering

Micro Controller Spinning Display

- ❖ This is a practical workshop where you will get hands-on experience with programming. You will learn how to build a spinning display from scratch including building the electronics and programming the micro controller controlling the spinning motor and the display.

Web Engineering Processes

- ❖ This course aims at introducing the students to basic principles of the Web Engineering Process covering web development concepts, methods, tools and techniques.



Web and Mobile Applications – 2 courses

E-Business and Web Applications

- ❖ This course deals with the processes of E-Business and Web applications with focus on how to introduce electronic commerce, services, and information through computer networks. It also examines how E-commerce is being conducted and managed as well as assessing its major opportunities, limitation, issues, and risks.

Mobile Applications

- ❖ This course provides you with knowledge of the architecture of the Android platform, as well as designing, implementing and testing Android Applications. You will also gain knowledge about designing and implementing user interfaces



Danish Erasmus Intensive Language Course (EILC)

- ❖ Three week Danish course for Erasmus exchange students
 - ❖ A Language Course and a Cultural Programme
- ❖ Applications are to be submitted through your home University, NOT VIA Summer School
- ❖ Follow this link for more information
 - ❖ [Danish EILC Course](#)



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About Campus Horsens

- ❖ VIA UC holds mostly engineering, technical and business programmes, but also Danish programmes in nursing and in pedagogy.
- ❖ The campus population is around 3,500 students of whom approx. half are international students coming from more than 40 different countries.
- ❖ Close cooperation with business life
 - ❖ Our programmes are developed and carried out in close collaboration with the companies and organisations employing our students after graduation.
- ❖ World class, modern teaching and learning classrooms and facilities



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Innovation Park



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The Square

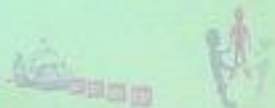


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3. Summarize three reasons why a company may wish to introduce e-commerce

- Reduce cost/increase efficiency/profit
- Improve communication/relationship with the customer
- Keep up with progress
- Rapid and efficient marketing



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Classroom Facilities



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Barbecues on campus



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Volleyball on Campus




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Table Soccer Tournament



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Student Bar on Campus



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Application Process

- ❖ **No tuition fee for EU/EAA students**, ensuring you receive a credit transfer from your University
- ❖ Application deadline - 10th June 2012
- ❖ Follow this link to access the online application form [Online Application Form](#)
- ❖ Fill in the form online, print it out, get it stamped and signed from your home University and return it to VIA
- ❖ For more information please check the website
 - ❖ [Application and Tuition Fee Information](#)



Accommodation Options

- ❖ **Flats** – Fully furnished around Campus or close to the city centre
- ❖ **Camp Summer School** – If you like the outdoors, a tent camping site will be available on Campus
- ❖ **Own Arrangement** – You have the possibility to make your own arrangements in a share-house, hostels, summer houses or camping ground
- ❖ Follow this link on the website for more details about accommodation, including costs.
 - ❖ [Accommodation Possibilities](#)





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Main street of Horsens

Gågade
Zone

Varekørsel tilladt
06-11.30
(06-11.30)

Cykling
tilladt 06-09
Gælder alle dage

Skilteskilt
til og fra busstop
tilladt når området
trafik stoppet
24 timer for gæster
to ender af området
24 timer afsluttet
24 timer afsluttet



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HORSENS NY TEATER

Horsens Theatre





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Café Culture



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Walking street in Horsens



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Casa Arena, Horsens Stadium



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U2 Concert



Bon Jovi Concert



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Swimming Centre



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Horsens Fjord



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Medieval Festival

Nightlife



Student Testimonials

- ❖ Follow this link to read the complete article from Summer School 2011

- ❖ [Summer School 2011 Article](#)

- ❖ Aśka from Poland, “It's the best way to meet new, interesting people from other parts of Europe, and sometimes even the world. I learned more here than I expected, for example some intercultural similarities but also a lot of differences – an experience which I would like to repeat again”.



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Student Testimonials

- ❖ Nicolas from France, “From my point of view, Summer School was a really good way to finish off my Erasmus trip, this gave me such a great experience again, which I would never have expected. I think it is because of the international atmosphere, and studying during the summer which is completely different than during semester. Every day, you have the same subject, so you can focus more on it.”



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Media Links

- ❖ [Official VIA Presentation Video](#)
- ❖ [Student Life in Horsens - VIA Website](#)
- ❖ [Study Horsens Website](#)
- ❖ [Study Horsens Video](#)
- ❖ [VIA Campus Lego Movie](#)



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Contact and More Information

- ❖ Email: summerschoolhorsens@viauc.dk
- ❖ Website: viauc.com/summerschoolhorsens
- ❖ Facebook: www.facebook.com/VIASummerSchool
- ❖ You Tube: www.youtube.com/user/ViaSummerSchool
- ❖ Address: VIA University College Horsens
Chr. M. Oestergaards Vej 4
DK-8700 Horsens
- ❖ Office: VBI 4.10B



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Spread the word – Pass it On!



❖ If you have friends or family you think would be interested in **VIA Summer School in Horsens**, please pass on this presentation.

❖ Your lecturer will have access to this via Studynet, so please...

Spread the word – Pass it On!

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Thank you for your
attention,
we hope to see you at
VIA Horsens,
this Summer!



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