



## **Employability of PhD students, Entrepreneurship, Speed networking and more... between Marseille and Barcelona!**

**Marseille and Barcelona** hosted the **last two field visits and training on entrepreneurship and professional integration** that took place respectively *from the 13<sup>th</sup> to the 17<sup>th</sup> of November and from the 28<sup>th</sup> to the 30<sup>th</sup> of November* and were addressed to the **staff of the university career centres and the academic staff of the partner universities in Morocco, Tunisia and Lebanon**. The training visits in Marseille and Barcelona form part of the training cycle of the [RESUME](#) project aimed at improving the educational skills of the professors who will offer their own course on entrepreneurial skills to the Masters students of their university since February 2018 for a period of 4 months.

**Gilbert BOUGI**, Founder and Educational Director of [Pépité Paca Ouest](#) and Head of the Master «Business Creation» and the Master «Becoming an entrepreneur» at the Aix Marseille University and **Lionel MALARDE**, from [IRCE – Regional Institute for the creation and development of Enterprises](#), presented to the participants the Educational Unit ***Entrepreneurial Spirit*** by sharing the approach taken for this training initiative. They also presented the Master on business creation and on entrepreneurship. **Pierre ALZINGRE**, Director of DE “*Devenir Entrepreneur*” (“Becoming an entrepreneur”) of the Faculty of Sciences at the Aix Marseille University, also shared his experience with the participants. Moreover, the **external expert Theodore A. Khoury, Associate Professor of Management and Strategy at Portland State University in Portland, Oregon**, also took part in the training. He taught *how to teach entrepreneurship* starting from the business strategy, defining the concept of entrepreneurship and giving an overview of the strategic management frameworks related to entrepreneurship challenges.

The training in Marseille was organised within the context of the [AMU-Entreprise week](#), organised by Aix Marseille University on the **16<sup>th</sup> and 17<sup>th</sup> of November**, which allowed the attendants to take part in the **5<sup>th</sup> edition of the 36h of Chrono of business creation** promoted by Pôle Pépité PACA Ouest of Aix Marseille University. Workshops on *business canvas and the business plan*,

*marketing analysis, sales strategy, development of a virtual business project* characterised the training week.

To conclude the training on entrepreneurial skills, **Jaume VALLS, Director of the Barcelona Institut d'Emprenedoria** and **Pere JUAREZ, Professor and President of Alumni Innovation and Competitiveness from the University of Barcelona**, gave a series of lectures on entrepreneurship at the University of Barcelona. Professor Juarez also gave a course on **“Lego Serious Play: INNOVATION FOR BUSINESS GROWTH”**. [Netmentora](#) was also presented by **Beatriz DE VICENTE**, Director of Netmentora, which, based on her experience, represents a good practice in the promotion of entrepreneurship and employability at the University of Barcelona and in Catalonia.

The training in Barcelona also included a special session with enterprises to learn **“How to show your talent”** in a **“speed networking”**, which allowed participants to watch *2-minute personal interviews between enterprises and students*. To conclude, two **“Games of Talents”** workshops were organised by [Talent Hub](#) in order to teach participants how to *teach team spirit, communication skills and talent development*.

The University of Barcelona also organised a **field visit** to [Barcelona Activa](#), an organisation aiming at stimulating economic policies and local development to ensure a better quality of life to Barcelona citizens by promoting employment, encouraging entrepreneurship and supporting companies.

Moreover, Marseille hosted the **5<sup>th</sup> RESUME Thematic Conference**, organised by UNIMED as Project Leader and in collaboration with **Aix-Marseille University and the City of Marseille**. The **aim** was to provide the university staff with the necessary skills and open a dialogue and cooperation among the different stakeholders (HEIs, companies and political authorities) to take up the common challenge of increasing the employability of young graduates. The theme of the 5<sup>th</sup> conference was **“The employability of PhD students”** and so the partners shared their good practices and lessons learnt on the subject, such as:

- **Professional training modules** set up in **doctoral schools**;
- **Tool for the promotion of regional doctoral training** through, for example, regional promotion agencies;
- **Organisation of the annual assembly of PhD students – Enterprises** ;

- Creation of a **doctoral contract** allowing for a greater employability of PhD students in different sectors: research, training in research (teaching), consulting or research valorisation.

By clicking on this [link](#), you will be able to gather more information and download the best practises presented by the partners.

You can download the programme of the 5<sup>th</sup> thematic conference [here](#).

For more information on the training in Marseille, please download the programme [here](#).

For more information on the training in Barcelona, please download the programme [here](#).