

Summer Study Abroad



Global Business

We are delighted to offer 3 week courses in May and June on a range of interdisciplinary themes for our partner universities. We do hope you will join us.

Cost:

3 week course: £2,600, 3 USA academic credits.

Course theme: Global Business

Liverpool is a city famous for its soccer teams, and this course will give students an opportunity to visit its world-renowned football stadiums and meet key stakeholders, with a particular focus on Liverpool FC and Everton FC.

This course will explore global business through three different strands; economics and finance, business management, and marketing. Students will explore key concepts of globalisation and the external macro environment. These business concepts will be explored through the example of soccer. The typology of soccer fans and how this has changed over recent years will be considered. How soccer clubs and other sporting institutions build and maintain fan loyalty and brand loyalty (not necessarily the same thing!) will also be investigated.

This course is dependent on viable numbers.

Liverpool

Liverpool is a city like no other. From world-famous architecture and magnificent museums, to music legends

revolutionising popular culture, Liverpool has always been a hub of creativity. Through spectacular festivals, dramatic sporting attractions and unique art, the city continues to be a gateway for UK culture, attracting millions of visitors every year.

Summer Study Abroad program

Designed to meet the needs of students majoring in a variety of subjects, the programs will be based at Liverpool Hope University. The programs will be a combination of formal lectures, discussion groups, one-on-one tutorials and accompanied trips in the North West of England and beyond.

All Summer Study Abroad courses are made up of 4 components:

1. Morning academic classes.
2. Afternoon cultural activities, some specific to each theme.
3. Evening social activities for all Summer Study Abroad students.
4. Weekend trips for Summer Study Abroad students.

(Some of these activities may have a small additional cost, including local transport.)

Teaching takes place for the first 2 weeks, with morning classes delivered by Hope Faculty for a total of 30 hours teaching. In the third week, students will develop skills in independent and team working, time management,



**LIVERPOOL
HOPE
UNIVERSITY**

1844

CONTACT

T: +44 (0)151 291 3295

E: globalcentre@hope.ac.uk

www.hope.ac.uk

presentation and critical thinking, and analysis as they work on assessment tasks.

Academic classes

You will be taught by Liverpool Hope University faculty members, including senior professors and heads. All our academics are experts in their subject and publish research in international journals.

Cultural activities

(examples of activities and trips)

- The Beatles Quarter
- Liverpool Football Stadium tour
- Museum of Liverpool
- Walker Art Gallery

Social activities

(examples of activities and visits)

- Welcome pizza party
- Sports activities
- Iconic film screening
- Games night
- Traditional Pub quiz
- Park walk

Living and studying on Hope campuses

At Hope we have a range of facilities available to Summer Study Abroad students.

Accommodation

Students will have a single room at Hope Park or our Aigburth Park campus, staying in a flat with other Summer Study Abroad students. Each flat has a shared kitchen where

students can cook evening meals. Our halls of residence each have a communal common room with a TV, couches and chairs for students to work together or sit round and relax. A free shuttle bus will take students from their accommodation to our teaching campuses at Hope Park and the Creative Campus.

Fresh Hope Canteen

Summer Study Abroad students will have breakfast provided Monday to Friday before morning classes. A cooked lunch is also included in the cost, Monday to Friday, in our canteen. Students can cook in the evening or get a take-away meal delivered.

Sheppard-Worlock Library

The Library is a hive of activity for individual and group study. Summer Study Abroad students will have access to a wide range of study environments and resources relevant to their course theme.

Cost

3 week cost: £2,600

The cost includes:

- Airport pick-up and drop-off, Manchester Airport to University accommodation
- Single room on campus
- Breakfast and lunch (Mondays to Fridays)
- Pizza party
- Transport and any entrance fees for cultural and social visits included in the programme
- Assignment tasks
- 1 to 1 advice and small group support for assignment tasks
- Grading of assignment tasks
- Formal record of grades and credits achieved

Optional weekend trip to London cost: £460

The cost includes:

- Train travel to London
- 2 nights hostel accommodation with breakfast in central London
- London sight-seeing bus
- Students will be accompanied to London by Hope staff who will be on hand for advice and guidance on activities, places of interest, etc.

