

FURTHER INFORMATION

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UNIVERSITAT D'ESTIU
UNIVERSIDAD DE VERANO



Universitat d'Alacant
Universidad de Alicante

Vicerektorat d'Extensió Universitària
Vicerrectorado de Extensión Universitaria



Universitat d'Alacant Fundació General
Universidad de Alicante Fundación General

ORGANIZED BY:

Facultad de Ciencias Económicas y Empresariales.
Universidad de Alicante.

College of Business, University of Missouri - Columbia.

2007

**UNIVERSITY OF ALICANTE
SUMMER COURSES**

'07UA

**SUMMER BUSINESS
PROGRAM**

from **July 2 to July 20**
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2007

UNIVERSITY OF ALICANTE
SUMMER COURSES

SUMMER BUSINESS PROGRAM

Director: José Manuel Casado Díaz, Vice-dean for International Relations. Facultad de Ciencias Económicas y Empresariales. Universidad de Alicante.

Co-Director: Charles F. Franz, Associate Professor of Management. University of Missouri-Columbia.

This three-week program, completely given in English, is a unique opportunity for cross-cultural socialization between American and European students since classes are composed of students coming from University of Missouri-Columbia, Universidad de Alicante and other European universities. The program will concentrate on two main topics: "Managing in a Digital World" and "Store Management", given by Professors from University of Missouri-Columbia and Universidad de Alicante.



In the first course, students will be introduced to the impact of technological change and globalization, giving special attention to electronic commerce, digitization and global communication to be prepared to respond to the challenges of the digital world.

Contents in "Store Management" include developing a strategic advantage through merchandise management, focusing on implementation issues associated with store management, including presenting merchandise and providing customer service, as well as promotional plans.

PROFESSORS:

Antonie Stam. Leggett & Platt Distinguished Professor of Information Systems, Professor of Management. University of Missouri-Columbia.

Mayo de Juan Vigaray. Professor of Marketing and Market Research. Universidad de Alicante.

ENQUIRIES AND REGISTRATION

Date: from July 2 to July 20.

Venue:
University of Alicante Campus. Aulario I.

Contact hours: 90.

Fees: 270 euros.

Academic recognition:

Certificate of credits (9 free elective credits), recognition of the course duration (90 hours) by the Education Science Institute of the University of Alicante, or attendance certificate.

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