



TechnoCampus

Construïm futur

Where
company and
university go
hand-in-hand



Mataró. Location, accessibility and transport

- Mataró is a town located **30 km from the city of Barcelona**, on the Mediterranean Arch and strategically connected with **North Africa and Southern Europe**.
- Mataró is in Catalonia (Spain), a country with 7,5 million people and a GDP of 210.000 million €. The most advanced region of Spain with 25% of all exports
- The **Mediterranean Arch**: the eleventh most developed region in the world.

European Union

Mediterranean Arc

Mataró

Barcelona





MATARO



**INVEST
IN MATARÓ**
BARCELONA'S
NORTHERN
GATEWAY

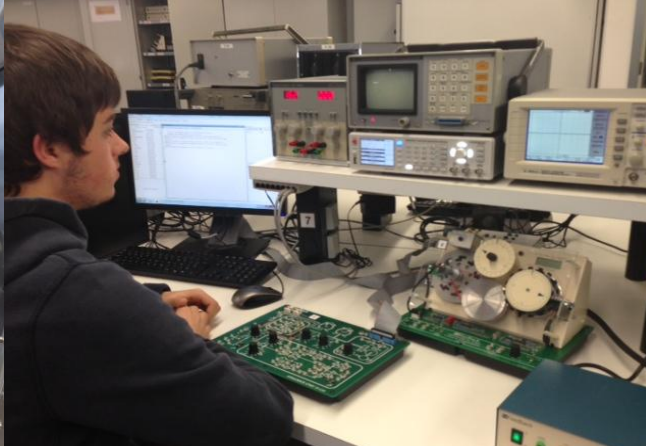
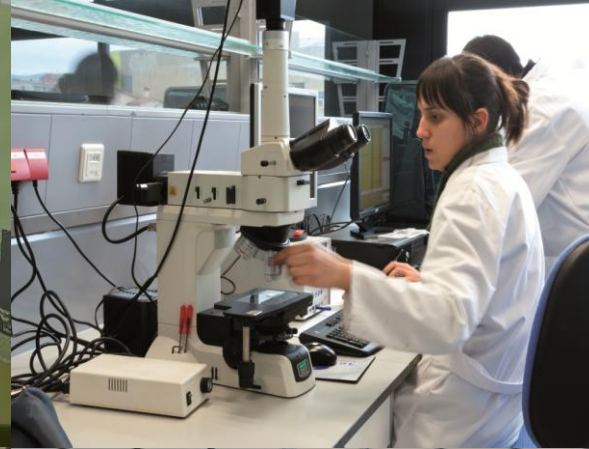


Tecnocampus Foundation

- Non profit organization with a ruling board with public and private representation (city council, region government, enterprise organizations, R+D centres, mother Universities, ...).
- The President of the board is the city council representative
- The CEO is in charge of the organization managing both the University centres and the Enterprise Park and incubator centre, trying to push as much networking as possible
- The funding resources provide from i) Students high taxes ii) revenues of services and real state rents iii) Donations and public subsidies. The balance between income and expenses are crucial
- The Foundation is the ruling board of University Courses. Education started 30 years ago. The new campus was opened 2 years ago



TecnoCampus
Construim futur



A University Campus associated to UPF and UPC

Academically speaking Tecnocampus comprises 3 University colleges that depend on 2 different Universities: UPC and UPF. This mother universities are public and all degrees are official degrees within the EEES (European Space of Higher Education).

Escola Universitària
Politécnica de Mataró



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

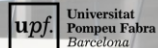


UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

UPC (Catalonia University of Technology) :
over 30.000 students, and only offering
Technology courses

Escola Universitària
del Maresme

Centre adscrit a la



Universitat
Pompeu Fabra
Barcelona



Universitat
Pompeu Fabra
Barcelona

UPF (Pompeu Fabra University): over
12.000 students, highly reputed in social
sciences and health sciences worldwide.

Escola Superior
de Ciències de la Salut

Centre adscrit a la



Universitat
Pompeu Fabra
Barcelona

 **Tecnocampus**
Construïm futur

Some Figures

- EDIFICI UNIVERSITARI TCM1
- TORRE TCM2
CENTRE DE CONGRESSOS TCM4
- TORRE TCM3
- FOYER

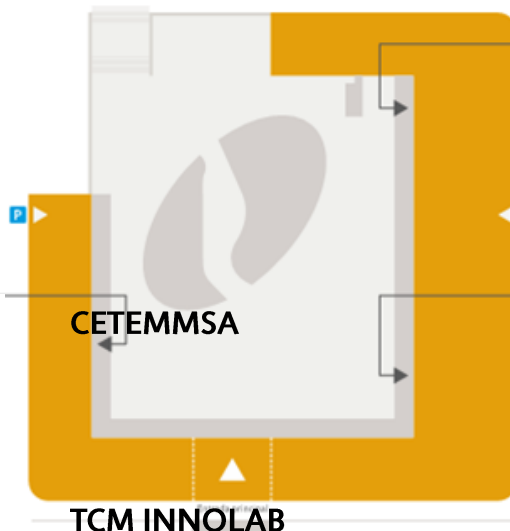
BUSINESS INCUBATOR

1.089m2.
Over 30 start-ups

THEATER HALL
2.528 m2.

BUSINESS PREMISES:

15.136m2.
Over 100 companies



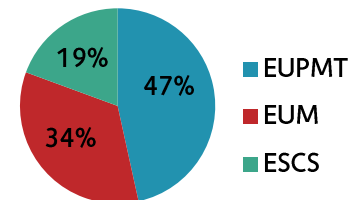
C. UNIVERSITARIS

Premises : 10.818 m2.

- 10 undergraduate courses
- 3 master courses
- 12 postgraduate courses

2.151

Students



94

Teaching staff

80%

Business occupation

11,3M€

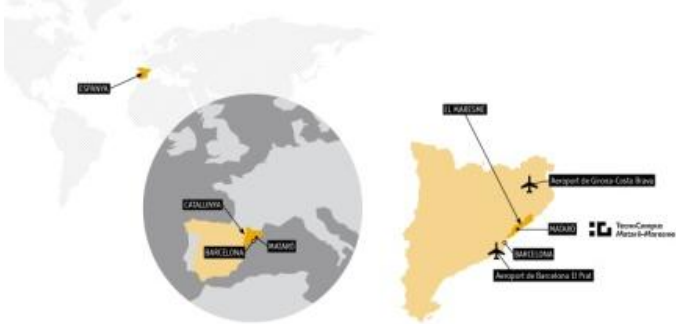
Annual Budget



SCIENCE AND INNOVATION PARK

TecnoCampus Mataró-Maresme

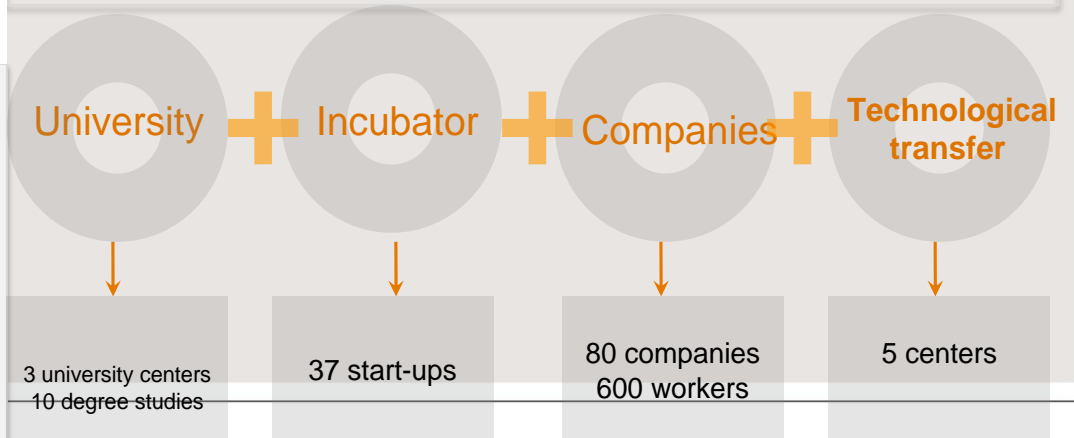
Member of:



OUR MISSION: To develop production network raising jobs, richness, knowledge and quality of life in the territory.

SECTORIAL SPECIALISATION OF THE PARK

- **ICT & Media** (electronics, computing, audiovisual, printed electronics, ICT Health, mobility, biomechanics, ...)
- **Health** (health, sports & wellness, cronicity, bioengineering ...)
- **Internet (.com) and Digital Marketing**
- **Tourism and Leisure**



TecnoCampus. University



Education

- Bachelor's Degree in Nursing
Bachelor Degree in Sport Science
- Master's Degree in Chronicity
and Dependency

Research

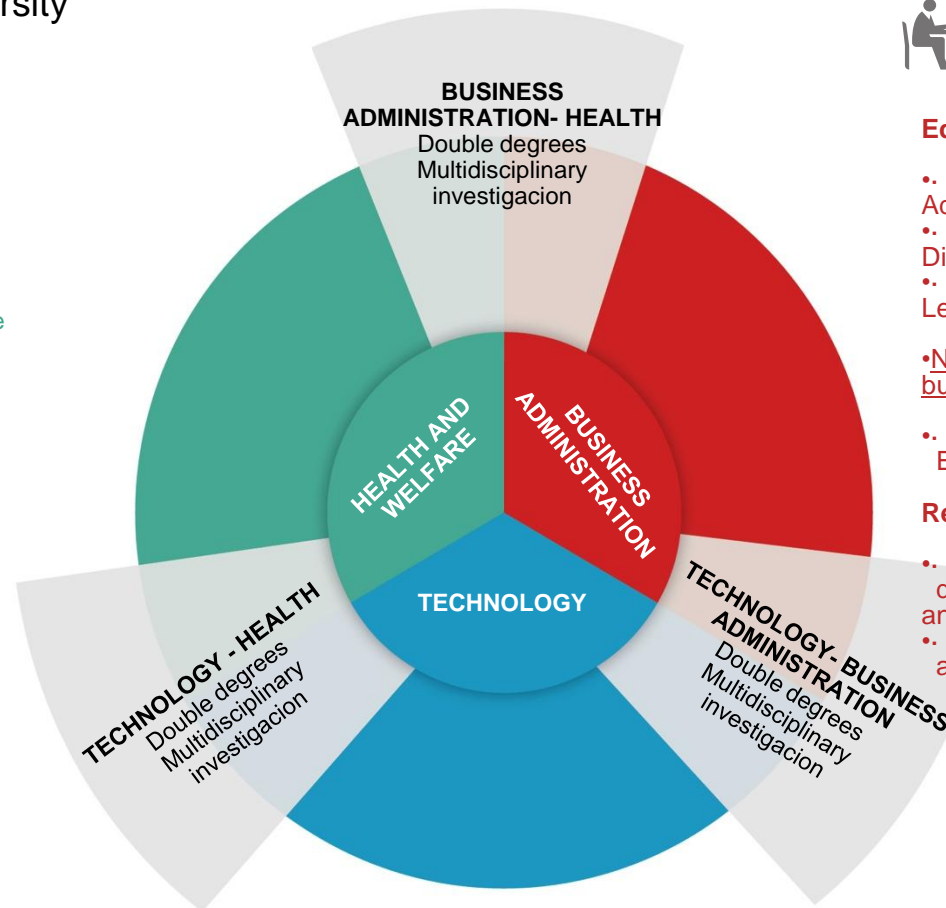
- Aging and dependency



Education

- Bachelor's Degree in Industrial Electronics and Automatic Control
- Bachelor's Degree in Mechanical Engineering
- Bachelor's Degree in Computing Engineering
- Bachelor's Degree in Audiovisual Media

• NEW DEGRRE: Computing Gaming



Education

- Bachelor's Degree in Business Administration
- Bachelor's Degree in Marketing and Digital Communities
- Bachelor's Degree in Tourism and Leisure Management

• NEW DEGREE: Logisitcs and sea business

- Master's Degree in Entrepreneurship and Innovation

Research

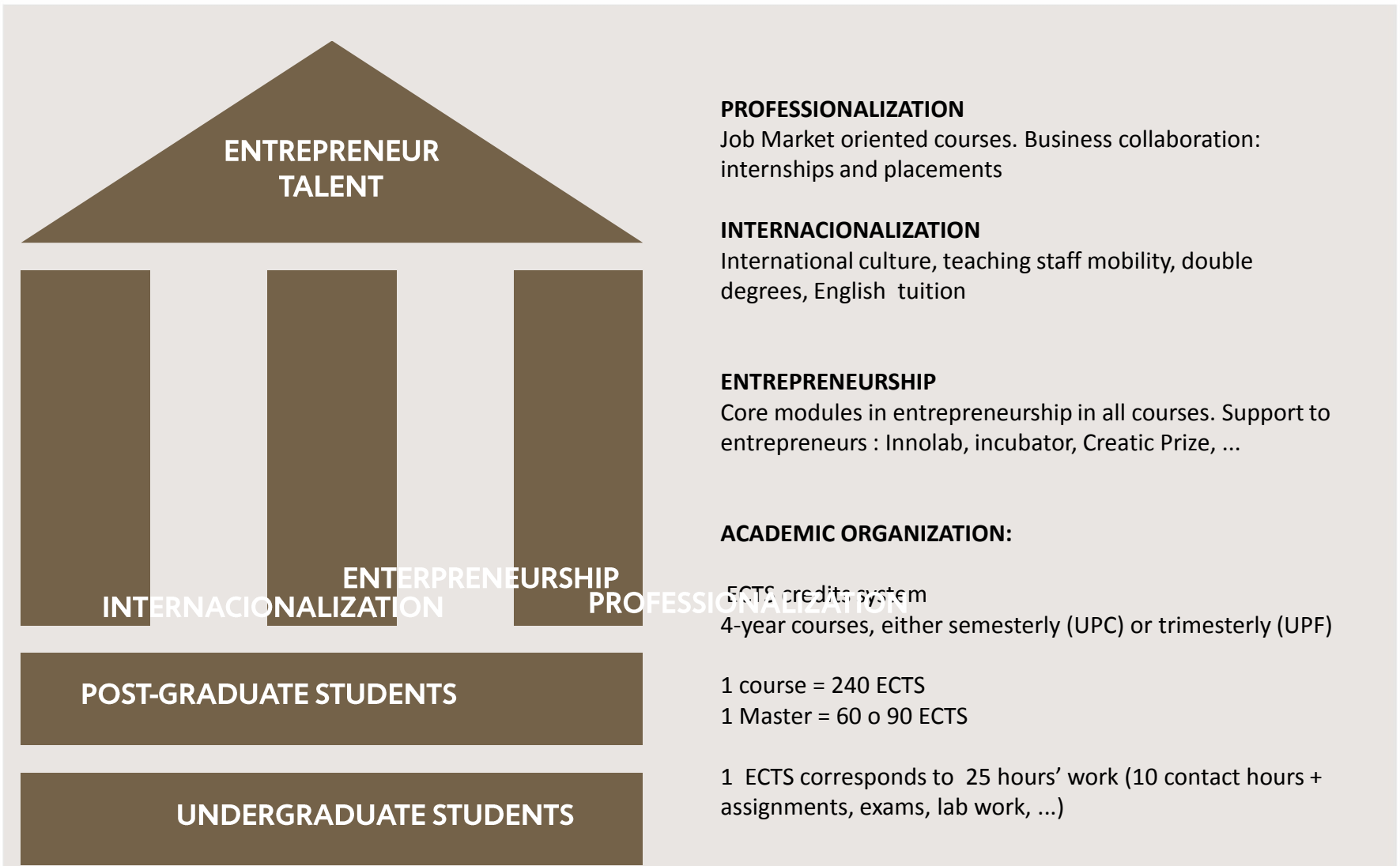
- CEO: Interdisciplinary research group dedicated to fostering entrepreneurship and employability
- GRABET: Applied research in social and economic welfare



Research

- Group of Signal Processing: biometric signals, basically focused on safety and health
- CCU-TCM: Centre of Urban Knowledge
- CCI-TCM: Integration, interoperability / heath –based ICT standards
- Printed Electronics,

Higher Education based on 3 pillars



PROFESSIONALIZATION

Job Market oriented courses. Business collaboration: internships and placements

INTERNACIONALIZATION

International culture, teaching staff mobility, double degrees, English tuition

ENTREPRENEURSHIP

Core modules in entrepreneurship in all courses. Support to entrepreneurs : Innolab, incubator, Creativ Prize, ...

ACADEMIC ORGANIZATION:

ECTS credits system

4-year courses, either semesterly (UPC) or trimesterly (UPF)

1 course = 240 ECTS

1 Master = 60 o 90 ECTS

1 ECTS corresponds to 25 hours' work (10 contact hours + assignments, exams, lab work, ...)

Distance and semi-distance learning strategy

Tecnocampus is seriously compromised with the intensive use of Internet facilities for learning proposes. That's the reason why we have a "Digital Factory" that produces teaching materials and the TDU (TecnoDidactical Unit) to develop the methodology adapted to each case.

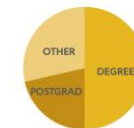
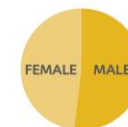
We are offering MOOC (Massive Open On-line courses) in the Spanish Language space of Miriada Network in Internet. Marketing and promotion strategy is behind this kind of initiatives.



Mataró-Maresme

MOOC INNOTOOLS

7297 ENROLLED PEOPLE
28 COUNTRIES



miriada 

3620 STARTED Mo

2808 FINISHED ANY MODUL

1966 MESSAGES (FORUM)

309 IDEAS

@innotools **685** FOLLOWERS

@gaimena_8z I love the @Innotools MOOC. It goes beyond all my expectations. I highly recommend it! @miriadax

youtube **103** SUBSCRIBERS

3139 VIEWS

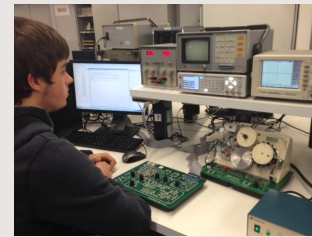
Professionalization principles

Cutting-edge Audiovisual labs and facilities and in-company internships



Highly developed Praticum combining patient robot labs and practical training in 5 different Hospitals

Power electronics Lab to simulate real industry cases



Digital Electronic Lab: from learning to proto typing

Mac Lab



Mechanics Lab equipped with machine tools, motors and materials lab.

Incubator for last-year students with support from teachers and mentors



Business Park involved in the "Courses Advisory Board"

Internationalization



Starting point:

- ERASMUS exchanges and bilateral agreements with South American universities : over 40 bilateral agreements and about 350 students involved
- Double degree in some courses: Spanish Degree + Foreign Country Degree with credit validation (60 additional ECTS in some cases): over 150 students involved
- IAESTE. International internships all over the world (over 200 students involved)
- Summer School: Taking advantage of the Barcelona Brand, the Mediterranean atmosphere and the excellent accommodation in the campus, each summer we organise the summer school combining study and leisure (sailing, sports, beach,...)
- International Week: An annual date where students and lecturers around Europe share knowledge
- Programs for incoming students: Focused on Spanish speaking countries

International Strategy

Main Goals:

INCOMING: recruitment of students from other countries, mainly Spanish speaking countries. Asian market interested in south America / Spanish language countries

OUTGOING: Promoting study abroad programmes as a way to improve the Tecnocampus courses. Motivation to enhance English language and to move to work growth areas

Outgoing International Strategy



- To enhance collaboration with selected universities to develop quality relationships. Focusing on English speaking countries
- To sign agreements which contribute to a balanced economy for all the parts (win-win):
 - Tecnocampus economy (3+2 o 3+1 model means less income)
 - Student fees. The model shouldn't mean an additional cost to the students (currently over 4500 €/year in Tecnocampus)
 - Partner University. Cost effective to make the program attractive. (at least 60 ECTS with the corresponding incomes for the partner university)
- Double degrees are definitely interesting for both undergraduate and post-graduate
 - Undergraduate: models like 3,5 + 1 or 4+1 (if there is double degree + post graduate diplome)
 - Post-Graduate: Development of International Inter-University Programmes

Incoming International Strategy



- Traditional Exchanges programmes as a way to cooperate with Partner Universities
- Explore the South American market as a means of recruitment undergraduate students interested in double degree: 3+2 Spain / UK
- Search for the Asian market with and interesting in the Spanish Language and culture as a way to enter South American countries
- International Interuniversity programmes in undergraduate and specially in post graduate
- Intensive use of Internet and MOOC architecture to recluit international students in distance learning strategies (spanish language)