CIRCULAR

Leeds Beckett University, UK is offering an International Summer School for the undergraduate & postgraduate students. This two week International Summer School provides a unique opportunity for students worldwide to engage in a diverse and enriching academic and cultural experience.

The cost of the program is GBP 1150/- which includes Accommodation/Breakfast/transfer from Manchester airport to the accommodation and back/20 hours of academic content/Social activities etc.

Interested students of Anna University, Chennai (CEG, ACT, SAP and MIT campuses) can apply for this International Summer school 2024. Students can send their application forwarded from their Head of the Department to the Director, Centre for International Relations on or before 26th April 2024. More details are attached on the next page.

DIRECTOR

To
All Deans of campuses
All Directors and HODs (With a request to display on notice board)
LEEDS BECKETT INTERNATIONAL SUMMER SCHOOL

29TH JUNE – 23rd JULY 2024

Please refer to the attached documents for:

- Overview of the Summer School – costs included/not included
- Academic Content
- Payment process

Costs/Expenses.

Summer School cost = 1150 Pounds
Visa Costs = Rs 12569/
Flight costs = Rs 70000/- approximately
Insurance = Rs 1500 – Rs 2000 approximately
Meals not included = From 10 Pounds upwards
Shopping and other extras = Up to the individual.

IMPORTANT:

Payment
Full payment must be made latest by 31st April.
Details with steps attached.
We will share a ‘Visa Letter’ with you.
Visa Letter
For us to share the Visa Letter the student must:
The student must send the following to Raghav Duggal –

r.duggal@leedsbeckett.ac.uk
- Payment receipt
- Copy of passport

Applying for a Tourist visa
- Passport
- Visa Letter from Leeds Beckett
- Flight ticket
- Supporting Letter from your institute
- Bank statement (for at least 6 months showing a balance of 1.5 lakhs minimum. More the better.
- If bank statement is in parents name, then a letter from them stating that they are willing to sponsor you along with a copy of your birth certificate. 
- A personal statement from you stating your motivation behind attending a summer school, also describing which course you are currently doing and what attracted you to attend a summer school.

Taking the help of a Travel Agent to apply for your visa is recommended.

You may write to us keeping your Institute in copy for any further information or clarification.
Shaila Shivdas – s.shivdas@leedsbeckett.ac.uk
Raghav Duggal – r.duggal@leedsbeckett.ac.uk

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The Leeds Beckett Summer School will offer students the opportunity to learn about a variety of subjects related to business, entrepreneurship, technology, and culture.

Students coming from a technical background will get the options to choose sessions, in lieu of the business sessions, that will cover Data Science, Cyber Security & Digital Forensics and Computer Science.

The summer school will be taught by experienced academics from the Leeds Business School (LBS) and the School of Built Environment, Engineering and Computing (BEEC). Students will have the chance to learn from experts in the field and gain valuable insights into the latest trends and developments in a wide range of study.

The summer school itinerary is designed to be both informative and enjoyable. Students will attend lectures, workshops, and seminars on a variety of topics, including:

**Leeds Business School**
- Entrepreneurship
- Introduction to Strategy
- Emerging Technologies
- Cross-Cultural Human Resource Management
- Journalism
- Fashion Journalism
- Sustainable Fashion

**School of Built Environment, Engineering & Computing**
- Robotics & Automation
- Data Science
- Cyber Security & Digital Forensics
- Computer Science

Students to our Summer School will also have the opportunity to participate in field trips and cultural activities. This will give you a chance to experience the UK first hand and learn more about British culture.
Session title: **Putting business into strategy in action**  
*Host: Stratis Koutsoukos*

Session outline:
- Understanding the dynamics of the external environment (legal, political and social, economic)
- The emerging and competing schools of strategy
- From the graduates to the board room: How to become a strategy “actor” in 15 minutes.
- How to use strategic analysis tools (e.g. Porters five forces, industry life cycle, Pestel)
- Understanding critical success factors in business, strategy and in life.
- Harnessing the power of creativity in your decisions!
- The importance of ethics and sustainability

Session title: **Making fashion sustainable**  
*Host: Dr Esther Pugh*

Session outline:
This session would define sustainable fashion and discuss its importance. It would also cover the different aspects of sustainable fashion, such as using sustainable materials, ethical manufacturing practices, and reducing waste.
- The environmental impact of the fashion industry. This section would discuss the negative environmental impacts of the fashion industry, such as water pollution, greenhouse gas emissions, and textile waste.
- The social impact of the fashion industry. This section would discuss the negative social impacts of the fashion industry, such as child labor, unsafe working conditions, and low wages for garment workers.
- Sustainable fashion brands and initiatives. This section would highlight some of the sustainable fashion brands and initiatives that are working to make the fashion industry more sustainable.
- How to be a more sustainable fashion consumer. This section would provide tips on how to be a more sustainable fashion consumer, such as buying less clothing, buying secondhand clothes, and repairing clothes instead of throwing them away.
Session title: **How to get into Fashion Journalism**  
**Host:** Carmen Bruegmann

Session outline:
- History of fashion journalism
- The fashion industry
- Working in fashion journalism
- Writing fashion news and features
- Reporting the trends and the fashion trend life cycle
- Reporting catwalk show

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Session title: **Introduction to Emerging Technologies**  
**Host:** Anderson Lima

Session outline:
- Brief overview of the importance of staying updated with emerging tech trends in the business world.
  a. Explanation of how these technologies are transforming various industries.
- Internet of Things (IoT) in Business
  a. Definition and examples of IoT applications in the business environment.
  b. Discussion on how IoT can enhance operational efficiency and customer experiences.
- Digital Transformation Trends
  a. Exploration of current digital trends such as cloud computing, big data analytics, and edge computing.
  b. Real-world case studies illustrating the impact of digital transformation on businesses.
- Artificial Intelligence (AI) and Machine Learning (ML)
  a. Explanation of AI and ML concepts and their relevance to businesses.
  b. Showcase of AI and ML applications in areas like predictive analytics, chatbots, and automation.
- Blockchain Technology
  a. Introduction to blockchain and its role in enhancing transparency and security in business processes.
  b. Examples of blockchain applications in supply chain management and finance.
- Emerging Tech Integration
  a. Discussion on how businesses are integrating these technologies into their operations.
  b. Challenges and considerations when implementing emerging tech solutions.
Interactive Demos and Exercises
a. Hands-on demonstrations or interactive exercises to illustrate key concepts.
b. For example, a simple AI/ML demo or a blockchain simulation.

Ethical and Social Implications
a. Exploration of ethical considerations related to emerging technologies.
b. Discussion on the impact of these technologies on privacy, security, and society as a whole.

Future Trends and Opportunities
a. Insight into what the future might hold for these technologies in the business landscape.

Opportunities for students to brainstorm innovative business ideas leveraging emerging tech.

Q&A Session
Open floor for students to ask questions and seek clarification on any topics discussed.

Session title: Introduction to cross cultural Human Resource Management (HRM)
Host: Shakiya Nisa

Session outline:
- Introduction to recruitment and selection of expatriate within multinational corporations
- How to get the best out of communication and negotiation
- Case studies and scenarios

Session title: Introduction to business management
Host: Dr Adekunle Oke

Session outline:
- Business strategy
How to understand the purpose of business
- Looking at different types of business profit non-profit, family business
- Operations management
Operations management is the process of planning, organising, and controlling the activities that produce a business's goods or services. Operations managers are responsible for ensuring that the business's operations are efficient and effective.

- Looking at cultural and behavioural issues in business
  Culture and behaviour can have a significant impact on business operations. For example, different cultures have different attitudes towards work, time, and communication. This can affect how employees interact with each other and with customers.

- Navigating intercultural differences in business
  The final part of the session will stress how important it is for businesses to understand the cultural and behavioural norms of the countries in which they operate. This can help them to avoid misunderstandings and to build relationships with customers and employees.

Session title: Learn how to write the news -- in less than an hour!
Host: Sean Dodson

Session outline:

- What is news? What are the different types of news stories? This section would define news and discuss the different types of news stories, such as hard news, soft news, and feature stories.
- How to find and evaluate news sources. This section would discuss how to find reliable news sources and how to evaluate the credibility of information.
- How to write a news story in a clear, concise, and objective style. This section would teach students how to write a news story that is easy to read and understand, and that presents the facts in a neutral and unbiased way.
- How to edit and proofread your news story. This section would teach students how to edit and proofread their news stories to ensure that they are free of errors.
- How to publish your news story. This section would discuss different ways to publish your news story, such as submitting it to a news website or blog, or posting it on social media.

Session title: An introduction to Public Relations
Host: Rudiger Theilmann

Session outline:
Public relations (PR) is the practice of managing the spread of information between an individual or organisation (such as a business, government agency, or a nonprofit
organisation) and the public. PR professionals work to build and maintain relationships with key audiences, such as customers, employees, investors, and the media. PR professionals use a variety of tactics to achieve their goals, including:

- Writing and distributing press releases
- Organising media events
- Developing and managing social media accounts
- Writing and editing website content
- Creating and distributing marketing materials
- Managing crisis communications

Session title: **Introduction to entrepreneurship**  
**Host:** Kyran Parker

Session outline

- What is entrepreneurship? This section would define entrepreneurship and discuss its importance in the economy. It would also highlight the different types of entrepreneurs and the different types of businesses that can be started.
- The entrepreneurial process. This section would explain the steps involved in starting a business, from coming up with an idea to launching the business and growing it.
- The entrepreneurial mindset. This section would discuss the characteristics and skills that are important for success as an entrepreneur. It would also cover the importance of innovation and risk-taking.
- Challenges and opportunities for entrepreneurs. This section would discuss the common challenges that entrepreneurs face, as well as the opportunities that are available to them.
- Resources for entrepreneurs. This section would provide information on the resources that are available to help entrepreneurs start and grow their businesses.

Session title: **Multimedia masterclass**  
**Host:** Chian Gatewood

Session outline:

- Introduction to our TV, radio studios and multimedia newsrooms
- Students will get the opportunity to have a go at newsreading and interviewing
- Introduction to teleprompters and autocues
- Group activity: Script reading and practising microphone technique.
Session title: **Getting ahead in UK Marketing and Advertising**  
**Host:** Neil Kelly

**Session outline:**

_Ever wondered how that catchy ad got stuck in your head?_ This 90-minute workshop dives into the exciting world of UK marketing and advertising, equipping you with the essentials.

- Get a bird's-eye view of the UK's dynamic marketing & advertising industry, its size, and its trends.
- Explore the unique regulatory environment you need to navigate as a marketer in the UK.
- Demystify the difference between marketing and advertising – understand how they work together!
- Learn the 4 P's of marketing (Product, Price, Place, Promotion) and how they shape campaigns.
- Discover powerful tools like market research, customer segmentation, and branding to connect with your audience.

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Session title: **Getting behind the curtain: Why academic research is nothing to be scared of**  
**Host:** Teela Clayton

The 90-minute workshop will focus on four themes:

1. **Myth busting:** Demystify common misconceptions about academic research - not just for ivory towers, not just for geniuses, accessible to everyone with curiosity. Showcase research in everyday life (e.g., weather forecasts, medical advances).

2. **Unveiling the Process:** Explore the exciting journey of research - asking questions, finding answers, seeking truth. Highlight the collaborative nature, teamwork, and diverse skillsets involved. Share relatable stories of researchers - their passion, challenges, and successes.

3. **Impact in Action:** Showcase real-world examples of how research makes a difference in your field and beyond. Highlight its contribution to solving problems, improving lives, and shaping the future. Encourage critical thinking about the ethics and responsibilities of research.

4. **Demystifying Resources:** Provide practical tips on how to engage with research. The session will introduce platforms and tools to explore ongoing research, connect with researchers, and get the students to participate in an active research project.
**Robotics & Automation**

Session title: **Serious Fun: Putting Games into Engineering**  
**Host: Dr Bal Singh**

Session outline:
The Unity game engine is widely used for entertainment: but is also a tool for creating, manipulating, and setting problems within a virtual world. This makes Unity an ideal tool to explore problems facing engineers, and to use the rich toolkit of AI and physics to help find solutions.

We will first give you an introduction to Unity, and the Unity development environment. Then in this session you will learn how to use this ‘gaming’ technology to:

- Break down problem, using common engineering strategies
- Use Unity to white box an environment as a sandbox for exploring solutions
- Explore how the path and AI tools in Unity can help to frame, explore, and develop solutions

Where next: A showcase of final year students, and examples of how Unity can solve real-world problems in robotics, manufacturing, and automation.

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**Data Science**

**Session title 1: Salary Prediction**  
**Host: Jackie Campbell**

In this session we will explore basic machine learning and AI including how data can be used for predictions. You will build a small predictor system using R or Python.

**Session title 2: Misconnecting – using data to inform decisions**  
**Host: Jackie Campbell**

Explore how to use data to add insight and inform decisions. In this workshop you will design and evaluate automated rule based engines and decision trees.

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Cyber Security and Digital Forensics

Session title 1: **Lock-picking**  
*Host: Pip Trevorrow*

In this session you will use hardware to test the physical security of a variety of locks, allowing you to see how the lock cylinders work under the operation of keys and tool kits.

Session title 2: **Hacktivity: Ethical Hacking**  
*Host: Pip Trevorrow*

In this session we will use our in-house Hacktivity system. You will attack a computer system following some of the typical steps in a cyber-attack lifecycle.

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**Computer Science:**

Session title 1: **Raspberry pie workshop**  
*Host: Pooneh Bagheri Zadeh*

In this session you will use the Raspberry Pie and Lunix system to control sensors.

Session title 2: **Programming and its applications**  
*Host: Pooneh Bagheri Zadeh*

In this session you will explore programming and its applications in Lunix environment.

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Session title: **Making Systems Smarter**  
*Host: Dr David Love*

Session outline:
The modern world is based on data: but where does that data come from? In this session we will look at using a cheap microcontroller (based around the Raspberry Pi Pico) to sense the world around it, and then use the tools of electrical and electronic engineering to turn those signals into something useful.

We will first give you an introduction to the Pico, and the MicroPython language. The rest of the session will then:

- Explain the basic building blocks of the ‘signal chain’ used in acquiring data from the environment, and processing it into something that can be used by other tools
• Build a simple data acquisition circuit on a breadboard to feed data from a light sensor to the Pico
• Then we will show you how to test your design using specialist equipment to make sure the design works as expected
• Use MicroPython to read the data from the circuit you have built, and then display this to the user

Where next: The Pico is widely used as the core of microcontroller circuits, from more advanced sensors to robotics and automation projects. Building your skills in MicroPython opens more of this world: and electronics and electrical engineering provides the foundation of what you need to understand to build your own circuits and sensors.

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Leeds Beckett University’s upcoming International Summer School 2024
29th June – 13th July 2024

Leeds Beckett University’s International Summer School provides a unique opportunity for students worldwide to engage in a diverse and enriching academic and cultural experience. Join a 14 day Summer School with our prestigious Leeds Business School. You will experience a mix of academic & social activities, and a chance to explore the beautiful city of Leeds and charming quintessentially British countryside!

Cost £1,150 per person that includes the following -

**Academic**
- Meet and Greet service from Manchester airport to your accommodation and return service.
- 20 hours of teaching by our expert academic experts.

**Accommodation**
- Stay in Oxley Hall’s student residences situated in picturesque surroundings. Transport to and from the accommodation to the campus is provided.
- Breakfast, Lunch and early evening meals included when on campus.

**Social Events**
- Enjoy Bowling, Laser Quest & Movie Nights with our Global Ambassadors.

**Explore -**
Yorkshire Dales National Park is home to beautiful valleys and mountains and picturesque footpaths! Whitby is a seaside town with connections to Captain Cook & Dracula. Harry Potter fans can also explore Hogsmeade train station! York has so much history!

There will be time to explore the city as well
Leeds has an array of shopping centres, restaurants, museums, galleries and the largest indoor market in Europe!

**Contact Information**
For inquiries and applications, please contact us at the following email address:
southasiateam@leedsbeckett.ac.uk
Payment

Payment of GBP 1,150 via visiting this link:
https://onlinestore.leedsbeckett.ac.uk/conferences-and-events/conferences-events-memberships/events/international-summer-school-2024

Click on Book Event

FOR ANY GUIDANCE WRITE TO:
RAGHAV DUGGAL – r.Duggal@leedsbeckett.ac.uk
And
SHAILA SHIVDAS – s.Shivdas@leedsbeckett.ac.uk
Payment

On the next page, click on Proceed to Checkout
Payment

Enter your Email Address, under the New Customer option and click Register

Enter your email id, password, your details and your address on the next screen
Payment

Confirm Attendee Details on the next screen and click Continue

Select Credit/Debit Card and click Continue on the next screen
Select the Billing Address on the next screen

Confirm your details on the next screen, enter Card Details and select Continue

IMPORTANT: Make sure your card is enabled for international payments and has the required transaction limit

On the next screen, please select pay in GBP option to ensure your payment goes through