

Monday

AM Welcome and Registration
PM Programme of Study and Team Building

Tuesday

AM Guest Lectures and Breakout
PM Castle visit

Wednesday

AM Guest Lectures and Breakout
PM Cardiff Bay & National Assembly

Thursday

AM Guest Lectures and Breakout
PM Breakout sessions and Llandaff Cathedral

Farewell Meal

Friday

Poster Presentations and Awards

Social Media in Business and Tourism



International Student Week

4th – 8th April 2016



Cardiff School of Management,
Western Avenue,
Cardiff CF5 2YB

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www.cardiffmet.ac.uk



Who we are?

Cardiff Metropolitan University is closely aligned with business and technology with many International partners from all over the world. We have over 8,000 students on two campuses and you will be joining the School of Management for your International week.

Where we are Located?

Cardiff Metropolitan University is located in the heart of the Welsh capital. One of the best places for shopping in the UK. A Great selection of bars, restaurants and clubs.

How to reach us?

- Flights to Cardiff and Bristol Airport
- Bristol Airport (1hr)
 - Greyhound bus has regular links to Cardiff from Bristol (<http://www.bristolairport.co.uk/getting-to-the-airport/greyhound-coach.aspx>)
 - £10 From Bristol to Cardiff
- London Heathrow is less than 2hrs away by train

Description of the project

Through guest lectures and breakout sessions you will Develop a social media presence for tourism for the city of Cardiff. You will be expected to prepare before joining the week in Cardiff, working as a team using Skype, Teamviewer or any other means of communication to work on the project. You will explore social media technologies and their Implementation and then will synthesise your idea during the week, drawing on what your learn from the guest speakers.

You will also of course gain an insight into Cardiff via the organised trips that will make up your week with us. You will work together as a team with students from all over Europe and present your findings.

For those of you who wish to gain 5 ECTS credits, you can submit a reflective report on what you have discovered while attending the BusIT International Week.

Costs

- £250 for the week
- Catering (Breakfast, Lunch and Farewell Meal)
- 5 ECTS credit and Certificate of Attendance
- 5 Nights Accommodation (Hostel)
- Visits to Cardiff Castle, Castell Coch and National Assembly

Where am I staying?

- City hostels (nosda.co.uk, www.riverhousebackpackers.com)
- Shared Rooms
- CardiffMet Rider into campus (10mins)

