



Escuela de verano 20

CARTAGENA
DE
INDIAS



Universidad
Tecnológica
de Bolívar
CARTAGENA DE INDIAS

JUNE - JULY
2023



First University in the city of Cartagena according to the Saber Pro 2021 tests.

The **Universidad Tecnológica de Bolívar** is a private, non-profit university, founded in 1970 and located in Cartagena de Indias, a city of historical and cultural heritage of humanity.

It is governed by the main economic guilds of the city. Faculties: Engineering, Social Sciences and Humanities, Education, Basic Sciences, Business School, IDEEAS, Architecture and Law.

2 Campuses: Casa Lemaitre Campus located in the manga neighborhood, five minutes from the historical and tourist area of the city and the Technological Campus located in the Carlos Velez Pombo Industrial and Technological Park.

The main strength of UTB is its vocation as a high level training center with research and committed to the social and economic transformation of the environment.

UTB was the first university in the region to adopt the Summer School model.

Cartagena

DE INDIAS

Named a UNESCO World Heritage Site in 1984, it is no surprise that Cartagena is the birthplace of Gabriel García Márquez's magical realism and the crown jewel of the Colombian Caribbean. The city's climate, colonial architecture and abundance of cultural activities provide the perfect setting for students, teachers and visitors interested in an unforgettable academic and cultural experience.





HISTORY



EXPERIENCE



CULTURE



VARIETY



COURSES

SUMMER SCHOOL

More information:

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MARKETING AND PROMOTION OF CULTURAL TOURISM DESTINATIONS

OBJECTIVE

provide participants with the skills and knowledge necessary to develop effective marketing strategies to promote and position cultural tourism destinations, increasing their attractiveness and visibility among travelers.

TOPICS

1. Taking up marketing concepts
2. Cultural marketing
3. Inbound marketing
4. Segmentation
5. Communication
6. Disruptive communication
7. Engagement

DURATION: 15 hours

DATES: June 5 to June 9, 2023 (On-site)

PROFESSORS:

Lluís Mundet. Coordinator of the Doctorate Program in Tourism at the University of Girona. Jaume Marín Rabiol. Expert in tourism marketing. PhD in Tourism. Associate Professor at the University of Girona. Jorge Sandoval Reales. Marketing expert and professor at the UTB Business School.

Registration until **May 5** at the following link

<https://forms.office.com/r/t0wG3j1HyZ>



WORKSHOP IN APPLIED STATISTICS AND DATA SCIENCE

OBJECTIVE

To provide participants with the skills and knowledge to apply statistical tools and data analysis techniques in real-world situations. Through this workshop, participants will learn about different statistical tools and software to apply their knowledge to practical problems.

TOPICS

1. Natural language processing
2. Time series analysis
3. Data visualization

DURATION: 20 hours

DATES: June 28 to 30, 2023 (on-site)

More information: <https://www.utb.edu.co/workshop-applied-statistic-and-data-science/>

Registration until **May 5** at the following link:
<https://forms.office.com/r/t0wG3j1HyZ>



GLOBAL MANAGEMENT TRENDS IN EMERGING ECONOMIES

OBJECTIVE

Identify the social, economic, political, environmental and legal factors that affect business in developing economies and in Latin America in particular.

TOPICS

1. Context of business in emerging economies and Latin America
2. Applied international management International marketing in Latin America
3. Latin America-Europe business operations International entrepreneurship

DURATION: 15 hours

DATES: June 26 to 30, 2023 (on-site)

Registration until **May 5** at the following link

<https://forms.office.com/r/t0wG3j1HyZ>





CULTURE
EXPERIENCE
VARIETY
HISTORY

INTERNATIONAL COURSE ON CONTEMPORARY DEBATES IN HUMAN RIGHTS

OBJECTIVE

To provide a space for training, exchange and discussion on current debates in the field of protection and guarantee of Human Rights, aimed at students, graduates and professionals in Law and Social Sciences.

CREDITS: 3

TOPICS

1. Critical theory of human rights: a necessary debate.
2. Human mobility and globalization: challenges and perspectives.
3. Biocultural rights and climate crisis: a way out?
4. Human rights, gender and sexuality
5. Human rights and racial justice Land rights and human rights: case study Montes de María
6. Human Rights and Prison Systems

With the participation of professors from the Federal Fluminense University of Brazil, the University of Buenos Aires, Argentina, the University of San Buenaventura and the Universidad Tecnológica de Bolívar.

DURATION: 48 hours

14 hours (virtual)

25 hours (face-to-face)

9 hours of independent work

DATE: July 10 to 14, 2023 (face-to-face)

Registration until **May 10** at the following link

<https://forms.office.com/r/t0wG3j1HyZ>



TOOLS TO STRENGTHEN YOUR PROFILE AS A RESEARCHER

OBJECTIVE

To learn the different skills and key tools to strengthen your profile as a researcher by applying soft and scientific skills.

TOPICS

1. Soft skills for research
2. Methodology for creating a bibliographic portfolio
3. Bibliographic portfolio development and bibliometrics
4. Definition of research questions
5. Systematic analysis of literature
6. Definition of objectives

DURATION: 5 hours

DATE: July 6, 2023 (On-site)

Course with scholarships for Dolphin students in Colombia and students linked to research groups of UTB and universities in Colombia.

Registration until **May 10** at the following link
<https://forms.office.com/r/t0wG3j1HyZ>



TECHNOLOGIES, DESIGN AND QUALITY CONTROL AND CONCRETE MIXES

OBJECTIVE

To train the student in the technologies, design and quality control of concrete mixes according to the national regulations in force in Colombia.

CREDITS: 3

SUBJECTS

1. Raw materials for concrete production
2. Concrete technology
3. Concrete mix design and quality control.
4. Sustainability in the Concrete Industry
5. Concrete Placement

DURATION: 40 hours

DATE: June 26-30, 2023 July 10-14, 2023*
July 10-14, 2023* Dates to be confirmed

Course certified by Argos

Registration until May 10 at the following link
<https://forms.office.com/r/t0wG3j1HyZ>



"And, in time, when I have to retrieve memories, I will always bring back an incident in Cartagena, a place in Cartagena, a character in Cartagena."

Gabriel Garcia Marquez



More information:
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