

## **Sixth International Week University Institute of Technology**

Marketing Department- Electrical Engineering Department – Applied Biology  
**Angers 13th-17th May 2019**



It is our pleasure to invite you to the fifth edition of The International Week, jointly organized by the departments of Marketing, Electrical engineering and Industrial Computing, and Applied Biology of Angers University Institute of Technology.

### ***Why an International Week?***

At IUT Angers we're very fortunate to have built up a network of international partners across Europe. The International Week event is a way for us to raise cultural awareness among students, allow them to learn from the expertise our partners can provide and also strengthen and build on our present partnerships.

New friends, new partners ...

Since it's always better to meet people face to face, the event will give you the opportunity to meet colleagues from our partner institutions and widen your own circle of professional contacts. Our social programme will give you time for exchange, to get to know people better and hopefully open the way to new partnerships.

### ***How is the week organised?***

We'd like you to come and see us, but we'd also like you to bring with you your expertise!

As in previous years, our week's sixth edition will take the form of lectures and workshops with our students. We'd be very happy for you to focus on areas of your expertise or alternatively, focus on a particular aspect of the social, economic or cultural life of your home country.

To give you a few examples, here are some topics from previous years' contributions:

**Marketing** -New Marketing trends, social media marketing strategies, cultural tourism, the Scottish referendum, adapting multinationals' advertising campaigns, business ethics, Customer's understanding and buyer/user personae.

**Electrical Engineering** - renewable energy, connected objects, workshops in electronics, Spectral analysis of signals, Basics of control systems, High frequency. Participants can

also lead a lab-work session along with a French academic in English.

**Applied Biology** – this our first year and our three options of Food Science, Applied Agriculture and Biological Analyses could open the way to topics on environmental issues, food science and analyses, plant and agricultural science, ethics, biological or biomedical research, for example.

This year we also welcome cross-disciplinary topics and themes that would allow to mix students from both departments.

If you'd like to know about the teaching programmes at IUT Angers to help you in your choice of teaching topic, please ask us to send you a copy of our curriculum in English.

### **What about the students ?**

With our second-years away on placement our campus is a bit quieter in May, our first-years are still very much here however and will be delighted to learn from you. Our aim here is to allow them to experience different teaching methods, discover new aspects about their speciality, increase their exposure to English and finally encourage them to study abroad after or during their time at the IUT.

### **... and the lesson content?**

You'll be with our first-year students and so we don't expect the material covered to be too highly technical or in-depth. Interactive activities and workshops are most welcome, the students could then be challenged to present projects related to your input or their curriculum.

If you intend coming with some of your students, please let us know their number so that we can arrange for their accommodation on the campus and their programme during the week.

### **Funding**

In previous years, our guest teachers have been able to finance their visit (travel and accommodation costs) from the home university's Erasmus Mobility Budget.

What's included in your week

We will provide lunches, a welcome and farewell dinner and a rich programme of company and cultural visits to allow you to discover some of the economic and regional highlights which make the greater Angers region unique.



If this proposal is of interest, please can you confirm by February 15<sup>th</sup>2018.

- a) the name(s) and email address(es) of participants
- b) the proposed topics for their lectures and/or seminars;
- c) the language of teaching if other than English.

We therefore look forward to hearing from you very soon.

**Please send your answers to:**  
**[karima.thomas@univ-angers.fr](mailto:karima.thomas@univ-angers.fr)**  
**(marketing)**

**[helene.bonnin@univ-angers.fr](mailto:helene.bonnin@univ-angers.fr)**  
**(electrical engineering)**

**[john.cowles@univ-angers.fr](mailto:john.cowles@univ-angers.fr)** **(applied biology)**

**For further details and updates,  
please visit our blog:**

**<http://blog.univ-angers.fr/internationalweekiutangers/>**

## Provisional Planning

### Day 1

1:30-2:30: Welcome meeting  
 2:30-3:30: Opening the International  
 Week  
 3:30-5: Lectures /conferences/lab visits



### Day 2

8:00-12:30: Lectures and  
 conferences  
 12:30-2:00: Lunch  
 2:00-3:30: Lectures/conferences /round tables with researchers  
 3:30-5:00: Visiting Végépolys Horticulture competitive hub  
 5:00-7:00 Welcome Cocktail, Vegepolys.



### Day 3

8:00- 12:30: Lectures and conferences  
 12-2:00: Lunch  
 2:00- 5:00: Visiting Airbus plant and Museum.



### Day 4

9:00-12:00: Visiting Vilmorin: The fourth large seed company in  
 the world  
 12:00: Lunch  
 2:00-5:00: Conferences, lectures  
 7:00: Surprise Buffet Dinner



### Day 5

8:30-10: Farewell Breakfast  
 10-12: Study-abroad fair  
 12-2: Lunch  
 2:00-5:00: Guided tour of Angers: Castles and Gardens

