



University and Enterprise

**Relationship with
the Business World**

**Customised Training
and Development of
Initiatives**

The UOC Group

Relationship with the Business World

The UOC has a fundamental role in the business progress towards the knowledge economy.

The UOC, a reference point for companies adapting to the knowledge economy.

One of the challenges the business world must face over the next few years to guarantee its progress and its future, is to gain its definitive consolidation in the new economy, based on knowledge.

Within this framework, innovation is the base for business competition. Business innovation for the knowledge economy basically involves four aspects: R+D, ICT investments, organisational changes, strategies, and competency qualifications of the staff (directors and non-directors).

The UOC has a fundamental role in the business development of the knowledge economy. Therefore, the University's objective is to convert itself into a point of reference for companies so they can manage such transformations.

Activities and projects in collaboration with companies

The UOC provides different mechanisms and activities which bring the University and the working world closer together.

The project of the *UOC-Associated Companies* is essential for the setting up of a network of companies, and for creating interconnections between companies and the UOC.

Another way to collaborate with companies and organisations is to prepare training projects to their exact needs and to develop initiatives.

Finally, from the UOC technological springboard, support services are offered to entrepreneurs from our university community. These services will include consultancy and training, as well as relational, activities and end up configuring the UOC Entrepreneurship programme.

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Customised Training course for companies

The UOC has kept its mission of creating a network of companies through the UOC Associated Company. Its objective is to motivate companies to participate in training activities, dissemination and research developed by the UOC. The UOC will therefore, want to contribute to the improved competitiveness of companies through development programmes and vocational training.

With the aim of developing relationships and business networks, so as knowledge and innovative experiences can be shared, in June the UOC organised a meeting of companies of high innovative value in the framework of the 22@Update Breakfast. More than one hundred and fifty professionals attended the event.

In agreement with the goal to develop vocational training for associated companies, the UOC, this course, has developed a customised training campaign for each business, rolling out the informative devices and personal consultancy services each organisation needs. This act has contributed immensely to the increase in corporate registrations to this collective of professionals.

More than eighty companies are part of the UOC-Associated Company network

Throughout this course, the UOC has signed agreements with thirty nine new companies, this increases the figure of associated companies to more than eighty.

With the internal campaign to gain new companies, the UOC wishes to extend this privilege to companies where its students and consultants work, and to offer them the possibility of subscribing using their university link.



During this course, 39 new companies have joined the UOC collaboration network.

More than 150 professionals attended the meeting of companies of highly innovative value, 22@Update event, organised by the UOC.

Associated Companies for the 2005-2006 course

Abast Solutions, SA
Adasa Sistemas
Artsessions
Banc Sabadell
Caixa d'Enginyers
Caixa Girona
Caixa Sabadell
Caja España
Capgemini España
Cast-info
Centre de Càlcul Sabadell
Confederación Española de Cajas de Ahorros
Convierta Comercialización
Cromosoma
Consejo Insular de Mallorca
Datadiar
EDS España, SA
El Derecho Editores
El Periódico de Cataluña (Ed. Primera Plana)
Getronics
Greendata
Grup Barceló
Internet Security Auditors, SL
Interpartner Consulting
In2
Inkcat
Lavinia.tc
Media Planning Group
Nextret, SL
Oci Vital
Punto Fa, SLU "Mango"
Quantor Editores
RACC
Roland Digital Group Iberia,SL
Sacvas Consulting, SL
Sadiel
Setting Consultoria
Sol Melià



The UOC has initiated a pilot programme to make vocational training available online.

Customised Training and Development of Initiatives

Pilot programme to offer professional virtual training

The UOC and the Education and Universities Department have come together to introduce an open, online, professional, training system within the framework of co-operation in the Catalan education system.

During this period a pilot test lasting two weeks was carried out concerning the completion of the following medium training courses (Cicle formatiu de grau mitjà, CFGM) and higher training courses (Cicles formatius de grau superior CFGS):

- CFGM Electricity consumption equipment: 85 students
- CFGM Exploitation of computer systems: 244 students
- CFGS Child Education: 260 students
- CFGS Business and marketing management: 222 students

As a result of this first experience, the programme has been extended to future courses and more training is offered.

The UOC evaluates the digital competency of the Catalonia police force (Mossos d'Esquadra)

The UOC and the Catalan Ministry of the Interior have signed an agreement, which establishes the basics for carrying out evaluation and digital competency training and certification for the Mossos d'Esquadra. This is achieved through a collaboration programme between the Universitat Oberta de Catalunya and the Catalonia Police School (EPC).

The Project began with a pilot programme which made an initial level test available, by which digital competencies are evaluated.

Once this level test is completed and passed, it is handed to the EPC who shall then agree on the criteria for defining a subsequent digital competency training plan.

Custom-designed training projects with the Pascual Group, Mutual Cyclops and Banc Sabadell

The UOC has collaborated with various companies such as the Pascual Group, Mutual Cyclops and Banc Sabadell, amongst others, to develop projects which involve carrying out custom-designed training programmes for their directors.

The agreement between the UOC and the Catalan ministry of the Interior launches a pilot programme to evaluate digital competency for the Mossos d'Esquadra.

The UOC Group

The UOC Group companies (Eurecamedia, GEC, Editorial UOC —see page 78— and Ensenyament Obert) offer the possibility to link the University to a great number of projects and innovative experiences belonging to many different sectors.



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Share: 67,35% UOC Group

GEC has developed its own technology platform with around seventy environments and more than

100,000

users. They have now expanded to the French market, and have created a training system for the

Volkswagen Group.

GEC, innovative e-learning solutions and virtual communities

GEC is a business leader in the field of innovative e-learning development solutions, virtual communities and collaboration work. It is also highly experienced in a broad range of projects encompassing many different sectors.

GEC has developed a group of innovative solutions which include teaching and technology. They are based on all the phases of the value chain (marketing, human resources, operations) and the challenges of each sector.

The company has wide presence and experience in the banking sector, insurance, pharmaceutical, health, public administration and the car industry, and has developed its own technology platform where by there are around seventy environments with more than one hundred users in total.

GEC expands to France

The Volkswagen Group in France (GVF) incorporates GEC on-line training. This management training system directs the car dealership network which consists of one thousand dealers of all makes of cars which the group in our neighbouring country own.

The virtual platform will manage the on-line training and face to face training for more than sixteen thousand GVF technicians. This will amount to more than 350,000 training hours.

The launch of the new GEC platform: Virtagora 4.2 LMS

The virtual platform is an e-learning support tool which implements Net learning and loyalty communities. It also allows administration training in any organisation.

This therefore, introduces the new UOC teaching method and learning methods which use the new information technology and make the most of the advantages for the user.

Ensenyament Obert adopts the new brand EducaciOnline

The aim of Ensenyament Obert, a company created by Enciclopèdia Catalana and the Universitat Oberta de Catalunya, is to offer distance training programmes. These programmes particularly focus on the pre-university area. They are aimed at all individuals, who, due to work responsibilities, are unable to study courses which are held in a conventional classroom setting, but however still wish to further progress personally and professionally.

This course, Ensenyament Obert has designed a new brand: EducaciOnline. This change will become official during the next financial year and will help merge the brand throughout Spain and Latin America, and facilitate as much graphic communication as phonetic communication with the public.

Throughout the last year, Ensenyament Obert's main objective was to consolidate already functioning courses and to extend the offer of training:

- Access courses to the University to people over 25 years of age.
- Higher training courses for professionals.

EducaciOnline is the new brand of Ensenyament Obert, thus consolidating its virtual training offer.

Eurecamedia, reference in the universities didactic materials edition

Eurecamedia is a business which is part of the UOC group. It was founded to respond to the UOC's needs regarding the creation of quality teaching materials for its diverse range of study options. Over the years it has become a reference in the universities didactic materials edition.

As a provider of UOC contents and initiatives, it responds to the group's needs. Eurecamedia is an internet organised company, which is flexible, dynamic and committed to continually improving process efficiency and service quality. The knowledge thus obtained is now enabling an orientation towards external customers through collaborating partners, with the aim of offering services and establishing itself on the market as a company of reference in the field of knowledge and communication through the ICT.

During this exercise, Eurecamedia has put a special emphasis on technology improvement with the goal to expand the services offered by the UOC, and it has also accepted projects in the fields of digital publication, marketing and communication materials, and at the same time, has clearly supported the innovative projects of the UOC -XML, XSL, MyWay project...



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The Eurecamedia experience in didactic materials design has enabled it to direct external clients and position itself in the market as a business reference.