



UNIVERSITAT DE
BARCELONA

Facultat d'Economia
i Empresa



**FROM UNIVERSITY-BUSINESS COOPERATION
TO CIVIC ENGAGEMENT
HOW FACULTY OF ECONOMICS AND BUSINESS
(FEB) OF THE UB HAS DONE ITS OWN WAY**

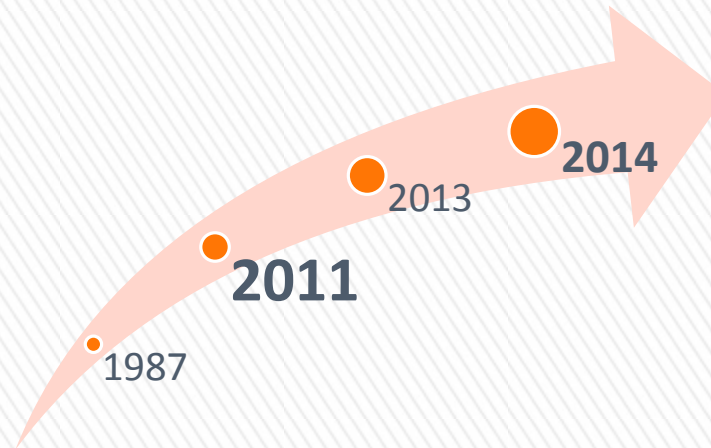
M. Cristina Poblet Farrés_Former Vice-Dean of
the FEB of the UB

Raquel Villero Pi_Head of Career Services at
the FEB of the UB



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- Our beginning: first phase
- How we start to recognize openly our contacts with social Economy: second phase
- How we start to promote openly civic engagement among students: third phase

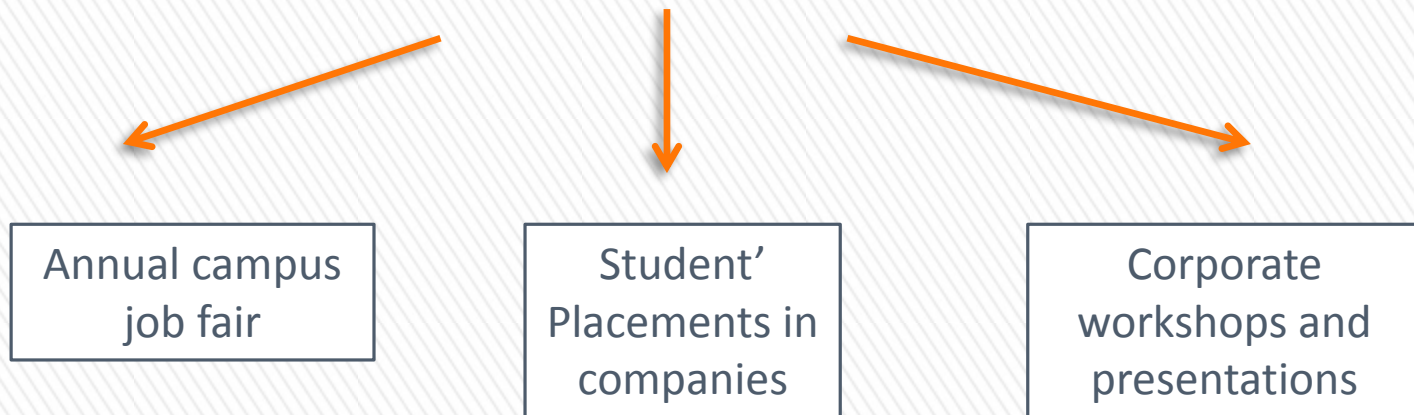




First phase: Our beginning

Since 1987

FEB has been promoting University-business cooperation





First phase: University-Business cooperation

Updated data

Annual campus
job fair



More than 30
companies
every year

Student'
Placements in
companies



More than
2000
placements a
year

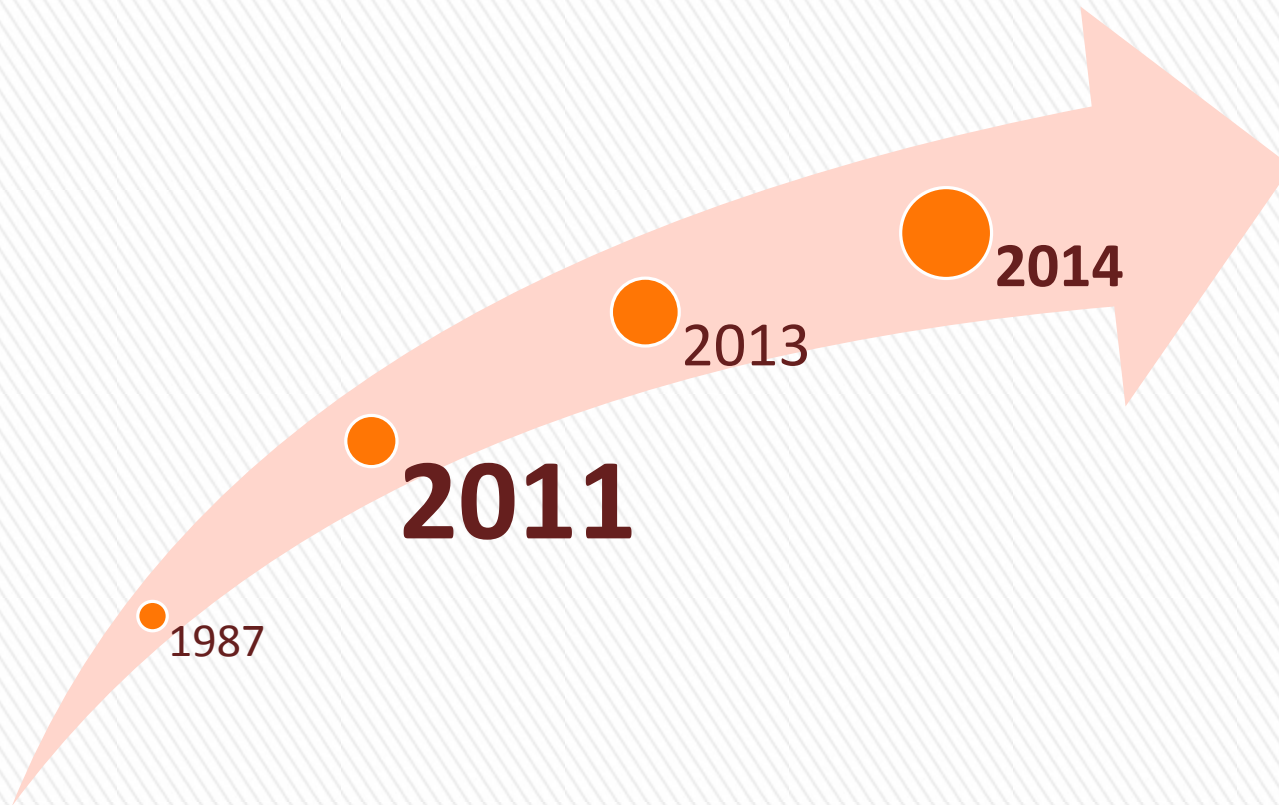
Corporate
workshops and
presentations



27 companies



Key date





Second phase: Promoting contacts with Social Economy entities

A new period started in **November 2011** with the organization of the **first Social Fair**

Why?

Annual campus job fair didn't include social and third sector entities



Second phase: Promoting contacts with Social Economy entities

With the **first Social Fair** nonprofit organizations and third sector entities have been made visible among students.

At the same time there has been an increasing of student's placements in third sector entities.



Second phase: Promoting contacts with Social Economy entities

Updated data

Social Fair



More than 20
entities

More student
placements in Social
Economy entities



Pendent. More
than 100
placements per
year



Third phase: Promoting civic engagement with Service-learning experiences





Third phase: Promoting civic engagement with Service-learning experiences

Between 2014-17, we have developed three categories of service-learning practices:

- Student's contribution to Secondary School active learning in the Project called "Compartir ideas" (sharing ideas)
 - Bachelor's and Master Thesis (called TFG and TFM)
 - Student' placements for undergraduate and master students



Third phase: Promoting civic engagement with Service-learning experiences

- Student's contribution to Secondary School active learning in the Project called "Compartir ideas" (sharing ideas)

In this activity, a pair of students go to High Schools of Barcelona city and give a conference/workshop related to some subject of knowledge of their bachelor. For instance, business students have given a workshop on entrepreneurship.



Third phase: Promoting civic engagement with Service-learning experiences

- Bachelor's and Master Thesis (called TFG and TFM)

This TFG and TFM are based on subjects proposed by Social Economy or the Third Sector organisations (for example in the field of ethical banking or corporate social responsibility).



Third phase: Promoting civic engagement with Service-learning experiences

- Student' placements for undergraduate and master students

where students help mainly third sector organisations or municipalities to develop activities or projects otherwise they couldn't do it.



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Thank you