

# IFEC

International Future Entrepreneurship Competition

UNIVERSITY OF THE  
WEST of SCOTLAND

UWS

The IFEC summer programme is run by UWS School of Business and Enterprise. The six week programme will help you to become more entrepreneurially minded, develop your English language skills and experience life in Scotland from the beauty of Loch Lomond to the cities of Glasgow and Edinburgh. You'll also have the opportunity to compete for a Scholarship, monetary award and University Graduate Entrepreneur Visa Sponsorship.

Although UWS is a modern enterprising university, its roots span 120 years with a strong tradition of practicality and relevance. UWS School of Business & Enterprise courses are tailored to suit the needs of modern-day businesses, meaning that studying with UWS will give you a sought-after skillset which will enhance your future chances of employability and boost your chances in career success.

Our courses, including our summer programmes, are recognised for quality and flexibility, attracting both national and international students.

We have very strong links with industry and world-class research which underpin our courses, delivered by experts in their field. We also provide students with valuable opportunities to engage with industry professionals, government officials and inspiring entrepreneurs sharing real stories and challenges.

Join us in Summer 2018 to participate in this one of a kind programme!



1. International students will integrate into local culture with both a course in English and exposure to British social skills. These will prepare you for future international study
2. You will have the opportunity to sit a certified English test. Students who pass will be exempt from the IELTS examination
3. Modules in international entrepreneurship will provide teaching relevant to starting a business or becoming an intrapreneur after university; skills sought after by employers in the world of business
4. Participation in the IFEC includes: £3,000 Start-up Awards, £1,000 Scholarship and University Graduate Entrepreneur Visa Sponsorship
5. A wide range of cultural activities will give you a rich taste of all that Scotland has to offer. There's so much here for you to discover!





## Enterprise Creation Topics:

- Idea Generation
- Building the Business Model
- Business Planning
- Financing a Business Venture
- Sales and Marketing
- Legal Issues for Business
- Pitching for Business

## Innovation and Marketing

- Enterprise, Innovation and the Cultural Entrepreneur
- Branded Entrepreneur
- Future Tourism
- Transformational Technology
- Social Media Marketing East vs West
- Content Marketing
- The Future of Digital Marketing

## Leadership and Management:

- What is Management?
- What is Leadership?
- The Role of Managers
- Leadership Styles
- Developing Skills
- Ensuring Success

## English Social Skills

- Cultural Topics
- Presentation Skills
- Social Events and etiquette
- Pub Culture
- Interactive Video



The IFEC summer programme will take place at the University of the West of Scotland Paisley campus, just outside of the City of Glasgow. The programmes begins on the 16th July and ends on the 24th August 2018.

The total cost per student is £3600 and includes:

- Accommodation at Paisley Campus
- All tuition fees
- Entry to the International Future Entrepreneurship Competition (IFEC)
- Masterclasses and industry visits
- Cultural and social activities
- Final award ceremony.

Flights, meals and weekend activities are additional costs.

For more information about IFEC and how to book for 2018, please visit the University of the West of Scotland website or contact our team. Places are limited so ensure early booking to avoid disappointment.

We hope to see you in Scotland very soon!





CONTACT US:

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