

# Implementation



## Development

The proposed methodology is based on the incorporation of business challenges, and leads to a transformation in the conventional approach to teaching-learning that should be taken into account in the curricula. This will require close collaboration between academia and the business sector, as well as the identification of real cases suitable for students. Likewise, it is essential to provide the necessary support to teachers through training.

This methodology also will contribute to strengthen the relationship between the University and the Company, through the establishment of instances of interaction and communication between both entities. the formation of strategic alliances that make possible the collaboration in joint projects, the execution of applied research, the provision of continuing education programs and the facilitation of the labor insertion of students

*The design of the pilot is based on two strategic lines:*

*1. Business challenges in training practice*

*2. Promotion of soft skills*

*Both strategic lines will require a permanent agenda with the business sector, as well as the design of a training program for teachers to encourage and promote soft skills in students.*

## Required Resources

Resources:

- Human capital,
- Physical infrastructure for meetings, auditorium, meeting rooms
- Technological resource, laptop, printer,
- Transportation, mobility
- Digital material, presentations, templates
- Printed material, registration forms, attendance lists.

## Evaluation And Impact Measurement

### Success Criteria

Number of participants (students, teachers, companies, graduates) in each phase.

Socialize the pilot to 200 people.

- Number of APs that concluded the pilot (successfull=2).
- Number of companies involved. (successfull>6)
- Number of students participating. (successfull>40)
- Number of teachers participating in the training cycle (successfull>20).
- Number of strategies designed (successfull>2)

### Evaluation Methods

- Rubrics
- Evidence
- Final report

# Autonomous University of Nayarit

## INTEGRA-UAN

NAME OF THE PROGRAMS

DEGREE IN COMPUTER SCIENCE

BACHELORS DEGREE IN TOURISM MANAGEMENT AND INNOVATION



**IBERO 4JOBS**



Co-funded by the Erasmus+ Programme of the European Union

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# Objective

## General

Formulate and test a University-Business linkage model that includes business challenges and other dual training strategies for the development of soft skills in university students



## Specific

- contribute to strengthening the relationship with the productive and business sector of the region with the implementation of linking councils.
- Design, the Dual education Strategies (business challenges) for the development of soft skills of university students of the Bachelor's Degree in Computer Science and the Bachelor's Degree in Tourism Management



# Methodology

## Pilot Design

The proposed methodology is based on the incorporation of business challenges and the development of softskills in students and professors.

## Proposal 1

Vinculation councils

## Proposal 2

Soft Skills training for professors and the implementation of business challenge based strategies



## Proposal 3

Measure the successful criteria



## Participants

- Institutional authorities (UAN)
- Professors
- Students of the academic programs involved in the project (Bachelor's Degree in Computer Science and Bachelor's Degree in Tourism Management and Innovation).
- Business chambers and productive sector.
- Graduates



## Activities (Planned Actions)

<b>BUSINESS LINKAGE</b>	Identify allies
	Implement vinculation councils
<b>CURRICULUM ANALYSIS</b>	Revision of curricular designs
	Identify improvements
<b>SOFT SKILLS TRAINING</b>	Design content and strategy
	Communication to teachers, form groups
<b>LEARNING-BY-DOING STRATEGIES</b>	Identification of strategies by academic program
	Identification of suitable companies and updating of agreements

