



義守大學
國際傳媒與娛樂管理學系
Department of International Media and Entertainment Management
I-shou University, Taiwan, ROC

IMEM Summer Program Edinburgh Scotland 2024





- *Learn the language*
- *Learn about the culture*





This summer program includes pre-departure and post-visit workshops in Taiwan; and a 14-day educational visit in Scotland.

During the 14-day educational visit, you will have classroom lectures and workshops, participating in renowned festivals and events, plus cultural visits, and excursions to various parts of Scotland.

This program aims to broaden your global outlook and allow you to have a systematic learning of a new culture (i.e., the Scottish festivals, food and drink, art, people, architecture, social entertainment, and lifestyle).



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June 24-26, 2024

Pre-departure workshop at ISU

August 3-17, 2024

2 Weeks of learning and experiencing in Scotland

- English & culture workshops
- Festival, Event, and Management classes
- Participate in festivals in Edinburgh
- Cultural visits in Edinburgh
- Day trips to various places in Scotland

Sept 16, 2024

Post-visit workshop at ISU



Edinburgh in August

Temperature: 15°C to 18°C

Festive month in Edinburgh

- Edinburgh International Festival
- The Royal Edinburgh Military Tattoo
- Edinburgh Festival Fringe
- Edinburgh Art Festival
- Edinburgh Foodies Festival



Fun and challenging classes with dynamic teachers



Learn about the history, traditions, and culture of Scotland



Learn Ceilidh Dancing!

Edinburgh

Edinburgh, the inspiring capital of Scotland, where centuries of history meet a vibrant, cosmopolitan city in an unforgettable setting.

Stunning scenery, striking architecture, fine food, and beautiful coast and countryside are only steps away from each other. From a UNESCO World Heritage site to world-class visitor attractions and exhilarating outdoor pursuits, Edinburgh is a must-visit on anyone's list. What's more, Edinburgh hosts the world's largest art festivals – the Edinburgh Festival Fringe and the Edinburgh International Festival – where thousands of artists and millions of tourists gather to celebrate arts and entertainment for 3 weeks every August.



Scotland and the Highlands

Scotland is a country with a fantastic mix of stunning landscapes, a thriving arts and culture scene, and a colourful history of epic battles and historic castles.

The Highlands is the Scotland of your imagination: a beautiful and wild region of ancient landscapes with a fascinating history. As a participant on one of our summer school/independent courses, you will have the opportunity to visit lochs and glens, to witness amazing Scottish wildlife, to lose yourself in Scotland's heath stories, to take part in a world-class whisky distillery tour, or to try golf on a world-class golf course. Scotland's history, nature, and geography will take your breath away.



EDINBURGH

Edinburgh is the inspiring capital of Scotland, where centuries of history meet a vibrant, cosmopolitan city in an unforgettable setting.

Stunning scenery
and striking architecture

A UNESCO World Heritage Site

Fine food

Beautiful coast
and countryside nearby



What's more, Edinburgh hosts the world's largest art festivals – the Edinburgh Festival Fringe and the Edinburgh International Festival - where thousands of artists and millions of tourists gather to celebrate arts and entertainment for 3 weeks every August.



Edinburgh Napier University

Edinburgh Napier University is an innovative and professional university committed to giving students the right mix of academic, personal and professional skills needed for a successful career in today's global market.

We offer industry-informed courses which combine the optimum balance of theory and practice to equip graduates for success in today's competitive global job market. That is why we are one of the UK's top 10 universities for graduate employability. We are one of the largest higher education institutions in Scotland, with nearly 20,000 students from more than 140 countries.

Facts

- Five QS Stars winner for teaching, employability and internationalisation
- Winners of Queen's Anniversary Prize 2015
- 95% graduate employability rate (HESA 2015/16)
- More than half of research rated "world leading" or internationally excellent
- 360 start-ups supported in 10 years



ENU modern campuses: Sighthill, Merchiston, and Craiglockhart







Certificate

A Certificate of Attendance issued jointly by I-Shou University and Edinburgh Napier University will be awarded.



Program Details



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Pre-departure Workshop

June 24-26, 2024

- Briefing and ice-breaking
- Introduction to Scottish culture
- Introduction to events and festivals in Edinburgh
- Scottish whisky appreciation and tasting
- Online session with ENU teachers

Program Details



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2 Weeks Learning & Experiencing in Scotland

August 3-17, 2024

- Course Induction & Campus Tour
- 20 hours of English classes with a focus on Scottish environmental resources/case studies delivered on campus
- 8 hours of specialized lectures in the field of Festival, Event and Management delivered by ENU academic faculty
- 14 nights of self-catering, single-room, en-suite accommodation in Edinburgh Napier student accommodation
- Transfers to and from Edinburgh Airport*
- Welcome breakfast and farewell lunch
- 2-week unlimited bus pass
- Attendance certificate

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Cultural Excursions

(All transportation, entry tickets, and accompanying staff included)

- **Cultural visit:**

- Edinburgh Castle and a walking tour of the Old Town
- National Museum of Scotland
- Palace of Holyrood House and the Scottish Parliament

- **Evening event:**

- an Edinburgh Fringe Festival Show
- Edinburgh Military Tattoo**
- Ceilidh Dancing

- **Day trip:**

- Dunkeld, the Hermitage and Blair Athol Distillery
- St Andrews and Falkland Palace

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Post-visit Workshop

Sept 16, 2024

- Self-Reflection and Sharing Session
- Tea Gathering

During your entire stay in Edinburgh, full student support from both I-Shou University and Edinburgh Napier University will be provided in handling local transportation, Edinburgh Fringe Festival Show and Edinburgh Military Tattoo tickets, student accommodation, and some of your meals, while also providing insight into the local history and culture as well as great local tips!

*No pick-up/drop-off for those who arrive in Edinburgh earlier or leave later and not with the group.

**Edinburgh Military Tattoo is a very popular, fast-selling event. In case the tattoo tickets with reasonable prices are sold out, this event will be substituted by other two Fringe Festival shows.



Where to Stay?

Self-catering Accommodation

[Bainfield](#) or [Orwell Terrace](#)

- Student accommodation – en-suite single room inside ENU campus
- Including bedding packs, cookery, cutlery, and other kitchen amenities for 14 nights
- Free Wi-Fi access at student accommodation
- Common areas are cleaned and disinfected weekly and entry to accommodation is monitored by Edinburgh Napier University staff members





Program Fee

Program Fee is listed below according to the total number of enrolled students:

If we have 10-20 students: GBP2600 (approx. NTD103,800)

If we have 21-30 students: GBP2100 (approx. NTD83,800)

If we have more than 30 students: GBP1900 (approx. NTD75,800)

[Exchange rate: 39.9]

A minimum of 10 students for enrolment is needed to make the program happen



INCLUDES:

- Pre-departure workshops (including Scottish culture, background, whisky appreciation)
- Post-visit workshop
- 20 hours of English classes with a focus on Scottish environmental resources/case studies delivered on campus
- 8 hours of specialized lecture in the field of Festival, Event and Management delivered by ENU academic faculty
- Transfers to and from Edinburgh Airport*
- Welcome breakfast and farewell lunch
- 2-week unlimited bus passes
- 14 nights self-catering accommodation at student accommodation
- Entrance ticket to one Fringe Festival show and the Royal Edinburgh Military Tattoo**
- Cultural visits and day trips as listed
- Graduation ceremony with an attendance certificate for each student
- Program handbook
- Access to all facilities, including computing suite and library on campus
- Group travel insurance
- 24-hour emergency contact number manned by a member of the Edinburgh Napier University EAP team



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EXCLUDES:

- Round-trip flight tickets
- Most meals (those not listed in the visit schedule)
- Individual travel insurance
- Launderette
- Visa application fee, if applicable
- Other personal expenses



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Registration

from NOW till Feb 15, 2024

Contact Person

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