

How to recruit the best candidates by diversifying programmes?

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Dean IQS School of Management

Eduniversal World Convention
November 8 -12, 2017

URL Universitat Ramon Llull



- Founded in 1990
- First private university created in Spain
- 19.208 Students (2016-17)
- 38 Undergraduate programs (2016-17)
- 58 MSc programs (2016-17)
- 11 PhD programs (2016-17)
- Size #4 in Catalonia
- Size #13 in Spain
- Ranked as the 1st Private University in Spain



PERSONA CIÈNCIA EMPRESA
UNIVERSITAT RAMON LLULL

Some Current Drivers

Students expect more from us.

Students know more from many different sources.

Students look for innovative programs.

Students look for diversity, global dimension, transversal programs.

Students look for cooperative programs.

Regarding the programs:

1. Continuous assessment of the current programs
2. New and innovative programs according to the new needs.
3. Cooperative programs:
 - Joint Degrees
 - Dual Degrees
4. Programs very related and linked to companies.

Regarding the communication:

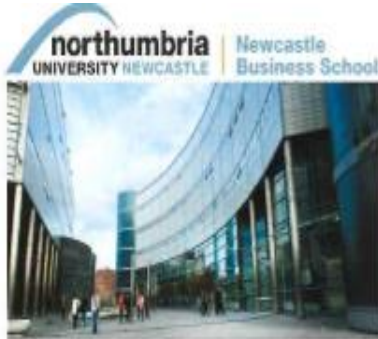
1. Social Media
2. Testimonies /Interaction with potential prospects
3. Ambassadors
4. Alumni
5. Partnerships

NEW PROGRAMS

School of Engineering + School of Management

- **Dual Degrees** (simultaneous, 11 semesters, 72 ECTS/course, 400 ECTS)
 - Chemistry + Business Administration and Management
 - Chemical Engineering + Business Administration and Management
 - Industrial Engineering Technology + Business Administration and Management
 - Biotechnology + Business Administration and Management
- **Dual Masters** (4 semesters, 140 ECTS)
 - Chemistry + Industrial Business Management
 - Chemical Engineering + Industrial Business Management
 - Bioengineering + Industrial Business Management

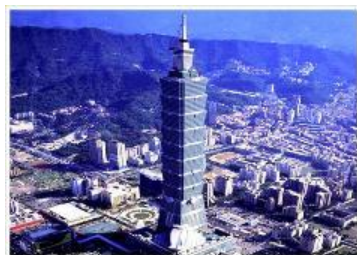
DUAL INTERNATIONAL BACHELOR DEGREE IN INTERNATIONAL MARKETING



Master Global Entrepreneurial Management (MGEM)



**Master in Management
Ranking 2017**



IQS SM
Sep. 1st –
Dec 18th.

FJU
Jan 9th –
Apr 30th.

USF
May 16th-
Aug 12th.

The PhD Program :

The PhD degree programme in Business and Territorial Competitiveness, Innovation and Sustainability is set within the “Aristos Campus Mundus 2015” framework. This initiative is the result of the strategic aggregation of three socially oriented universities (the University of Deusto, Comillas Pontifical University and Ramon Llull University). Furthermore, it has established an advanced strategic cooperation agreement with Georgetown University, Boston College and Fordham University.



Promoting Entrepreneurship

IQS TECH FACTORY became a reference center in Barcelona for entrepreneurship on scientific-technical and industrial projects

- ✓ **Activity begins.** March 2015
- ✓ **Mission.** Contributing to industrial development, transforming disruptive technologies into business opportunities
- ✓ **Lines of action.**
 - ✓ **Promoting entrepreneurship** (scientific and technological industrial base)
 - ✓ **Support entrepreneur teams**
 - ✓ **Facilitate technology transfer**
 - ✓ **Provide innovation services**
- ✓ **Principal figures:** 75 organized activities, more than 2.000 attendees, 5.400 registered members to the community, 25 collaboration agreements with partners
- ✓ **Start-ups or mentored projects (Nov 2017).** 46

Origin

33% are spin-offs of IQS and 67% are external

Diversity of sectors

45%	Life sciences (Biotech and medtech)	10%	Advanced industrial techniques
15%	Wearables	10%	Energy or environment
15%	Automation and motor solutions	5%	Materials

- ✓ **IQS TECH FAIR.** First public presentation of 20 companies (December 2016)

INTERNATIONAL RELATIONS

Some indicators

- 98 **International** agreements with foreign universities
- **Mobility** of students:

	2012/2013	2013/2014	2014/2015	2015/2016	2016/2017
In-coming	169	164	189	205	220
Out-going	88	86	123	126	130

- IQS is founding member and affiliated to the **MIT-Spain** Program



ACADEMIC PROGRAMS

IQS SCHOOL OF ENGINEERING

- **Bachelor Programs** (Undergraduate, 240 ECTS, 8 semesters)
 - Chemistry
 - Chemical Engineering
 - Industrial Engineering Technology
 - Biotechnology
 - Pharmacy
- **Master of Sciences** (Graduate programs, European Higher Education Area EHEA, 90-120 ECTS, 3-4 semesters)
 - Industrial Engineering
 - Bioengineering
 - Analytical Chemistry
 - Pharmaceutical Chemistry
 - Materials Science and Engineering
 - Chemical Engineering
- **PhD programs**
 - Chemistry and Chemical Engineering
 - Bioengineering
- **1.200 Students** (2017-18)



AACSB
ACCREDITED

IQS SCHOOL OF MANAGEMENT

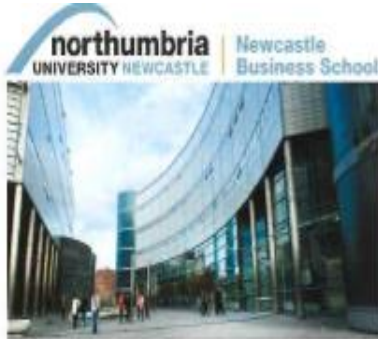
- **Bachelor Programs:**
 - **Business Administration and Management** (240 ECTS)
 - **International Marketing (180 ECTS)** Joint Degree with Northumbria University; Newcastle Business School (UK) , Jonköping University (Sweden), ESC Rennes (France), Pforzheim University (Germany) .
- **Master of Science** (Graduate programs, European Higher Education Area EHEA, 60 ECTS, 2 semesters)
 - *Global Entrepreneurial Management* (joint Master with University of San Francisco (USA) and Fu Jen University (Taipei, Taiwan))
 - Industrial Business Management
 - *International Marketing in a Digital Environment*
 - Auditing and Management Control
 - Financial Markets and Portfolio Management
- **PhD programs**
 - Business and Territorial Competitiveness, Innovation and Sustainability (joint program with University of Deusto (Bilbao) and University Comillas (ICADE - Madrid) and University Ramon Llull (IQS SM))
- **Approx 900 Students** (2017-18)

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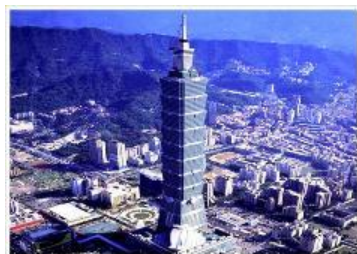
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THANK YOU !!!!! SHUKRAAN LAK !!!!! شكرا لك