

**A consortium of Valencian businessmen, an innovative model  
to PROMOTE ENTREPRENEURSHIP in the UNIVERSITY**

**ANTONIO ARACIL**

Managing Director of Valencia University's University-Enterprise Foundation

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**Current diagnostic of entrepreneurship**

- **Creating new businesses, a key factor in the socioeconomic development of European regions**
- **Lack of training in entrepreneurship at all educational levels**
- **Assistance and incentives for business creation in the institutional, cultural and economic-financial sphere**
- **Greater recognition of the figure of the entrepreneur**
- **Must be the university who trains new business owners?**

## Statistics of Valencia University's

- Over **500 years** of history
- **53,000 students** per academic year
- **3,200 teachers**
- A broad spectrum of **graduate and postgraduate** qualifications
- The **third most popular** university in Europe for Erasmus students.

## The strategy: university-enterprise cooperation

- The strategy for promoting entrepreneurship is based on **cooperation between the University and its economic environment**
- **Business owners** with links to Valencia University and related to strategic sectors such as food and agriculture, metallurgy, telecommunications, health and well-being and finance were chosen
- A **consortium of companies** was created to train university entrepreneurs



## Characteristics

- The Consortium of Business Owners is **recognised** by Valencia University through its Chair of Business Culture
- The **academic director** is a leading **business owner**
- The **business owners** themselves **do the teaching**
- Activities directed at students from **all knowledge areas** (Philosophy, Mathematics, Biology, History...).
- **Free activities**, funded by the Consortium of Companies

## Benefits for entrepreneurs

- Training **recognised by official credits** from the University
- Eminently **practical training**, based on case studies and business owners' experiences rather than on master classes



- Students acquire **business values**:
  - Assess the risk
  - Be alert to opportunities
  - Consider success and failure

Activities to promote the entrepreneurial spirit

TRAINING UNIVERSITY STUDENTS AND GRADUATES



Activities to promote the entrepreneurial spirit

**TEACHER TRAINING**

**Summer School for university teachers as motivators of the entrepreneurial spirit**

**OBJECTIVE:**

Acquire the know-how to transmit the entrepreneurial spirit to university students and teachers.

**CHARACTERISTICS:**

- Pioneering in Spain
- A combination of classroom and online training
- Teachers from all knowledge areas (except Economics)
- Methodology: sessions taught by a business owner and a consultant

**RESULTS:**

- Attended by representatives from ten Spanish universities
- The teachers taking part have incorporated the know-how acquired into the subjects they teach
- Creation of a network of expert trainers in business values.



## The Chair in figures

- **10 years** (1999-2009)
- **Over 1,700 students**
- **Over 100 teachers-business owners**
- **Over 250 business projects developed**
- **324.600 euros funding in 2009**

## Conclusions. The keys to success

### COLLABORATION BETWEEN UNIVERSITY, ENTERPRISES AND THE ADMINISTRATION

- Business owners' joint **responsibility** in the active training of future business owners
- Incorporation of the **entrepreneurial mindset** in university training
- **Transferability** of the consortium of business owners model for entrepreneurial training