







<b>Reference number</b>	ES/07/PAP-ERA/IP/10
<b>Title</b>	<b>CURSO TÉCNICO INTERNACIONAL SOBRE SISTEMAS AGROFORESTALES COMO TÉCNICA DE MANEJO SOTENIBLE DEL TERRITORIO</b>
<b>New program / renewal?</b> (please underline)	<u>New program</u> Renewal: 2 <sup>nd</sup> year 3 <sup>rd</sup> year
<b>Subject area code</b>	01.6
<b>Description</b>	<p><i>General description, main activities, expected results</i></p> <p>This IP aims to enhance and promote the cooperation relationships at short, medium and long term between Spain and the different European countries involved in the project within the framework of teaching about a topic underdeveloped but with an important future in the Forestry and Agrarian sector of the European Union: Agro forestry systems, taking in mind different aspects of production, environment and socio-cultural.</p> <p>The specific objective of this IP is to establish a specialization course for master students who will obtain 3 credits. The course will deal with technical aspects of different environments (Atlantic and Mediterranean area) from a theoretic and practical point of view through the development of classes and field visits where will be very represented different forestry and livestock autochthonous breeds associations, which manage their farms in sustainable designs which allows at the same time the genetic biodiversity preservation of the autochthonous breeds. It will be done special stress in the sustainable management of forestry areas.</p> <p>The course will be developed for Master students, but also for post-graduate and PhD students. In this sense, the course will be very useful as start point for future projects to establish a university master about agro forestry systems at an international scale.</p>
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<b>Contact person</b>	ROSA MOSQUERA-LOSADA
<b>Partners</b>	1 QUEENS UNIVERSITY OF BELFAST 2 UNIVERSITÀ DEGLI STUDI DI FIRENZE 3 ARISTOTELEIO PANEPÍSTHMIO THESSALONIKHS 4 TECHNOLOGICAL EDUCATION INSTITUTE OF LAMIAS 5 INSTITUTO POLITÉCNICO DE BRAGANCA 6 UNIVERSIDAD DE OVIEDO 7 UNIVERSIDAD DE EXTREMADURA
<b>LLP Grant (€)</b>	21.197,62 €
<b>Total budget (€)</b>	27.197,62 €
<b>Activity duration</b>	15 days
<b>Location</b>	ES, LUGO













<b>Reference number</b>	ES/07/PAP-ERA/IP/19
<b>Title</b>	<b>MASSME TER MARKETING STRATEGIES FOR SMALL AND MEDIUM - SIZED ENTERPRISES</b>
<b>New program / renewal?</b> (please underline)	New program Renewal: <u>2<sup>nd</sup> year</u> 3 <sup>rd</sup> year
<b>Subject area code</b>	04.0
<b>Description</b>	<i>General description, main activities, expected results</i> The hard competition on the EU market, conducted by international organisations, can lead to the disappearance of SMEs. In order to survive and, if possible, to grow SMEs have to make use of strategic marketing strategies. This project confronts marketing, business and office management students with: a. Europeanization and globalisation b. market and cultural differences in different European companies & countries c. different ways in which international and local enterprises approach their markets. The proposed IP aims to achieve: a. a deeper understanding of the multidisciplinary approach of entrepreneurship, a gain of practical skills to tackle economic and legal differences in EU Member States, a gain of interest in e-learning and software applications (use of Blackboard, PowerPoint etc.) d. practical and proper use of English. practical skills to measure an organisation's culture in relation to the national culture and overall business strategy. In the first year students found out general strategies, applicable for all SMEs. In the second IP students focussed more specifically on the food sector. In this edition students will launch a food product in a well defined market (San Sebastian), chosen during the last IP days in Toulouse, in consultation with the participating SMEs.
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<b>Contact person</b>	LUZ MARINA RUIZ MONTOYA
<b>Partners</b>	1 BANKU AUGSTKOLA 2 VILNIAUS KOLEGIJA 3 ALYTAUS KOLEGIJA 4 PLANTIJN HOGESCHOOL VAN DER PROVINCIE ANTWERPEN 5 OULUN SEUDUN AMMATTIKOKEAKOULU 6 INHOLLAND HOGESCHOOL 7 HOGESCHOOL ANTWERPEN 8 ECOLE SUPÉRIEURE BILLIÈRES
<b>LLP Grant (€)</b>	22.585,11 €
<b>Total budget (€)</b>	38.755,11 €
<b>Activity duration</b>	10 days
<b>Location</b>	ES, San Sebastian

<b>Reference number</b>	ES/07/PAP-ERA/IP/4
<b>Title</b>	PSYCHOLOGY OF ENTREPRENEURSHIP RESEARCH AND EDUCATION
<b>New program / renewal?</b> (please underline)	New program Renewal: <u>2<sup>nd</sup> year</u> <u>3<sup>rd</sup> year</u>
<b>Subject area code</b>	14.4
<b>Description</b>	<i>General description, main activities, expected results</i> Entrepreneurship supports economic growth through innovations, reduces unemployment and develops individual potentials. It is one of the fastest growing fields in the social sciences and it is strongly supported by the European Commission. According to experts, better education and training are important tools that can strongly motivate entrepreneurial activity. Therefore, this project aims to bring together professors, lecturers and university PhD. and master students from six European countries in order to share the knowledge of how to educate, guide and promote entrepreneurship in Europe by the use of psychological approaches. This IP is innovative in its interdisciplinary and international character. The professors have diverse backgrounds ranging from Work and Organizational Psychology to Management and Business Administration. Therefore, the content of the program will be very interdisciplinary, starting with psychosocial variables and including opportunity recognition, company growth, and health issues. The project will be a combination of several teaching forms such as face-to-face self-experience training with subsequent use of interactive web based activities. A multimedia CD-ROM and a handbook will be also prepared as supporting tools for the students. In addition, the results of this project will be used to develop and/or improve study programmes at the participating institutions.
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<b>Partners</b>	1 UNIVERSITÁ DEGLI STUDI DI VERONA 2 PHILIPPS-UNIVERSITÄT MARBURG 3 VYSOKÁ SKOLA EKONOMICKÁ V PRAZE 4 TECHNISCHE UNIVERSITÄT DRESDEN 5 ERASMUS UNIVERSITEIT ROTTERDAM 6 UNIWERSYTET SLASKI 7 UNIVERSIDAD DE SEVILLA 8 KATOLICKI UNIWERSYTET LUBELSKI JANA PAWLA
<b>LLP Grant (€)</b>	26.048,49 €
<b>Total budget (€)</b>	34.133,49 €
<b>Activity duration</b>	10 days
<b>Location</b>	ES, Madrid





