



# DUAL ADE

# Faculty of Economics and Business

UPV/EHU

# Why Dual ADE?

- The main objective of DUAL teaching in ADE is to increase the embedded employability.
- From this point of view, the current context of the implementation of DUAL ADE is characterized by:

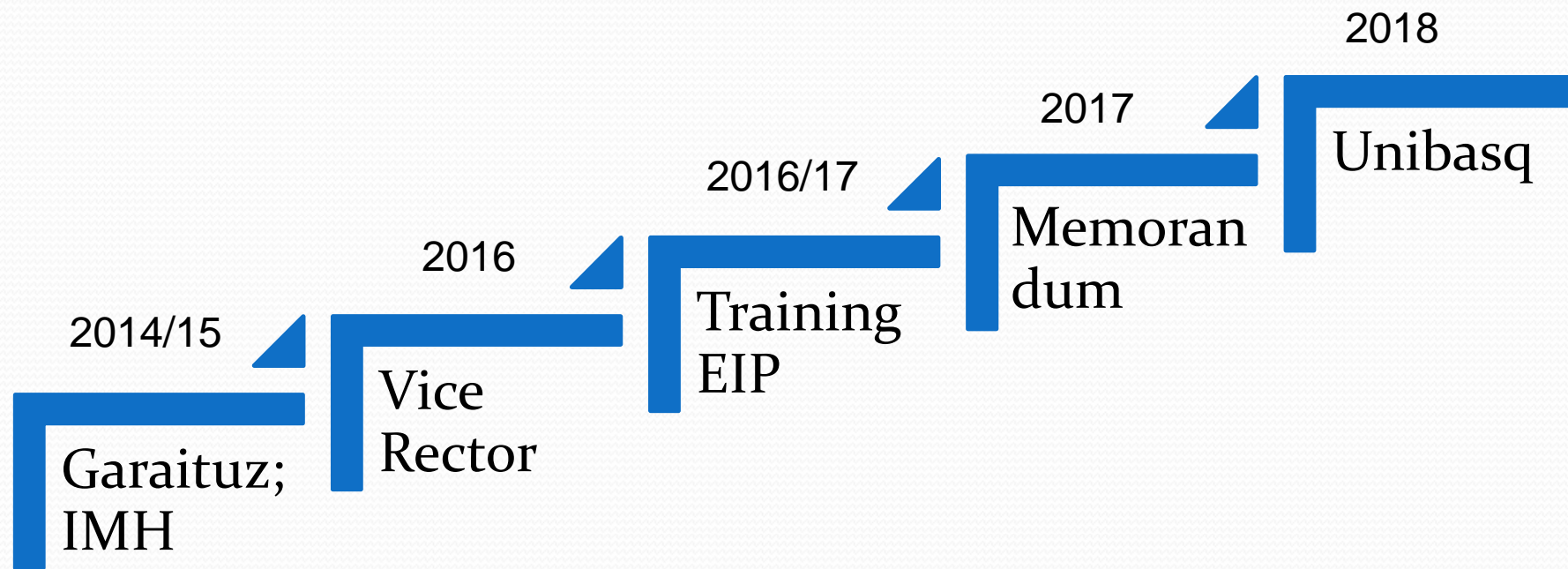
# Why Dual ADE?

- .-The specificity of ADE. The specificity of ADE lies in its general nature. Plan, organize, decide and control in all the activities of the company.
- .- The absence of a specific legal framework. This absence raises doubts about what should be considered DUAL. It hinders its implementation and many companies are reluctant to participate in the process. It also prevents the existence of public aid.

# Why Dual ADE?

- However, considering the necessary university-society relationship, the Faculty of Economics and Business of the UPV/EHU has evaluated essential implementation of DUAL teaching in ADE.
- The process has been the follow:

# Background



# Itinerary Calendar:

The Dual ADE itinerary will take place during the 2nd term of the third year and the 1st and 2nd term of the fourth year.



# Study Plan

	3rd course		4th course	
	1st semester	2nd semester	1st semester	2nd semester
<b>UPV/EHU</b>	Régimen fiscal Análisis contable Dir.Estratégica: política Macroeconomía Econometría	Consolidación Dir.Estratégica: crec.	Dir. Fra: inversiones Derecho de empresa Sistemas informáticos	
<b>UPV/EHU + Company</b>	Project and training activities	Orientation to the Company I (5/6 ECTS) <b>Report Co-Evaluation</b>	Orientation to the Company II (5/6 ECTS) <b>Report Co-Evaluation</b>	<b>Report &amp; Final Degree Project Co-Evaluation</b>
<b>Company</b>	Reception	Company internship I (12/13 ECTS)	Company internship II (9/10 ECTS)	Company internship III + FDP (15+12 ECTS)



# Process

- The process has been the follow:
  - 1) Attracting companies and students
  - 2) Training project:
    - 1) Company internship I: Integration
    - 2) Company internship II: Application
    - 3) Company internship III: Intervention
    - 4) Final Degree Project
  - 3) Evaluation



# Mentoring and Evaluation



# Setting-up and good practices

The initial experience of the setting-up has led us to consider the following points as good practices:

- Overall, the diffusion of the idea of dual teaching among the different participants (Companies, teachers, students).

# Setting-up and good practices

## Regarding the Companies

- Contact with companies associations as disseminating agents as well as promoters and facilitators to search for companies.
- In short, find intermediaries that generate trust in the process and accelerate it.
- Formation of the task of the company instructor.

# Setting-up and good practices

## Regarding the teachers

- Specific training meetings to understand dual ADE.
- Coordination meetings for the configuration of Orientation to the Company I and Orientation to the company II subjects.
- Promotion of the tutor's task.

# Setting-up and good practices

## **Regarding the students**

- Configuration of the call.
- Dissemination campaigns.
- Meetings before the selection with all interested students.

# Challenges

Anyway, the immediate challenges are:

- Increase the attractiveness of the program to students (Erasmus is a great competitor)
- Define better what is a dual university education.

# Thank you!



Dual ADE Gipuzkoa



Dual ADE Bizkaia