Issue
The ADTP has asked the ISS Manager to submit a paper to the LDC on the University’s inaugural ISS in 2012, the involvement of LTS and subsequent plans for its development.

Recommendation
At the next LDC the ISS Manager will deliver a short presentation to accompany the paper. The DUS (HUM) will also be present at the meeting with the ISS Manager for discussion and suggestions on the development of the ISS.

Resource Implications
The ISS has been developed as an income generating project currently being supported by the International Scholarship fund during its implementation and development. 3.0fte currently support the project.

Risk Implications
N/A

Equality and Diversity
N/A

Timing of decisions
N/A

Further Information
Ms Alex Cole. Ext. 1514 alexandra.cole@uea.ac.uk

Background
This summer the University delivered its inaugural year of the ISS. The programme, designed to provide an alternative period in the year during which current undergraduate students from overseas can live and learn in the UK, leads to 20 undergraduate level 2 transferable credits, involving approval at School-level and by the ADTP, academic delivery and assessment hosted by Schools of Study, and submission to the examination board by LTS.

There is a growing trend that students want to spend some time abroad studying in another country, therefore internationalisation by universities, and in particular via shorter summer school programmes, is becoming more crucial as the average duration of studying abroad is falling. Whilst competition for summer study programmes amongst our HEI competitors in the UK is fairly minimal we are embracing the opportunity to perfect and promote our programme and gather feedback to support the continuation of a sustainable product, and we are encouraged to see the University engaging in this cross-partnership activity.

Discussion
The paper is being presented for the interest and awareness of the LDC.
INTERNATIONAL SUMMER SCHOOL

An Overview 2012-2016

Prepared for the Learning and Teaching Committee

15 October 2012
Summary

International Summer Schools Team

1. Background
   1.1. Study abroad
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   2.4. Students
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   2.6. 2012 Feedback

3. 2013 onwards
   3.1. Academic modules
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   3.3. Recruitment and admissions
   3.4. LTS support
   3.5. Publicity and marketing
   3.6. Programme dates and deadlines
   3.7. Expectations for 2013 and beyond

Attachments
Supporting documents not specifically referred to within the summary
2012 brochure
2013 brochure
2013 fees
2013 modules
2013 partner factsheet
2013 generic programme timetable
2013 costings spreadsheet
2013 LTS process document
SUMMARY

This summer the University delivered its inaugural year of the warmly anticipated International Summer School. July 2012 saw 34 independent applicants of a dozen different nationalities arrive at the University of East Anglia for their summer study experience. Feedback from participants, academic staff and the wider University community has been extremely positive, leading to the ongoing development of the programme for future years.

The programme, designed to provide an alternative period in the year during which current undergraduate students from overseas can live and learn in the UK, leads to 20 undergraduate level 2 transferable credits, as well as providing an enriching social experience making the most of our historic city and the east of England.

International relationship building is becoming strategically extremely important for the University and we are keen to continue to maintain and develop links with Study Abroad partner institutions who are eager encourage their students to participate in a short period of study abroad, specifically in the UK. There is a growing trend that students want to spend some time abroad studying in another country, but not for too long in view of financial implications and commitments at home. Therefore internationalisation by universities, and in particular via shorter summer school programmes, is becoming more and more crucial as the average duration of studying abroad is falling. Whilst competition for summer study programmes amongst our HEI competitors in the UK is fairly minimal we are embracing the opportunity to perfect and promote our programme and gather feedback to support the continuation of a sustainable product.

With a dozen academic modules being offered from across all four faculties for our 2013 programme we are encouraged to see the University engaging in this cross-partnership activity, and as such have realistic objectives for next year to further exceed expectations.

International Summer Schools Manager

12 October 2012
INTERNATIONAL SUMMER SCHOOLS TEAM

International Summer Schools Manager
Ms Alex Cole
alexandra.cole@uea.ac.uk
+44(0)1603 591514

International Summer Schools Adviser
Miss Claire Arnup
c.arnup@uea.ac.uk
+44 (0)1603 592249

International Summer Schools Assistant
Mr Brad Farrow
bradley.farrow@uea.ac.uk
+44 (0)1603 592255

Office contact
Location  Arts Building 1 Room 0.73
Telephone  +44(0)1603 591514
Email  summerstudyabroad@uea.ac.uk
Website  www.uea.ac.uk/summerstudyabroad
Facebook  www.facebook.com/ueaissofficial
1. Background

The University sends one of the largest UK cohorts of year-long outbound non-Erasmus exchange students abroad each year; more than 150 students departed for their exchange year in September 2012, and we welcome more than 300 study abroad students onto our campus each year for a semester or year-long period of study. Our exchange partners and their commitment to and enthusiasm for encouraging their students to study abroad in the UK are an integral part of this process.

In our Corporate Plan (2012 – 2016) the section on Internationalisation cites the importance of positioning the University optimally in the process of selection and in the development of a limited number of strategic partnerships and overseas initiatives, whilst ensuring that the university takes account of the important links that have already been developed across the Faculties with their counterparts abroad.

The Study Abroad Office sits within the International Office (ARM), which is primarily focussed on degree recruitment from more than 40 target countries. Our International and Study Abroad teams have a commitment to developing internationalisation across the University and also to our ethos and goals for increasing trans-Atlantic cooperation.

1.1. Study abroad

Study Abroad has become an increasingly important component of the undergraduate study experience, providing personal and professional development opportunities for students, and this presents itself as an excellent tool through which our students can develop their academic and extra-curricular experiences towards successful graduate employability. Furthermore, through study abroad exchange partnerships we also enhance international diversity across campus by accepting visiting students onto our degree programmes. As a result the University wishes to increase opportunities for exchange to develop.

1.2. Summer study period

In recent years there has been increasing demand for shorter periods of study abroad and the market has seen a rise in university led summer study programme. This increasing demand has been driven by a number of separate factors:

i. Students who wish to take a period of study abroad but are unable to do so within the academic year can take a period of summer study during their vacation period. This may be due to work or family commitments, their home institution may be less willing or unable to engage with study abroad during the academic year but permit the transfer of credit gained during vacation time, or a student may be interested in engaging in a stimulating academic period of study or personal and/or professional development during their vacation without transferring the credit back to their home institution.

ii. Many countries are actively promoting study abroad. Canada for example runs a three semester academic year, so a summer study period works for them as an alternative semester abroad programme. Whilst the study period is shorter in duration the credit hours and transferrable credit can support and sit within their approved study abroad programme.

iii. The cost of studying abroad has obvious implications linked to living away from home, in particular accommodation and sustenance costs, which reduce significantly with a shorter course, a third in duration of a traditional semester.
1.3. **Market competition**

During the research period leading towards the development of a summer study programme at the University only seven other English universities (9 in the UK) were delivering an 'International Summer School'.\(^1\) However by the summer of 2012 this had risen to 14 in England (16 in the UK) and whilst the number of institutions currently developing a summer study programme is unknown it is anticipated that this number will continue to rise to meet internalisation outcomes, with the core target of generating income.

<table>
<thead>
<tr>
<th>UK universities delivering an International Summer School (2012)</th>
<th>Participant numbers (where known)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warwick Russell Group</td>
<td>n/k</td>
</tr>
<tr>
<td>Leeds</td>
<td>40</td>
</tr>
<tr>
<td>Exeter</td>
<td>n/k</td>
</tr>
<tr>
<td>Newcastle</td>
<td>n/k</td>
</tr>
<tr>
<td>London School of Economics</td>
<td>4,400</td>
</tr>
<tr>
<td>Edinburgh (Scotland)</td>
<td>n/k</td>
</tr>
<tr>
<td>Sussex 1994 Group</td>
<td>550</td>
</tr>
<tr>
<td>Reading</td>
<td>n/k</td>
</tr>
<tr>
<td>Lancaster</td>
<td>n/k</td>
</tr>
<tr>
<td>St. Andrews (Scotland)</td>
<td>n/k</td>
</tr>
<tr>
<td>Aston</td>
<td>n/k</td>
</tr>
<tr>
<td>Middlesex</td>
<td>n/k</td>
</tr>
<tr>
<td>Roehampton</td>
<td>n/k</td>
</tr>
<tr>
<td>Westminster</td>
<td>300</td>
</tr>
<tr>
<td>Oxford Brookes</td>
<td>90</td>
</tr>
<tr>
<td>Kingston</td>
<td>n/k</td>
</tr>
</tbody>
</table>

Competitor courses are delivered for between 2-8 weeks commencing as early as June (Roehampton and Westminster), concluding as late as September (Lancaster), with the majority offering a 4 week programme in July. We are pitched on price slightly below the middle of the market on inclusive costs (tuition, accommodation and social). The intention is that our fee will gradually increase year on year to just above the middle of the market.

Student numbers attending competitor programmes are difficult to gauge. Mystery shopping enquiries suggest the two largest comparative Schools are held at Westminster (300) and Sussex (550), although their high numbers are based upon large groups being hosted from US partner institutions, for which discounted fees are unknown. LSE runs a wider programme with more than 4,000 participants although it is not a comparative School as these numbers include English language provision and non-accredited options.\(^2\)

1.4. **Core aims**

The University’s International Summer School aims to achieve three key objectives:

1.4.1. **Profile raising**

Study Abroad partner relationships are an extremely valuable resource for international profile raising, and the ISS provides another opportunity to showcase our degree courses and academic research across the globe. The University is meeting a demand for overseas students who wish to study in the UK and indeed at the University of East Anglia but may otherwise not be in a position to undertake a longer period of study with

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\(^1\) At least two academic streams recruited for and organised by one central team.

\(^2\) Participant numbers for Schools also delivering their inaugural year in 2012 are as yet unknown.
us. In addition we are able to increase international diversity across campus during the summer months.

1.4.2. Progression
The ISS is likely to have a growing impact on progression to Masters level study. All overseas recruitment for study abroad and indeed summer study programmes is carried out through international recruitment fairs, utilising existing international recruitment staff and complimenting traditional recruitment prospectuses with bespoke promotional materials. Summer study participants are advocates of the institution and its surroundings, University alumni and potential postgraduate applicants.

The University is eager to support progression from ISS participants, and as well as awarding students with alumni status, past attendees are eligible for the International Alumni Scholarship fund towards successful post graduate study applications.

1.4.3. Income
Any project must achieve economic sustainability in addition to any internationalisation benefits, and the development of an international summer programme has the potential to generate a substantial margin on a much needed additional income stream in the current economic climate. Research shows that basic costs demanded for international summer school programmes delivered by Russell Group and 1994 Group institutions are comparative to (on a pro rata basis for duration and academic credit) and in line with university fees at the top end of the scale. Whilst some non-1994 universities offer seemingly low basic costs these do not account for essential additional expenditure such as accommodation.

Margin is highly dependent on applicant numbers. A realistic return based upon net costs to provide a minimum inclusive package programme (accommodation, transfers, arrivals’ reception) are around 30%. The model used to set the basic fee charged to ISS participants during the set up period of the programme (2012-2016) accounts for direct costs and ensures Schools delivering a module receive an income equal to costs that would be incurred to pay an associate tutor to deliver the taught sessions. Accounting for central direct and indirect costs towards promotion and organisation, surplus income for academic delivery achieves a minimum £500.00 per student3 (plus allows for an additional £150.00 per student to account for costs such as those associated with academic fieldtrips). It is anticipated that in the future this will steadily increase as set-up costs decrease, discounts lessen and student numbers rise.

The University has an ambition to allocate provision from the International Scholarship fund to support the set-up, development and growth of the ISS for its first five years and based upon inaugural year feedback and more than 400 enquiries for our 2013 programme, sees the project growing to economic sustainability within this period.

The following sections of this paper describe the processes undertaken to reach the launch of our inaugural year, its economic outcomes, and continues by outlining the plans in place for our second 2013 International Summer School, and future vision.

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3 Based upon 12 students attending an individual module, this generates a minimum of £7,800 per module (£500.00 plus £150.00 per student).
2. **2012 inaugural launch year**

The University's first International Summer School, in the making for more than a year and involving the delivery of more than 250 academic taught hours, took place throughout the month of July 2012. 34 students representing all continents of the world undertook their accredited summer study experience with the University, engaging in intensive and participative learning that challenged their prior knowledge and understanding of their chosen subject areas.

2.1. **Recruitment and admissions**

Recruitment was carried out by the central ISS team with the production of print media⁴, digital advertising⁵, and through travelling staff from both the International Office and Schools of Study⁶. Enquiries, applications and admissions processes were all handled by the ISS team.

2.1.1. **Eligibility**

International Summer School students must be at least 18 years of age and in all circumstances meet all of the University’s standard entry requirements; hold an appropriate student visitor visa (as required by the home country) and a recognised English language skill (equal to IELTS 6.5, with at least 6.0 in each of the four components) where English is not the first language; be of good academic standing with a Grade Point Average (or equivalent) of at least 3.0 (expected to be enrolled in HE); and be willing to engage, learn and participate in all academic classes, with an expected minimum attendance of 80%. In addition students must gain full medical and travel insurance before departing from their home country.

2.2. **Academic involvement**

International Summer School students participate in a rigorous academic programme for a stimulating and enriching academic experience. Crucial to this is the involvement and commitment of the Schools of Study and the academic lead who approve and offer a module for delivery.

Re-engaging with HOS who has first expressed an interest in 2010, nine Schools of Study offered between them 12 modules⁷ for delivery in 2012 and the University launched its inaugural year of the International Summer School with the following options:

**Faculty of Arts & Humanities (HUM)**
- British Film and Television (FTV) Eylem Atakav
- Castles, Cathedrals and Student Protests: Revolutionary Change in History (HIS) Richard Maguire
- Contemporary British Theatre (LDC) Anthony Frost

**Faculty of Social Sciences (SSF)**
- Introduction to Financial and Management Accounting (NBS) Andi Vassallo
- Principles of Marketing (NBS) Andi Vassallo
- Managing People (NBS) Andi Vassallo
- Understanding Business (NBS) Andi Vassallo

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⁴ Brochure, bookmark and posters, sent to partner institutions and enquirers.
⁵ Google and Facebook adverts, extensive webpages housed within Polopoly.
⁶ In October and November 2011 and February 2012 academic staff from HIS, PSY, BIO and FTM travelled to the US to give guest lectures at partner institutions and to promote the ISS.
⁷ All approved at School-level at undergraduate level 2, 20 credits.
Each School nominated a lead contact for academic enquiries, and submitted a completed module outline, pre-approved at School-level, and advanced reading requirements. The full set of 12 module outlines (in the full outline template), with a detailed schedule of induction, arrivals material including accommodation and health and safety, student study support and social activity programmes, were brought together into one comprehensive document. These were presented to the Academic Director of Taught Programmes (ADTP) to ensure that each module outline followed comparative academic paths and for overall course approval. Following approval all recruitment and admissions processes were carried out by the central ISS team.

Initial discussions with academic module leads proposed we recruit a minimum of 12 students per module, seen as an optimum number for pilot delivery as well as generating £6,000 income per School (plus £1,800 to cover costs), equal to appointing an associate tutor to deliver the taught hours⁸. Schools were to decide upon what number of participants they would deliver their module, taking into account any costs associated with 'buying in' teaching staff, and this flexibility was extremely valuable in our launch year to trial as many options as we could. Applicant numbers achieved only half a dozen in some cases and as a result during the 2012 programme launch year we delivered five modules:

- Global Media and Communications Law (LAW): 9 students
- British Film and Television (FTV, now FTM): 4 students
- Understanding Business (NBS): 6 students
- Psychology in Action (SWK, now PSY): 8 students
- Contemporary British Theatre (LDC): 6 students (+ 1 paid but DNA)

Application forms asked applicants to select a first, second and third choice option, and all participants were enrolled upon their first or second module option choice.

2.3. LTS involvement/assessment
Integration and the structuring of the hubs precluded LTS from guiding the project during its initial launch and configuration of assessment with academic module convenors. However support arrived at a key period in the development of the programme and ensured the ISS followed the University’s central LTS processes not just those guided by academic colleagues.

Each module is designed according to a standardised template approved by the ADTP, but modules may include different methods of assessment, for example class test, individual presentation, group presentation, fieldtrip reports, lab reports, written coursework, group critical analysis, debate preparation and group discussion contribution. Module Assessment could take place during any of the allocated academic sessions and students should expect to be continually assessed and monitored, and benefit from two periods of 'self study' per week, during which individual

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⁸ Although it is anticipated that year-long appointed ATS staff may be involved in shared taught delivery.
tutorials can be arranged by students or module leads. All modules carried the same final submission deadline.

Each module is set at a level 2 undergraduate level and is set at 20 UK credits. Individual applicants must check with their home institution about credit transfer amount and entitlement and whether credit transfer is accepted. The University will send transcripts to students completing the course after marks have been presented before the assessment board, expected to be at the end of September after the summer study period.

2.4 Students (2012)
Enquirers to our 2012 programme came through our webpages’ enquiry form and directly to our generic email address from across the globe, independently and through partner institutions and from international agents. Queries ranged from generic, speculative requests about u/g study at the University and questions relating to eligibility requirements⁹, to academic enquiries about potential areas of study¹⁰ and less speculative questions about the academic modules being offered. Enquirer numbers reached more than 500, with 40 applications, and 34 accepted fee payers¹¹.

In spring 2012 we offered a tuition fee waiver to Study Abroad partner institutions with whom the Study Abroad office had an exchange imbalance¹² and this was significant in our final participant numbers for 2012. This initiative is clearly one adopted by many competitor institutions and will be an activity promoted earlier in the cycle to specific institutions, with whom the current Study Abroad exchange imbalance is significant, for our 2013 programme.

We also internally promoted a non-accredited, non-accommodated fee to our current students. This was to potentially increase numbers and although current UEA students cannot have credit transferred into their current degree pathway this may be possible for future years. The fee demanded is a competitive rate upon which to gain personal and professional development over the summer months and skills and knowledge that may support their current degree pathway, and will also be offered again internally, with wider, earlier promotion, for 2013.

Students attending represented all five continents and were from the following countries:

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>6</td>
</tr>
<tr>
<td>USA</td>
<td>10</td>
</tr>
<tr>
<td>Italy</td>
<td>1</td>
</tr>
<tr>
<td>South Korea</td>
<td>3</td>
</tr>
<tr>
<td>Canada</td>
<td>4</td>
</tr>
<tr>
<td>Japan</td>
<td>2</td>
</tr>
<tr>
<td>Botswana</td>
<td>1</td>
</tr>
<tr>
<td>Ukraine</td>
<td>1</td>
</tr>
<tr>
<td>Brazil</td>
<td>1</td>
</tr>
<tr>
<td>Finland</td>
<td>1</td>
</tr>
<tr>
<td>Russia</td>
<td>2</td>
</tr>
<tr>
<td>UK</td>
<td>1</td>
</tr>
</tbody>
</table>

In their arrivals survey students were asked “How did you hear about the University of East Anglia’s International Summer School?”

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⁹ Grade Point Average/academic merit, English skill level/IELTS requirements.
¹⁰ Many enquiries were about summer study courses in ENV, ECO and Creative Writing.
¹¹ One student was unable to attend due to visa complication and a 50% refund was awarded.
¹² In line with Study Abroad exchange agreements, students paid accommodation costs and all other non-tuition associated fees associated with the ISS inclusive programme.
And their “Reasons for selecting the University of East Anglia’s International Summer School”

All submitting 2012 students passed and received an academic transcript with their grade, sent during September 2012 by the ISS team.

2.5 Fees and income

Fees for the 2012 programme were inclusive of:

- 4 weeks’ accommodation
- All tuition (more than 40 contact hours)
- Academic fieldtrips around East region and London
- Return meet and greet from London airport
- Extensive social programme including welcome and final events
- Norwich city bus pass (and London travel card¹³)

Early registration (before 1 February): £2,095
Applications submitted from 1 February: £2,310

¹³ For students paying the London supplement for a module delivering two-weeks from UEA London.
Additional fees and supplements applied for:
+ Catering package - £335.00
+ Early arrival/late departure collection and accommodation - £100.00 per night
+ London accommodation supplement applies - £495.00
+ Additional social programme (for optional trips selected) - £various

We offered a 5% discount on the basic fee (exclusive of supplements) to applicants enrolled at one of our partner institutions; one full scholarship; and (up to) ten £500.00 scholarships\textsuperscript{14}. In addition we worked with the Study Abroad office to support their exchange imbalance and offered several partner nominated tuition waived fees\textsuperscript{15}.

Income to the University for the 2012 ISS can be summarised as:

<table>
<thead>
<tr>
<th>Potential fee charges (based upon applicant numbers and dates)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full basic fee</td>
<td>21 students</td>
</tr>
<tr>
<td>Early bird fee</td>
<td>11 students</td>
</tr>
<tr>
<td>UEA student</td>
<td>1 student</td>
</tr>
<tr>
<td><strong>Total potential fees</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fees charged (including six fee types, based upon discounts, described below)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full basic fee</td>
<td>5 students</td>
</tr>
<tr>
<td>Early bird fee</td>
<td>4 students</td>
</tr>
<tr>
<td>Tuition fee waiver</td>
<td>12 students</td>
</tr>
<tr>
<td>5% partner discount full fee</td>
<td>4 students</td>
</tr>
<tr>
<td>5% partner discount early fee</td>
<td>7 students</td>
</tr>
<tr>
<td>UEA student</td>
<td>1 student</td>
</tr>
<tr>
<td><strong>Total fees</strong></td>
<td></td>
</tr>
</tbody>
</table>

Total discounts supported by the International Scholarships fund:
- 7 x early bird fee at a 5% discount of £107.75 each: £733.25
- 4 x full fee at a 5% discount of £115.55 each: £462.20
- 12 x tuition fee waiver at a discount of £1,260 each: £15,120

**Total partner discounts**: £16,315.45

Total scholarships supported by the International Scholarships fund:
- 7 x £500.00 scholarship: £3,500
- 1 x full (early bird submission) scholarship: £2,095

**Total scholarships awarded**: £5,595

**Total 2012 income (Total fees minus scholarships awarded)**: £50,240

It is clear that the relationships with partner institutions promoting our programme to their students had a significant effect on our inaugural year participant numbers. We know that this crucial tool for encouraging students to engage in summer study and these trusted relationships are extremely valuable for the increase in participant numbers over the coming years. As such the discount to students currently studying at our partner institutions has increased to 10% for our 2013 programme. This is in line with competitor institutions and recognises the value added by partners recommending our programme.

2.6 **2012 Feedback**

Feedback was collated from participants at the end of every week by paper or electronic survey, and a pre and post intervention survey was also completed by all. Participants cited the programme as being particularly well organised, with excellent

\textsuperscript{14} Awarded following submission of a personal statement.

\textsuperscript{15} This equated to usual Study Abroad practice where students pay for accommodation and social but not tuition.
feedback on the content and delivery of their academic classes and positive testaments to the extra-curricular social activity arranged to enhance the experience in the UK.

Of particular significance is the interest in returning to the University both in written feedback received, but also during verbal feedback and enquiries received at the postgraduate information stand held on the final day and subsequently since students have returned to their home countries and made contact with the University.

“Thanks so much for all your help and for the amazing summer programme I will never forget.”

“It’s been such an amazing trip, there are no words to describe how much I’ve loved our time together.”

“There have been so many new experiences, memories and friendships made, and I’ll miss everything about UEA and Norwich!”

“I miss all of you so much! Thanks for such an amazing month!”

“The best month of my life! Amazing students, amazing ambassadors!”

“Great experience, didn’t expect everything to be so well organised.”

“It was a lot of fun and it felt like home here! Norwich is a beautiful and safe city. I enjoyed this trip a lot.”

“I’ve had an absolutely lovely time here guys, missing Norwich already. Hopefully I will be back again.”

“I would just like to thank the UEA team for this great experience and I hope I can return in a couple of years to continue my studies.”

“It was great! Super organised, and everyone was so welcoming. I didn’t want to leave!”

“Great friends and memories. It was great to experience the education system in a different country.”

“My cultural understanding of the world has exploded on this trip. It was beautiful and amazing.”

“I made many international friendships and also had the experience of living abroad, made me feel confident for future experiences.”

“A delightful combination of insightful, inspiring education and fun.”

“Amazing. I wouldn’t have imagined any better. The module and people were amazing!”

“I have been amazed at how well organised the summer school is. Everyone is so committed and supportive; it has truly been the best experience!”

All quotes from 2012 Summer School participant feedback

The 2012 launch year has generated much interest and positive debate from colleagues and partners across the world, and we are taking forward recommendations and suggestions into future planning. The projects’ aims, whilst not achieving a tangible outcome after year one, are clearly on the path to being achieved within the set-up period. The ISS has been widely profiled in Study Abroad magazines and at international HE fairs over the past twelve months, and many positive enquiries from partner institutions have come directly as a result of this promotional activity. Two 2012 participants have already supported our International Officer for Russia at an HE Fair, and we have three firm enquires for post graduate study from this year’s attendees.

Whilst a seemingly modest sum we generated an income of £50,000 from the 2012 launch year fees and the Schools involved in delivering an academic module were able to contribute to in-house activity through the income internally transferred for each participant. The University has an aspiration to grow participant numbers and to bring the fees in line with established programmes.

The relationship between the ISS and LTS teams is crucial to the success of the programme before students’ arrival, and the processes integrating the ISS into core LTS assessment activity, as is the commitment of the nominated module lead from the School of Study throughout the duration of the programme.
3. **2013 onwards**

Selecting one of twelve exciting 20 UK credit level 2 undergraduate modules, participants follow between 40-50 contact hours for a stimulating academic experience which takes them outside of the classroom. We have developed a fantastic opportunity for students to gain the most of their experience in the UK by complimenting the learning academic timetable with a shared extra-curricular social programme and encourage students to make the most of their time in the UK experiencing it with current UK students.

The programme will again take place in July. This is deemed to be the most appropriate time of year due to academic (LTS/LTR) staff availability, teaching space availability and the availability of student accommodation\(^\text{16}\). The programme does clash with graduation and the summer open days but largely this is the only inconvenient clash for support and academic staff.

Consideration has been given to offering a programme during August, although teaching staff were reluctant to commit during this month and primary target audiences\(^\text{17}\) see this as their vacation month. Further consideration has been given to preceding the ISS with English language classes, to support students requiring an increase in 0.5 IELTS (or equivalent) to meet our minimum requirements. However, whilst INTO were keen to undertake delivery and provide accommodation, based upon the English skill level of some 2012 participants (who held an IELTS certificate of at least 6.5) and the short duration of the programme, the University has decided not to promote a co-joined pre-sessional course.

### 3.1. 2013 Academic modules

All four faculties are represented for 2013, offering School-level approved 20 credit undergraduate level 2 modules:

<table>
<thead>
<tr>
<th>Faculty of Arts &amp; Humanities (HUM)</th>
<th>Faculty of Social Sciences (SSF)</th>
<th>Faculty of Science (SCI)</th>
<th>Faculty of Medicine and Health Science (FMH)</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Film and Television</td>
<td>Managing People</td>
<td>Biology in the Modern World</td>
<td>Future Medicine</td>
</tr>
<tr>
<td>Plague and Disease in the Medieval City</td>
<td>NBS</td>
<td>BIO</td>
<td>MED</td>
</tr>
<tr>
<td>Contemporary British Theatre</td>
<td>Understanding Business</td>
<td>Digital Animation: principles and practice</td>
<td>Laura Bowater</td>
</tr>
<tr>
<td>Creative Writing: An introduction</td>
<td>Global Media and Communications Law</td>
<td>PSI</td>
<td>Helen James</td>
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<tr>
<td>Video Journalism: theory and practice</td>
<td>Psychology in Action</td>
<td>CMP</td>
<td>Dan Smith</td>
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<td></td>
<td>Faculty of Medicine and Health Science (FMH)</td>
<td></td>
<td>Laura Bowater</td>
</tr>
</tbody>
</table>

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\(^{16}\) The University’s student accommodation cannot be made available any earlier than the last two days of June.

\(^{17}\) In particular Canada and north America.
Full module outlines can be downloaded from www.uea.ac.uk/summerstudyabro/modules, or can be requested by emailing summerstudyabroad@uea.ac.uk.

3.2. 2013 Fees
Our fees for our 2013 International Summer School are inclusive of:
- 4 weeks’ accommodation
- All tuition (more than 40 contact hours)
- Academic fieldtrips around East region and London
- Return meet and greet from London airport
- Extensive social programme

Early registration (to 28 February): £2,155
Applications submitted 1 March onwards: £2,395

We are offering six £500.00 academic scholarships\(^{18}\) and one full academic scholarship, as well as 10% discount on the basic fee to students currently enrolled at one of our Study Abroad partner institutions\(^{19}\). Those applying for a scholarship will be asked to submit a supporting personal statement of no more than 500 words to explain why they should be awarded the scholarship.

 Fulbright Commission
The University has submitted a proposal to the UK-US Fulbright Commission to host six funded places on the ISS as part of their series of UK Summer Institutes in the years 2013, 2014 and 2015. The Fulbright UK Summer Institutes are special summer programmes designed to provide the opportunity for US undergraduates who have completed no more than two years of university study, to come to the UK on an academic and cultural summer programme. They go back to the US having learnt new skills, had new cultural experiences and are able to promote their host universities and study in the UK to their peers and professors. Furthermore Fulbright students are very academically able and the University is keen to develop its links with Fulbright, and sees this as a valuable opportunity to strengthen future participant numbers on the ISS as well as being a potentially useful tool for p/g recruitment.

3.3. Recruitment and admissions
The ISS team will undertake all recruitment and admissions processes, this year with the added benefit of all applications (and enquiries) being submitted electronically through Hobson’s Apply (and Hobson’s Connect). The ISS team will take all decisions on accepting students and will undertake the ATR process, distribute all advanced and arrivals literature and joining instructions and organise all associated induction activity, including arrivals and visa checking to ‘mark as seen’.

3.4. LTS support
A working document has been produced by LTS which outlines all timeline tasks involved in the module set up, student enrolment and assessment process. Advice and guidance to the ISS team has enhanced knowledge and ensured that the ISS is following the University’s standard procedures for accreditation. The requirements of LTS are to:
- Set up module route codes update (October 2012)
- Set up exam board codes (November 2012)
- Attach diet to programme (December 2012)
- Attend ISS training on visas and brief on how to ‘mark as seen’ (June 2013)
- Submit electronic coursework and mark sheets to module lead organiser

\(^{18}\) GPA or equivalent must be at least 3.75
\(^{19}\) If scholarship awarded, 10% discount applies to net fee. 10% discount still applies in the case of a scholarship being awarded.
Receive and enter marks onto SITS
Arrange external assessment of work
Receive external mark awards, prepare for exam board and confirm marks
Advise ISS of marks awarded
Set up electronic reassessment and follow standard process as required

3.5. Publicity and marketing
The ISS team undertakes responsibility for all timely marketing and publicity, and being produced in October 2012 are:

- Hard copy brochure (for overseas recruitment fairs)
- Webpages launch (from Polopoly into own Liferay navigation)
- Google and Facebook advertising – successful and cost effective
- Travelling staff – international office and academic staff
- Study Abroad Partners and international agents' mailings

We anticipate repeating a number of online webinars and are discussing the use of academic staff again in the delivery of verbal promotional materials such as an online video and during webinars specifically targeting subject specific institutions overseas.

3.6. Dates and deadlines

<table>
<thead>
<tr>
<th>Year</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>28 February</td>
<td>Deadline to secure early registration fee</td>
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<tr>
<td></td>
<td>3 May</td>
<td>Application deadline</td>
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<td></td>
<td>17 May</td>
<td>Deposit deadline</td>
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<td></td>
<td>24 May</td>
<td>Full fee balance deadline</td>
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<tr>
<td></td>
<td>1 June</td>
<td>Advance module preparation advised</td>
</tr>
<tr>
<td></td>
<td>29 June</td>
<td>Optional early arrivals day</td>
</tr>
<tr>
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<td></td>
<td>26 July</td>
<td>Main departures day</td>
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<tr>
<td></td>
<td>27/28 July</td>
<td>Optional late departures day</td>
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<td></td>
<td>Mid August</td>
<td>Marks to LTS/to externals</td>
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<td></td>
<td>Early Sept</td>
<td>Marks to board</td>
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<td>Mid Sept</td>
<td>Transcripts sent</td>
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<tr>
<td></td>
<td>Late Sept</td>
<td>Reassessment deadline</td>
</tr>
</tbody>
</table>

3.7. Expectations for 2013 and beyond
As of 10 October 2012 new enquirer numbers have reached more than 400, rising daily by half a dozen, and importantly this is prior to the engagement in 2013 promotion and publicity. At the same time in 2011 we had less than 50 enquiries. Facebook ‘likes’ are almost 2,000, and we expect this number to rise once we begin our 2013 promotions and online advertising later this month (October 2012).

The aim is for each module to run with a minimum of 12 students (working to a maximum of 24, based upon a suitable seminar group and room size) and although it may be unrealistic to expect that all 12 modules will achieve this minimum number, steps are being taken in our bespoke and targeted promotional activity to generate interest in modules that did not run in 2012, whilst being committed to ensuring all modules receive sufficient profile raising coverage. This includes subject specific adverts on Google and Facebook and direct contact with heads of department in partner institutions.

It is anticipated that the University will continue to support the project through a five year initial development (from its launch in 2012) to a sustainable position. This includes discussions to offer pre-sessional English courses (delivered by INTO) for up
In line with the numbers attending competitor Schools in 2012, and our own enquirer numbers in October 2012 compared to October 2011, we have an ambition to grow our numbers steadily by 50% from 2012>2013 and an additional 5% increase year on year thereafter, increasing total cohort size to at least 200 by 2016. Our long-term ambition is an inspirational income exceeding £1 million per annum based upon increasing student numbers by 2020 to 400 participants at a fee of £3,000 per student.

<table>
<thead>
<tr>
<th>Year</th>
<th>% ↑</th>
<th>Numbers</th>
</tr>
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<tr>
<td>2012</td>
<td>-</td>
<td>34</td>
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<tr>
<td>2013</td>
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<td>2014</td>
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<td>2016</td>
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<tr>
<td>2020</td>
<td>85%</td>
<td>&gt; 400</td>
</tr>
</tbody>
</table>

Income from additional bespoke residential programmes delivered by the International Summer Schools team support the development of the International Summer School programme, as well as financial support from the International Scholarship Fund to provide subsidised places on the ISS (through a partner imbalance or scholarship).

Future years’ programme templates are in discussion with a strategic plan to be in place by the end of 2012. In the meantime dates for the first five years of the University’s ISS are:

2012  1-27 July  (arrivals 1 July)
2013  1-26 July  (arrivals 30 June)
2014  29 June-25 July (tbc)
2015  5 July-24 July (tbc)
2016  3 July-29 July (tbc)

Overview prepared 15 October 2012

Ms Alex Cole
International Summer Schools Manager
Ext. 1514
alexandra.cole@uea.ac.uk
International Summer School

2013 Academic Modules

Faculty of Arts & Humanities (HUM)
- British Film and Television School of Film, Television & Media Studies (FTM) Eylem Atakav
- Plague and Disease in the Medieval City School of History (HIS) Richard Maguire
- Contemporary British Theatre School of Literature, Drama and Creative Writing (LDC) Anthony Frost
- Creative Writing: An introduction School of Literature, Drama and Creative Writing (LDC) Andrew Cowan
- Video Journalism: theory and practice School of Political, Social & International Studies (PSI) David Gill

Faculty of Social Sciences (SSF)
- Managing People Norwich Business School (NBS) Marie Bailey
- Understanding Business Norwich Business School (NBS) Andrew Vassallo
- Global Media and Communications Law School of Law (LAW) Nick Scharf
- Psychology in Action School of Psychology (PSY) Simon Hampton

Faculty of Science (SCI)
- Biology in the Modern World School of Biological Sciences (BIO) Helen James
- Digital Animation: principles and practice School of Computing Sciences (CMP) Dan Smith

Faculty of Medicine and Health Science (FMH)
- Future Medicine School of Norwich Medical School (MED) Laura Bowater
International Summer School

Contact Details

| Address | International Summer School  
|---------| University of East Anglia  
|         | Arts Building Room 0.73  
|         | Norwich Research Park  
|         | Norwich  
|         | NR4 7TJ  
|         | UK  
| Email   | summerstudyabroad@uea.ac.uk  
| Telephone | +44 (0) 1603 591514  
| Fax     | +44 (0) 1603 458596  
| Institution website | www.uea.ac.uk  
| International Summer School | www.uea.ac.uk/summerstudyabroad  
| ISS Facebook page | www.facebook.com/ueaissofficial  
| International Students | www.uea.ac.uk/international

Staff Contacts

<table>
<thead>
<tr>
<th>Name</th>
<th>Responsibilities</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Alexandra Cole</td>
<td>strategy, planning, partner agreements, recruitment, programme content, management</td>
<td>+44 (0) 1603 591514 <a href="mailto:alexandra.Cole@uea.ac.uk">alexandra.Cole@uea.ac.uk</a></td>
</tr>
<tr>
<td>Miss Claire Arnup</td>
<td>student and partner enquires, application processing, admission, enrolment, finance, assessment</td>
<td>+44 (0) 1603 591514 <a href="mailto:c.arnup@uea.ac.uk">c.arnup@uea.ac.uk</a></td>
</tr>
<tr>
<td>Mr Brad Farrow</td>
<td>student and partner enquires, application processing, general enquiries, student liaison, social networking</td>
<td>+ 44 (0) 1603 591514 <a href="mailto:Bradley.farrow@uea.ac.uk">Bradley.farrow@uea.ac.uk</a> <a href="mailto:summerstudyabroad@uea.ac.uk">summerstudyabroad@uea.ac.uk</a></td>
</tr>
</tbody>
</table>

Key Dates

<table>
<thead>
<tr>
<th>Year</th>
<th>Date</th>
<th>Event</th>
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<tbody>
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<tr>
<td></td>
<td>27/28 July 2013</td>
<td>Optional late departures day</td>
</tr>
</tbody>
</table>
### Academic Information

<table>
<thead>
<tr>
<th>Modules</th>
<th>Information on modules available to International Summer School students can be found at the following site and updates will be regularly emailed: <a href="http://www.uea.ac.uk/summerstudyabroad/modules">www.uea.ac.uk/summerstudyabroad/modules</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Language of Instruction</td>
<td>English</td>
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</table>
| Eligibility | Students must be at least 18 years of age and should be currently enrolled as a student in good standing education at a university or college at the time of application.  
**Successful applicants should have at least 3.0 Grade Point Average (GPA) or equivalent proof of academic level. This equates to a high 2.2 in the UK. If academic level is not calculated by Grade Point Average the equivalency can be calculated at www.foreigncredits.com/Resources/GPA-Calculator**  
If English is not the student’s first language we require an English **language skill of at least 6.5 IELTS** (or equivalent).  
Students who do not meet either or both of these two minimum criteria may still apply and academic references may be sought by the University in support of the application.  
Students not currently enrolled in higher education must have the appropriate levels of qualification to enter higher education, be on target with the appropriate qualifications ready to enter higher education or have completed higher education. Certified evidence will be required.  
All modules are at undergraduate level 2 credit bearing (=20 UK credit hours) courses. Any academic pre-requisites are detailed on the individual module’s webpages. |
<p>| Forms of Assessment | Each module may include different methods of assessment, for example class test, individual presentation, group presentation, fieldtrip reports, lab reports, written coursework, group critical analysis, debate preparation and group discussion contribution. Module Assessment could take place during any of the allocated academic sessions and students should expect to be continually assessed and monitored, and will benefit from two periods of ‘self study’ per week, during which individual tutorials can be arranged by students or module leads. Details on assessment and teaching for each module are on the relevant module page at <a href="http://www.uea.ac.uk/summerstudyabroad/modules">www.uea.ac.uk/summerstudyabroad/modules</a> |
| How do the credits from the academic module translate? | Each module is set at a level 2 undergraduate level and is set at 20 UK credits. This equates to 5 or 6 US credit hours and may differ in other countries. Individuals must check with their home institution about credit transfer amount and entitlement and whether credit transfer is accepted. The University will send transcripts to students completing the course after marks have been presented before the assessment board, expected to be at the end of September after the summer study period. |</p>
<table>
<thead>
<tr>
<th><strong>Further information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flight Transfers</strong></td>
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<tr>
<td><strong>Accommodation</strong></td>
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<tr>
<td><strong>Social Programme</strong></td>
</tr>
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<td><strong>Catering</strong></td>
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<td><strong>Living Expenses</strong></td>
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<td><strong>Healthcare</strong></td>
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<td><strong>Visa requirements</strong></td>
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</tbody>
</table>
International Summer School
International Summer School

2013 Fees

+ BASIC FEE
Fees inclusive of:
- A meet and greet induction programme including airport transfers
- 4 weeks’ private en suite accommodation in a shared flat
- All tuition, academic fieldtrips, assessment and transcripts
- An inclusive social programme with evening and weekend trips

£2,155 – applications submitted by 28 February 2013
£2,395 – applications submitted thereafter
£200 deposit will be required to secure place on the programme. Deposits required within 21 days of notification of a place on the programme and by 17 May (whichever is sooner).
Application deadline: 3 May. Full fee deadline: 24 May.

+ PARTNER/AGENT REFERRALS
Studying at a Partner institution - We will automatically take 10% off the net fee to the student.
Agent referred application - 10% commission of net fee paid to Agent.
Agent or Partner referred application submitted before 31 December discounted basic fee £1,750 (IOs/A-M discretion).
£1050 tuition waived fee for specified SA Partner within whom we have a significant exchange imbalance (Manager discretion).

+ CURRENT REGISTERED UEA STUDENTS
£655 - current UEA student – non-accredited, no accommodation
£1050 - current UEA student – non-accredited, accommodated (includes current year long or spring semester SA student). Addition two weeks’ accommodation costs apply.

+ SCHOLARSHIPS
6 x £500 academic scholarship. GPA (or equivalent) must be at least 3.75.
1 x full scholarship. GPA (or equivalent) must be at least 3.75.
Those applying for a scholarship will be asked to submit a supporting personal statement of no more than 500 words explaining why they should be awarded the scholarship.
Note: If scholarship awarded, 10% fee or 10% discount applies to net fee. 10% fee or 10% discount still applies in the case of a scholarship being awarded.

For clarification please speak to the International Summer School team.
## International Summer School 2013 Programme

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Session Times (earliest and latest)</th>
</tr>
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<tbody>
<tr>
<td>Morning</td>
<td>Optional early arrivals and transfers to Norwich</td>
<td>Arrivals and transfers to Norwich</td>
<td>Programme Welcome</td>
<td>Module Welcome</td>
<td>Academic</td>
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<td>9.00 - 13.00</td>
<td>01-Jul 02-Jul 03-Jul 04-Jul 05-Jul</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Weekend Trip (additional weekend)</td>
<td>Self study</td>
<td>Academic</td>
<td>Academic Fieldtrips</td>
<td>Academic</td>
<td>Self Study</td>
<td>9.00 - 13.00</td>
<td>06-Jul 07-Jul 08-Jul 09-Jul 10-Jul 11-Jul 12-Jul</td>
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<tr>
<td>Evening</td>
<td>Social (inclusive)</td>
<td>Social (inclusive)</td>
<td>Social (inclusive)</td>
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<td>Social (additional)</td>
<td>Social (inclusive)</td>
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<tr>
<td>Week 2</td>
<td>06-Jul 07-Jul 08-Jul 09-Jul 10-Jul 11-Jul 12-Jul</td>
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<tr>
<td>Morning</td>
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<td>Social (inclusive)</td>
<td>Self Study</td>
<td>Academic</td>
<td>Academic Fieldtrips</td>
<td>Academic</td>
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<td>Afternoon</td>
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<td>Self Study</td>
<td>13.00 - 17.00</td>
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<td>Evening</td>
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<td>13.00 - 17.00</td>
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<td>Social (additional)</td>
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<td>Social (additional)</td>
<td>Self study</td>
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<td>Social (inclusive)</td>
<td>Finale celebration activities and dinner (inclusive)</td>
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<td>Evening</td>
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<td>Social (additional)</td>
<td>Social (inclusive)</td>
<td>Social (inclusive)</td>
<td>Social (inclusive)</td>
<td>18.00 - 23.00</td>
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</table>

The University reserves the right to make adjustments to the programme as required.
<table>
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<tr>
<th>Week 1</th>
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</thead>
<tbody>
<tr>
<td>Morning</td>
<td>Optional early arrivals and transfers to Norwich</td>
<td>Arrivals and Programme Welcome</td>
<td>Morning Welcome</td>
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<td>Academic</td>
<td>Academic</td>
<td>Self study</td>
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<tr>
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<td>10-Jul</td>
<td>11-Jul</td>
<td>12-Jul</td>
<td>13-Jul</td>
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<td>Morning</td>
<td>All day trip (additional)</td>
<td>All day trip (additional)</td>
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<td>Academic</td>
<td>Academic</td>
<td>Self study</td>
</tr>
<tr>
<td>Evening</td>
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<td>Social (additional)</td>
<td>Social (included)</td>
<td>Social (included)</td>
<td>Social (additional)</td>
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<tr>
<td>Week 3</td>
<td>14-Jul</td>
<td>15-Jul</td>
<td>16-Jul</td>
<td>17-Jul</td>
<td>18-Jul</td>
<td>19-Jul</td>
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<td>All day trip (additional)</td>
<td>Self study</td>
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<td>Self study</td>
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<tr>
<td>Evening</td>
<td>Social (included)</td>
<td>Social (additional)</td>
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<td>Morning</td>
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<td>All day trip (additional)</td>
<td>Self study</td>
<td>Academic</td>
<td>Social (additional)</td>
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<td>Departure (unless extended stay)</td>
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The University reserves the right to make adjustments to the programme as required.

Please note: The 45 credit hours for each Academic Module will be structured within the 'Academic' slots indicated. Academic slots may consist of lectures, seminars, labs, debated, fieldtrips and
Make a difference to your future...
Summer Study Abroad at the University of East Anglia

International Summer School 2012
Welcome to the University of East Anglia's International Summer School brochure. Our 4 week course takes place in 2012 and provides the opportunity to gain academic credit studying at one of the UK's top 20 universities.

If you’re reading this, you’re probably already thinking of studying in the UK during the summer 2012. Our academic modules span a range of disciplines, allowing students to develop advanced skills or try something completely new.

- Gain 20 UK academic credits (= 5/6 US credits) participating in an intensive academic course of your choice with more than 40 contact hours.
- Develop your skills and knowledge base engaging in lively debate and practical seminars, delivered by leading academics and industry experts.
- Immerse yourself in an exciting social programme, which includes excursions to our London Study Centre situated in the heart of the capital’s financial district.
- Embrace the bustling atmosphere of the historic city of Norwich, and explore England’s beautiful coast and countryside.

Don’t miss out on our early bird rate if you submit your application and deposit with us before 1 February 2012.

For further information on our academic modules and social programme, and for details on our application process, please visit us at www.uea.ac.uk/summerstudyabroad.

We look forward to seeing you in 2012!

Make a difference to your future – summer study abroad at the University of East Anglia

Summer Study Abroad 2012
1-27 July

The experience

Our main campus is in Norwich, the capital city of Norfolk in the East of England. Norwich is the most complete medieval city in Europe less than two hours from London, with trains departing every 30 minutes.

Each taught programme includes dynamic teaching and stimulating excursions, some utilising our London Study Centre in the country’s capital.

In addition to the educational fieldtrips, students will experience the charming English countryside and the stunning Norfolk coastline as part of a full and varied social programme.

Academic field trips and social excursions

Our programme fee includes a full orientation of our campus and the local area, plus a team building programme to help you get to know everyone.

To begin the experience we’ll collect you from any London airport, help you with your luggage and do everything we can to help you settle in, and our residential staff will ensure that your stay continues to be a success.

A welcome party and a farewell reception are included in the fee, but that’s not all! We’ve also arranged an inclusive and additional social programme for every evening and weekend of your stay to keep you as busy as you like!

Here’s a taste of the July 2012 experience:

- Film sites for several movies such as Shakespeare in Love (British Film and Television)
- Several Stately Homes and Gardens, including the Queen’s Sandringham residence
- The award-winning Adnams brewery
- A British music festival
- Stonehenge, Bath and Oxford
- Westminster Abbey, Shakespeare’s Globe Theatre and Buckingham Palace
- A football match at Norwich City’s Premier League football stadium
- Historic walking tours of both Norwich and London
- A Norfolk seaside adventure
- A British BBQ and a Sunday roast!
Norwich

1 – 27 July

The historic city of Norwich is the most complete medieval city in Europe. The city retains many traditional aspects of truly British culture and university life. Overlooked by its Norman castle and 11th century Cathedral, the cobbled streets open onto riverside walks, quiet gardens, museums, cosy pubs and art galleries.

Norwich is one of the top five shopping destinations in Britain, and has two multiplex cinemas as well as one of the finest art house cinemas in the East of England, and six theatres. In addition to University’s renowned live music venue the city hosts live music from all genres and comedy nights throughout the week.

The University of East Anglia (UEA) is an internationally renowned university providing top quality academic, social and cultural facilities to over 13,000 students. The Norwich campus is located in 320 acres of rolling parkland just a couple of miles from the centre of Norwich.

Location

Accommodation and Area information

En-suite accommodation is included in our fee

Each student will be housed in a private room in a shared flat with a centrally shared kitchen with appliances and storage. Bedrooms contain a single bed, wardrobe, large desk, desk chair, a set of drawers and a set of shelves. En suite bathrooms contain a basin, toilet and shower.

Area information

Located in the beautiful East Anglian region, with its own international airport and easy access to London, the city of Norwich has a lively and cosmopolitan atmosphere. It’s also a safe and friendly place to live. The city centre is just three miles from the University campus and frequent buses ensure easy access. Norwich is near some of the most popular tourist areas in the country. The very different seaside resorts of Cromer, Southwold and Great Yarmouth, and the wild perfection and solitude of the North Norfolk coast, are no more than thirty miles away and can be accessed via bus or by frequent trains. There are also trains to London and Cambridge every half an hour. You can tour the waterways of the Norfolk Broads by boat from the city centre or sample half-time cuisine by cookery writer Delia Smith at the Norwich City Football Club, home of our Barclays Premier League team.
The modules

Students will select an academic module from the options provided. It may however be possible to change module options after registration/ before commencing the course, subject to availability. Each module will follow a common programme, allowing students the opportunity to work in ‘subject’ groups, as well as participate in social activities with the whole Summer School group.

Our modules have been developed specifically for this programme, condensing credit hours into 4 weeks. Each week will involve around a dozen contact hours, and delivery will be through a range of teaching methods, the majority being participative seminars or workshops, with the emphasis on interaction and hands-on learning in labs or out on fieldtrips.

Modules offered:
- Castles, Cathedrals and Student Protests 6
- Biology in the Modern World 6
- Digital Animation: principles and practice 7
- British Film and Television 7
- Global Media and Communications Law 8
- Spirituality and Identity in the UK 8
- Contemporary British Theatre 9
- Psychology in Action 9
- Understanding Business 10
- Principles of Marketing 10
- Introduction to Financial & Management Accounting 11
- Managing People 11

The following pages provide further details on each module.

Please visit our website at www.uea.ac.uk/summerstudyabroad for an up to date list of modules.

Some modules are subject to validation for 2012. The University reserves the right to amend or withdraw academic modules at any time.

Castles, Cathedrals and Student Protests

School of History

This module uses the unparalleled riches of East Anglia’s buildings and landscapes to help students explore different forms of revolutionary change from the medieval period to the Cold War. Its aim is to provide students with a thorough grounding and insight into English and European history. The module uses lectures, seminars and field trips to teach students about religion, medicine, castles, riot and rebellion, economic change, the changing landscape, country houses, youthful revolution and the atomic bomb.

Biology in the Modern World

School of Biological Sciences

This module will discuss various aspects of biology and its impact on society. Students will discuss a range of current ‘hot topics’ (such as stem cells and GM crops) as well as critically analyse the way biological science issues are represented in popular literature and the media. Students will learn to compose a reasoned argument as well as being able to complete in-depth literature reviews within specified scientific areas.
The modules continued

British Film and Television
School of Film and Television Studies
This module will cover the conditions of production, mediation and consumption, while also providing opportunities for close analysis of key texts, figures and periods. It will examine British film studios and developing relations between film and television production; discuss claims about the realist tradition within British film and television production; analyse a range of British genres; explore debates over the situation of British stars and directors; study the preoccupation with historical materials in British film and television production; analyse the concept of national cinema and observe the importance of international markets.

Digital Animation: principles and practice
School of Computer Sciences
Understanding 3D modelling and animation is essential for much work in digital media. Students will gain an understanding of the issues involved in the creation of 3D models and their use to create images and animations. They will gain practical experience in creating 3D models and modifying them in a number of ways using the industry standard software, Autodesk 3ds Max. They will learn how to apply a range of textures and surfaces to the objects, add lighting for realism and special effects.

Global Media and Communications Law
School of Law
This module explores the challenge posed by the ‘information society’ and increasingly globalised and integrated media industries. Many have predicted that the Internet will make borders less relevant, yet many states continue to regulate both established media as well as new media. International organisations identify freedom of expression as a key component of democracy, but also express concern. Topics covered will include media regulation, electronic commerce, human rights, global governance of the Internet, and disputes between states as to the extent to which national laws apply to transnational messages and transactions. Students will be introduced to innovative research and encouraged to discuss the legal systems of their own nations.

Spirituality and Identity in the UK
School of Education and Lifelong Learning
This module specifically explores spirituality as an aspect of identity in order for students to develop a knowledge and understanding of some of the spiritual identities formed and represented in the UK today. Topics will include: explorations and definitions of spirituality as a concept; the role of education in the formation of spiritual identities; interfaith dialogue as a means of developing identities; the relationships between secularity, physicality, spirituality, and identity. Academic sessions will use a variety of teaching and learning methods, with fieldwork across the East of England. 2 weeks will be resident in London.
Principles of Marketing
Norwich Business School
This module considers the role that culture plays in international marketing, and how marketing decisions are affected by different cultures. The world economy is changing rapidly from one where national markets are isolated by trade, business and cultural differences to a global marketplace.

To develop sustainable competitive advantage in a new economic landscape, this module considers how marketing managers should appreciate the wide variety of international influences upon their decisions and learn how to approach the global marketplace through a systematic approach.

Psychology in Action
School of Social Work and Psychology
This module is concerned with the application of psychological knowledge, methods, and practise in everyday life. Sessions will cover an exciting spectrum of issues including the history of applied psychology from Greek ideas concerning self-insight to contemporary notions of self-help; developmental psychology and the use of psychological ideas in education; the demise of the notion of us having privileged access to our mental states and the concomitant rise of the talking cure; persuasive communication in advertising; the public understanding of psychology; psychology and the law; psychometric testing; and the psychopharmacology of common and legal drugs.

Contemporary British Theatre
School of Literature, Drama and Creative Writing
This module provides an insight into contemporary British theatre, equipping students with a critical vocabulary by means of a series of guided theatre visits to current productions in the East Anglian region and particularly in London.

2 weeks will be resident in London exploring both classical and contemporary plays, with follow-up seminars conducted by a Drama specialist from the University, and preceded by an introduction, which will include talks by London-based theatre critics and directors and a backstage tour of a major theatre.

Understanding Business
Norwich Business School
This is an introductory module for students interested in gaining a good basic understanding of Business Management.

The course provides a broad perspective on the world of business and the activities of managers who drive these businesses forward. Businesses include a broad range of organisations from for profit to social enterprises. The course also provides insight into the different structures and functions of business which itself offers an excellent insight into personal career development.
**Managing People**  
*Norwich Business School*

Effective Human Resource Management (HRM) practice is a critical strategic tool in businesses gaining sustainable competitive advantage; one that is becoming increasingly important in the labour market’s “War for Talent”.

This module provides the knowledge and understanding required regarding the nature of HRM and how it operates in organisations. The organisational importance of creating a performance management culture aligned to strategic business objectives is outlined.

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**Fees and How to apply**

**Our fees for the International Summer School 2012 are:**

**Early Registration basic fees (application submitted before 1 February 2012):** £2,095

**Standard basic fees (application submitted 1 February onwards):** £2,310

Students studying at one of our Partner institutions receive a 5% discount on the basic fee!

Our basic fee includes on campus accommodation with private en-suite bathroom, a varied and exciting social programme including three trips out of the county to Suffolk, Cambridge and London, and more than 40 contact hours on the academic module of your choice. We will also arrange return transfers from your arrival airport at London Gatwick, Heathrow or Stanstead, or from Norwich airport.

Applicants must be at least 18 years of age and currently enrolled as a student in good standing at a university or college at the time of application. Successful applicants will have at least a 3.0 GPA (or equivalent) and if not a native speaker, an English language skill of at least IELTS 6.5 (or equivalent).

For details on alternative pricing options, including early arrival/late departure costs, full board catering and additional social excursions, please visit our webpages at www.uea.ac.uk/summerstudyabroad

**How to apply**

Visit our webpages at www.uea.ac.uk/summerstudyabroad to find out how to apply. You will also find information relating to deadlines, booking fees, discounts and payment methods.
Further information

Immigration
Students from ‘visa national’ countries who enter the UK for less than 6 months’ study may enter as Student Visitors. Entry clearance is either obtained at no cost at customs on arrival in the UK or through an application process prior to departure from the home country.

Students from ‘non-visa national’ countries are required to apply and receive a Student Visitor Visa prior to departure from the home country. Documentation of acceptance to a programme and payment of fees may be requested by customs officials. For more information visit www.uea.ac.uk/visa/visitors

Medical
Full medical and travel insurance is mandatory for all University of East Anglia visiting students. Proof of cover will be required. The University has its own medical centre on campus.

Contact
Summer Study Abroad
International Office
University of East Anglia
Norwich Research Park
Norwich NR4 7TJ
e: summerstudyabroad@uea.ac.uk
t: +44 (0) 1603 591514
w: www.uea.ac.uk/summerstudyabroad

Location

Getting here
Airport collection from London Gatwick, London Heathrow, London Stansted and Norwich airports will be provided for all students on 1 July. Early arrival/collection can also be arranged for 30 June.
The entire concept of studying at UEA is designed to make you learn and live to the maximum. So I would advise you to stop thinking about it and pack your luggage for UEA!

George M. from Greece
International Summer School Experience

Summer Study Abroad
England 2013
Experience something different this summer at the University of East Anglia
1 – 26 July, 2013

Our 4 week course takes place throughout July 2013 and provides students with the opportunity to gain academic credit studying at one of the UK’s top 20 universities, in the top 1% across the world.
[Source: Guardian League Table 2012]

Our academic modules offer 20 UK credits at undergraduate level 2 and span a range of disciplines allowing students to develop advanced skills or to try something new in some fascinating and unique areas. Find out more on page 6.

During summer study at the University of East Anglia, students will:

- Learn from industry experts and leading academic staff
- Participate in lively seminars, debates, and academic fieldtrips
- Discover England’s historic charm during planned social activities

For more information on our academic modules, social programme, fees, application process and to read testimonials from past students, please visit www.uea.ac.uk/summerstudyabroad

We look forward to meeting you in 2013 for a summer to remember!

“Don’t miss out on our early bird rate – submit your application before 28 February 2013”

“A delightful combination of insightful, inspiring education and fun.”
Welcome to the University of East Anglia’s International Summer School brochure; I am delighted that you are considering us for a period of summer study in 2013.

The University campus is a vibrant community of more than 14,000 students, 2,500 of whom are international students from over 100 countries, and we are thrilled to be planning our second International Summer School to provide an exciting and stimulating study opportunity.

As a historian I am particularly pleased to see the social and academic fieldtrips that explore the medieval city of Norwich and our country’s heritage, offering a first-hand insight into our society and culture.

I hope that this brochure gives you the appetite to study with us and to experience Norwich and the beautiful east coast of England.

Edward

Professor Edward Acton
Vice Chancellor
Our main campus in Norwich is the capital city of Norfolk, in the East of England. Norwich is the most medieval complete city in Europe, less than two hours from London, with trains departing every 30 minutes.

Each taught programme includes dynamic teaching and stimulating excursions, some utilising our London Study Centre in the country’s capital. In addition to academic fieldtrips students will experience the charming English countryside and the stunning Norfolk coastline as part of a full and varied social programme.

**Here’s a taste of what to expect:**
- Punting on the River Cam during an inclusive trip to Cambridge
- Afternoon tea, Roman baths and shopping, during an optional weekend trip to Stonehenge, Bath and Oxford
- Riverboat disco, a tour of the Norfolk broads and a trip to see the seals
- Exchange and sample delicacies from around the world at our International Food Night
- Picnic in the Gardens in the grounds of The Queen’s Sandringham residence
- Explore the expansive Holkham beach, film set of Shakespeare in Love
- A tasting evening at an award-winning brewery
- Famous sights including Trafalgar Square and Buckingham Palace during our inclusive London trip
- A Norfolk seaside adventure and a great British barbeque

“I’ve had an absolutely lovely time here guys, missing Norwich already. Hopefully I will be back again.”
Location

The historic city of Norwich retains many traditional aspects of truly British culture and university life. Overlooked by its Norman castle and 11th century Cathedral, the cobbled streets open onto riverside walks, quiet gardens, museums, cosy pubs and art galleries.

Located in the beautiful East Anglian region, with its own international airport and easy access to London, the city of Norwich has a lively and cosmopolitan atmosphere. It’s also a safe and friendly place to live* and very student friendly, with lots of student discounts available in shops, restaurants, bars and clubs.

The University of East Anglia’s Norwich campus is located in 320 acres of rolling parkland just 3 miles from the centre of Norwich. Frequent buses ensure easy access into the city centre 7 days a week.

* [Source: 2010 HMIC]

“I made many international friendships and also had the experience of living abroad, made me feel confident for future experiences.”
Students select one academic module from the undergraduate level two options provided. Each module will follow a common programme, allowing students the opportunity to work in ‘subject’ groups, as well as participate in social activities with all summer school students.

Our modules have been developed specifically for this programme, condensing 20 UK credit hours into 4 weeks. Each week will involve around a dozen contact hours, and delivery will be through a range of teaching methods, the majority being participative seminars or workshops, with the emphasis on interaction and hands-on learning out on fieldtrips. Assessment details can be found on page 16.
The following pages provide further details on each module. Please visit [www.uea.ac.uk/summerstudyabroad/modules](http://www.uea.ac.uk/summerstudyabroad/modules) for full module outlines.

The University reserves the right to amend or withdraw modules at any time.
Modules

Biology in the Modern World
School of Biological Sciences

This module will discuss various aspects of biology and its impact on society. Students will discuss a range of current ‘hot topics’ (such as stem cells and GM crops) as well as critically analyse the way biological science issues are represented in popular literature and the media. Students will learn to compose a reasoned argument and complete in-depth literature reviews within specified scientific areas.

British Film and Television
School of Film, Television and Media Studies

This module will cover the conditions of production, mediation and consumption, while also providing opportunities for close analysis of key texts, figures and periods. It will examine British film studios and developing relations between film and television production; discuss claims about the realist tradition within British film and television production; analyse a range of British genres; explore debates over the situation of British stars and directors; study the preoccupation with historical materials in British film and television production; scrutinise the concept of national cinema; and observe the importance of international markets.

“It has truly been the best experience!”
Creative Writing: An introduction
School of Literature, Drama and Creative Writing

The aim of this module is to get students writing prose fiction and poetry, and assumes little previous experience of creative writing. At this stage it’s important to experiment: not everything will come off, but you will learn from that. Along the way you’ll begin to develop an understanding of the craft elements of writing – the technical nuts & bolts. You will also acquire some of the disciplines necessary to being a writer – observation, keeping notebooks, writing in drafts, reading as a writer, and submitting to deadlines. Students will undertake a number of in-class exercises based on objects, handouts, discussion and visualisation, with the opportunity to study the work of established authors.

“Brilliant play selection, a true range of British theatre.”
Digital Animation: Principles and practice  
School of Computing Sciences

Understanding 3D modelling and animation is essential for much work in digital media. Students will gain an understanding of the issues involved in the creation of 3D models and their use to create images and animations. They will gain practical experience in creating 3D models and modifying them in a number of ways using the industry standard software, Autodesk 3ds Max. They will learn how to apply a range of textures and surfaces to the objects, and how to add lighting for realism and special effects.

Future Medicine  
Norwich Medical School

This module is designed to help students develop an understanding of some of the recent breakthroughs in medical science and their effect of global changes that are impacting on health care. Through seminar sessions, presentations and fieldtrips students will develop an increased scientific knowledge of specific areas related to medicine. In addition they will take a critical approach to provide a reasoned argument, engage in discussions and debates on a range of topics such as stem cells, globalised healthcare and pharmacogenomics, and finally explore the ethical implications of such future developments.

“Amazing. I wouldn’t have imagined any better. The module and people were amazing!”
Global Media and Communications Law
School of Law

This module explores the challenge posed by the ‘information society’ and increasingly globalised and integrated media industries. Many have predicted that the Internet will make borders less relevant, yet many states continue to regulate both established media as well as new media. International organisations identify freedom of expression as a key component of democracy, but also express concern. Topics covered will include media regulation, electronic commerce, human rights, global governance of the Internet, and disputes between states as to the extent to which national laws apply to transnational messages and transactions. Students will be introduced to innovative research and encouraged to discuss the legal systems of their own nations.

“London Supreme Court was great… the guest Lawyer was so knowledgable”

Managing People
Norwich Business School

Effective Human Resource Management (HRM) practice is a critical strategic tool in businesses gaining sustainable competitive advantage; one that is becoming increasingly important in the labour market’s “War for Talent”. This module provides the knowledge and understanding required regarding the nature of HRM and how it operates in organisations, outlining the organisational importance of creating a performance management culture aligned to strategic business objectives.

This module includes a two-week residency in London. A supplementary fee applies.
**Modules**

**Plague and Disease in the Medieval City**  
**School of History**

This is an interdisciplinary module which examines the health and illnesses of the urban population in England and Northern Europe during the later Middle Ages. By using the unparalleled riches of Norwich’s medieval buildings and landscapes, students will investigate standards of living alongside patterns of disease and the relative effectiveness of both individual and corporate actions in halting the spread of plague within the medieval city.

**Psychology in Action**  
**School of Psychology**

This module is concerned with the application of psychological knowledge, methods, and practise in everyday life. Sessions will cover an exciting spectrum of issues including the history of applied psychology from Greek ideas concerning self-insight to contemporary notions of self-help; developmental psychology and the use of psychological ideas in education; the demise of the notion of us having privileged access to our mental states and the concomitant rise of the talking cure; persuasive communication in advertising; the public understanding of psychology; psychology and the law; psychometric testing; and the psychopharmacology of common and legal drugs.

“Thank you for this wonderful opportunity, it is an ideal mix of academic, English-ness and leisure!”
Video Journalism and Media Studies: Theory & practice
School of Political, Social and International Studies

The module begins with a practical workshop in Video Journalism, dealing with the production of news for Broadcast or Online outlets. Students will learn about reporting skills, interviewing, pieces to camera, report structure, camera operation, scriptwriting and editorial aspects of TV news production. The module then moves on to introduce competing approaches to, and the theories of, media studies more generally. Topics covered will include contemporary celebrity culture, media and identity, war and the media, representations of political rhetoric and argument, free speech, and different media systems.
Accommodation

Private en suite accommodation is included in our fee

Accommodation will be in fully furnished residences on the University of East Anglia’s main campus. Each student will be housed in a private room in a shared flat of 8 to 12 people with a centrally shared kitchen/dining area which contains a refrigerator, freezer, and oven or microwave, as well as a large dining table and chairs. Each room contains plenty of storage, a single bed, internet access and a walk-in bathroom equipped with a shower, toilet and sink. Flats are clean and light, and offer more than enough space for comfortable living. A wide range of excellent facilities including shops, banks, and places to eat, drink and socialise are all in the centre of campus.

Nido Student Living

Students selecting a module which includes a two-week residency in London will transfer to accommodation at Nido Student Living in the heart of the capital. A couple of minutes walk from London Liverpool Street Station and next to UEA London where learning will take place, Nido provides sophisticated living in private rooms with high speed internet connections. Each room has a bed with storage, closet, bean bag, desk and chair and is in either a shared or twin apartment with shared shower room, separate toilet and kitchen facilities. A supplementary fee applies for students selecting a module with a two-week London residency.

Further information about our accommodation, including a virtual tour, can be found on www.uea.ac.uk/summerstudyabroad/area

“I was surprised by the comfort of the bedroom and bathroom. The kitchen was very well equipped and I felt at home.”
Area information

Norwich is one of the top five shopping destinations in Britain. The city has two multiplex cinemas, one of the finest art house cinemas in the East of England, and six theatres. In addition to the University’s renowned live music venue, the city hosts concerts from all genres as well as comedy nights throughout the week.

Norwich is close to some of the most popular tourist areas in the country. The very different seaside resorts of Cromer, well known for the Cromer crab and seaside spectacular shows on the pier; Southwold, famed for its fish and chips and lighthouse; and Great Yarmouth, for its funfair and amusement strip, all have wonderful beaches and are perfect for day trips by bus or train.

“It was a lot of fun and it felt like home here! Norwich is a beautiful and safe city. I enjoyed this trip a lot.”
Assessment & Eligibility

Assessment
All modules are assessed by coursework and accredited at 20 UK undergraduate level 2 credits. Students are continually assessed by academic staff and this may be through class tests, group critical analysis, seminar contribution, academic fieldwork, laboratory test, presentation or assignment. Students are expected to attend a minimum of 80% of classes and to carry out advance preparatory reading as advised. Assessment methods for each module can be found in each full module outline at www.uea.ac.uk/summerstudyabroad/modules.

Eligibility
Students must be at least 18 years of age and currently enrolled in higher education at a good standing university or college with a minimum grade point average of 3.0 (or equivalent). Where English is not the first language an English skill level at or equivalent to IELTS 6.5 is required.

If you have any questions about eligibility please email us at summerstudyabroad@uea.ac.uk.

Visas
A student visitor visa is required for nationals of countries outside the European Economic Area (EEA) and Switzerland attending a short course in the UK. Students from visa national countries who enter the UK for less than 6 months’ study can obtain a visitor visa at customs on arrival in the UK or through an application process prior to departure from their home country. Students from non-visa national countries must apply for and receive a student visitor visa before departing from their home country. Full information regarding visas and immigration can be found at www.ukba.homeoffice.gov.uk/. It is a compulsory requirement to show visa documentation to University officials upon arrival.

Insurance
Full medical and travel insurance is mandatory for all University of East Anglia visiting students and students are expected to gain appropriate cover before departing for the UK.

“There have been so many new experiences, memories and friendships made, and I’ll miss everything about UEA and Norwich!”
Fees

Fees for our 2013 International Summer School are inclusive of:

– A meet and greet induction programme including airport transfers
– 4 weeks’ private en suite accommodation in a shared flat
– All tuition, academic fieldtrips, assessment and transcripts
– An inclusive social programme with evening and weekend trips

£2,155 – applications submitted by 28 February 2013

£2,395 – applications submitted thereafter

A £200 deposit is required to secure a place.

Full fees deadline: 24 May.

Scholarships

We have a number of academic and Partner nominated scholarships available for 2013.

Supplements

London – selecting a module with a two-week residency in London? Live and learn in the heart of London with two weeks’ accommodation in London, receive a credited travel card and entry tickets for academic fieldtrips. Add £495 to your fee.

Catering / Social – Additional programme packages can also be purchased for a supplementary fee.

For full details on our fees, supplements, scholarships, and our list of Partner institutions please visit www.uea.ac.uk/summerstudyabroad/fees.

Studying at a Partner institution?

We will automatically take 10% off the fee!
Apply

“It was great! Super organised, and everyone was so welcoming. I didn’t want to leave!”

To apply students need to submit a completed application form accompanied by the following:

– Proof of current grade point average (GPA) or equivalent academic transcript
– Passport information page
– The contact details of an academic referee at your current institution
– English language test result (where English is not the first language)

Our Application Form can be accessed online through our webpages at www.uea.ac.uk/summerstudyabroad/apply.

**Early Application fee deadline:**
28 February 2013

**Application deadline:**
3 May 2013

We will respond to submitted applications within 2 weeks of receipt. Please do not book flights or submit payment until a place on the programme has been confirmed and a unique student reference number has been provided.

**Application deposit deadline:**
17 May 2013

**Full final fees deadline:**
24 May 2013

If you are unable to complete our online application please email summerstudyabroad@uea.ac.uk. A fee may apply to submit a hard copy application.

**Contact**
International Summer School
University of East Anglia
Norwich Research Park
Norwich NR4 7TJ
e: summerstudyabroad@uea.ac.uk
t: +44 (0)1603 591514
w: www.uea.ac.uk/summerstudyabroad

www.facebook.com/ueaissofficial
Getting here

Main arrivals day: Sunday 30 June 2013
Optional early arrivals: Saturday 29 June

Inclusive airport transfers available from/to London Gatwick, Heathrow, Stansted and Norwich airports on Sunday 30 June (collection), returning Friday 26 July.

Main departures day:
Friday 26 July 2013
Optional late departures: 27 and 28 July

“I would just like to thank the UEA team for this great experience and I hope I can return in a couple of years to continue my studies.”
“It has truly been the best experience!”