



PROJECT SUSTAINABILITY
LONG-TERM: 3ECONOMY+

**PARTICIPATION OF COMPANIES
AND THEIR PROFESSIONALS
IN THE UNIVERSITY ENVIRONMENT**

Co-funded by the
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I05- e-learnig 3Economy+: Participation of companies and their professionals in the university environment

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DATES: 2020-2025

1. IDENTIFICATION DATA. Title of the action: Participation of companies and their professionals in the university environment

The Europe 2020 Strategy aims to strengthen the link between education, business, research and innovation; to place creativity, innovation and entrepreneurship at the heart of the curriculum, and to adopt mobility programmes for professionals as a way of promoting entrepreneurship. Along these lines, the 3economy+ project has sought to contribute with the training structure called Education for Innovation and Entrepreneurship (EplE), where the aim is that classes should bring the real world closer, bringing it into the classroom or taking it out. Students must put their skills into play in real conditions.

The intensive programmes (IP) developed over the three years at the three sites of the consortium have shown how important it is to listen directly to professionals in the classroom, explaining their experiences (essential to improve the training of the future). For this reason, the coordinators of each university have followed the guidelines that an essential part of the activities that favour companies and their professionals, and public administrations and their managers, should take place in the university environment. This participation is through professionals, occasional teachers and the collaboration of students in companies through internship agreements in companies, and in our case international.

Being aware of the greater attention paid by the students in those meetings they have been having with professionals, because they understand that their opinions and information are more real and practical than the messages they usually receive from university teachers, has motivated us to want to continue with our experience, once the cycle of the financed project is over.

To this end, we propose as a sustainability programme to present the variety of actions carried out and thus recommend our entities to promote this type of cooperation which is beneficial to both parties.

2. DESCRIPTION:

Summary: There is a widespread complaint from employers in most countries that young people enter the labour market without adequate skills. In this sense, they consider that the rapprochement between business and University should be encouraged and include subjects with a more significant business focus or those so typical of these disciplines, with a more generous approach to business reality.

The programme makes a calendar of invitations to professionals to have small meetings with students and thus receive first-hand information. We plan to present it as a teaching innovation project for students to promote non-theoretical experiences in two ways: Relationship with companies, from talks, conferences, seminars or workshops given by managers, professionals or entrepreneurs; Visits to companies; Practical work in workshops or business laboratories; Periods of stays in companies.

They improve the perception that students have of the business world and its values when they obtain information about the skills and knowledge that they will need in their working life, which will motivate them to achieve them and make the training more versatile and flexible. The relationship with external people, from the business world, serves to reinforce the messages of the teachers, providing a different and more realistic point of view and

enriching the training. We have also found that this collaboration is suitable for companies as it contributes to the availability of quality employees and improves the company's reputation.

Employers would like to see students better prepared for the world of work and some of the problems they face in their day-to-day work, but the difficulty is how to integrate them into the subjects. Therefore, collaboration is needed, and we propose that this be done through sessions run by volunteers from local companies who share their experiences. The sessions include creating an elevator pitch or solving a real problem in that industry.

This is the only way to bring real life to the University. The participation of entrepreneurs in the teaching would make up for the current lack of practical experience among university professors. European higher education institutions are not sufficiently involved - nor are they significant enough - in terms of collaboration with alumni who have been successful in their entrepreneurial initiatives and who could provide expertise and funding.

Output: Case studies on regional or local issues

3. APPLICATION

A proposal for a programme includes a series of actions that: allow students and their teachers to have direct contact with companies, to learn about the role and relevance of these companies in the economy and society, and their values, and to promote entrepreneurial and business vocations among the youngest.

The programme includes recommendations for inclusion in the teaching guides, talks by entrepreneurs at the university and visits by students to participating companies. A series of recommendations are explained for the practical application of the programme, definition of its objectives, connection with the academic curriculum, methodology and proposed activities. It also includes didactic resources for students and teachers. The talks will try to be developed the centres themselves and transmit to them what they do, how they do it, their challenges and values. Alternatively, if this is not possible, the students visit the facilities and production centres of the participating companies.

Components of the group	Knowledge	Area Department
Name and surname		
Scope of action		
Subjects concerned		
Name of the subject	Area of Knowledge Degree/s	
Public Economics,	Social Sciences	
Business Economics,	Social Sciences Business	
Business Administration and Organisation	Social Sciences and Business	
Financial Systems, Social Sciences,	Business and Human	

4. OBJECTIVES (TO SPECIFY WHAT WAS INTENDED BY THE EXPERIENCE)

It is the only way to bring real life to the University. The involvement of employers in teaching would make up for the current lack of practical experience among university teachers. European higher education institutions are not sufficiently involved, nor are they useful enough in terms of collaboration with former students who have been successful in their entrepreneurial initiatives and who could provide expertise and funding.

5. MATERIAL AND METHODS (DESCRIBE THE METHODOLOGY FOLLOWED AND, WHERE APPROPRIATE, THE MATERIAL USED)

To promote agreements with the business community that include their participation, managing their trust in issues proposed by the University and that respond to the needs of companies.

She is facilitating the participation of business professionals in practical teaching, including technological innovation.

With the participation of companies in the design of curricula and allow the transfer of knowledge from the University and turn it into opportunities for companies, promoting more significant areas of collaboration.

6. RESULTS OBTAINED AND AVAILABILITY FOR USE (SPECIFY AND DISCUSS THE RESULTS OBTAINED AND THOSE NOT ACHIEVED, INCLUDING THE MATERIAL PRODUCED AND ITS DEGREE OF AVAILABILITY)

The classroom is the right place to find solutions to real business cases, which is the place where "things happen" and where imaginative solutions must be applied.

Many entrepreneurs and professionals say that being on both sides is an absolute privilege. And they give comments of the type of The storyline of my classes are real cases of the firm and their clients recognise that we are capable of explaining complicated things simple, and whose secret is to learn it or to make an effort and explain it in the classroom

7. USEFULNESS OF THE EXPERIENCE (COMMENT ON WHAT THE EXPERIENCE HAS BEEN USED FOR AND TO WHOM OR IN WHAT CONTEXTS IT COULD BE USEFUL)

We link existing collaborations between companies, professionals and institutions with the students and teachers of the consortium.

- Port Authority of Melilla Archivo, given by Mr. Aurelio Acedo Aceña. Jefe Departamento Explotación y Planificación. Autoridad Portuaria de Melilla.
- Information and Communications Systems Archivo, given by Mr. José Carlos Alpuente Ortega. Jefe División de Sistemas de Información y Comunicaciones. Autoridad Portuaria de Melilla.
- Management and Control of Indicators Project of Expansion of the Port of Melilla Archivo, given by Ms. Carmen Pitarch Moreno, Jefe División de Calidad, Medioambiente y Prevención de Riesgos Laborales. Autoridad Portuaria de Melilla.
- Conference: Employment and Local Development Agent
- The relationship between the entrepreneur and the Public Administration , given by Ms. M^a Isabel Romero Imbroda (Agente de Empleo y Desarrollo Local. Consejería de Economía, Empleo y Administraciones Públicas (Melilla Government)).
- Conference: Technology Centre of the Autonomous City of Melilla
- The digital transformation in the city of Melilla Archivo, given by Mr. Pablo Martínez Catalán, Director General de la Sociedad de la Información of the Autonomous City of Melilla, (Melilla Government)
- Conference: Free ports or free trade zones (control, supervision and taxation) , given by Dr. Miguel Ángel Pérez Castro, Economist, professor of public university and private degree and masters. Member of 3Economy+ Project.
- Special Territories of the European Union Archivo
- Conference in PROMESA. What is PROYECTO MELILLA, S.A.U , given by Mr. Juan José Viñas del Castillo, Managing Director – Project of Melilla Cooperation (PROMESA).
- Orientation and Employment Resources Guide

- Conference: Plenary Talk Erasmus+
- Why Internationalize our universities , given by Dr. Dorothy Kelly (Vice-Rector of Internationalization of University of Granada)
- Final Conference: FOLLOWING-UP
- FOLLOWING-UP Archivo, given by Dra. Beatriz Cortina Pérez, Full-time lecturer at the Department of Languages and Literature Didactics of the University of Granada and member of 3Economy+ Project.
- Política pública y turísticaExpediente impartido por la Dra. Marie Louise Mangion BCom (Melit), BA Hons (Econ) (Melit), PhD (Nottingham) Profesora titular. Departamento de Políticas Públicas
- Conferencia: economía y turismo de las islas, impartido por el Dr. Godfrey Baldacchino PhD (Warwick), BA, PGCE (Malta), MA (La Haya) Pro-Rector (Desarrollo Internacional y Aseguramiento de la Calidad) y Profesor de Sociología, Universidad de Malta, Copresidente de la UNESCO (Estudios Insulares y Sostenibilidad), Universidad de la Isla del Príncipe Eduardo, Canadá y Universidad de Malta, Presidente, Asociación Internacional de Estudios sobre Islas Pequeñas (ISISA)
- Conferencia: Formación y desarrollo de capacidades en economía del turismo impartido por el Dr. Noel Buttigieg BA (Hons.), MA, Ph.D (Melit.). Conferencista, Patrimonio y Cultura de la Alimentación, Coordinador, Curso de Estudios de Turismo de BA
- Conferencia: Turismo y regeneración: Valletta impartido por el Dr. Dr. Julian C. Zarb FIH FTS Dip. Formación de adultos (Melit.), MBA (Exec.) (Melit.), MA (ISSS) (Melit.), MPhil (Melit.) Fundador - Presidente Sociedad de Turismo de Malta Investigador y coordinador - Descubriendo Malta y Gozo a través de su gente y su cultura, Académico residente - Instituto de viajes, turismo y cultura - Universidad de Malta, Msida. Malta, Consultor de Turismo - Planificación Turística Local, Periodista de turismo independiente y presentadora de medios, Experto en Turismo TAC-UE
- Conferencia: Economía, sostenibilidad y turismo: un enfoque visionario y a largo plazo de las políticas y la práctica impartido por el Dr. Andrew Jones Ph.D. Instituto de Turismo, Viajes y Cultura Universidad de Malta
- Conferencia: Preguntas críticas sobre el turismo cultural impartido por el Dr. Charles Xuereb
- Conferencia: Museos para el turismo cultural impartido por el Dr. Sandro Debono PhD Museología, Historia del Arte y Práctica Curatorial Consultor, Cultura, Oficina del Presidente de la República (Malta) Profesor invitado en el Departamento de Artes, Comunidades Abiertas y Educación de Adultos, Universidad de Malta Consultor, Diplomacia Cultural y Artes, Heritage Malta Profesor invitado en el Departamento de Artes Digitales de la Universidad de Malta Miembro de la Junta Asesora de We Are Museums Representante Nacional en la Academia Europea de Museos
- Curso de verano I. Ana José " Concepto y proceso de marketing "
- Carla Fonseca "Marketing internacional"
- Clase magistral: Duarte Calvão Duarte Calvão - Peixe em LisboaExpediente
- Curso de verano II José Maia " Marketing digital "
- Clase magistral: Mirian Floriano Mirian Floriano Publicidad digital
- Curso de verano III Paulo Canário - Carolina Santos " Comunicación de marketing "
- studentActivity_Barona estudiante, JCasado

8. OBSERVATIONS AND COMMENTS (COMMENT ON ASPECTS NOT INCLUDED IN THE OTHER SECTIONS)

Teaching work involves a continuous mental discipline to identify, structure and transmit legal concepts to students in a transparent way. This is very useful in professional practice. It also requires a permanent contact with education and legal education with innovation. Beyond the transmission of knowledge, teaching is an exercise that has to do with creating values and accompanying the growth of people.