





ROWING into the FUTURE

**CREATING VALUE
FOR OUR STUDENTS**

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EDUCATION IS A STUDENT'S GUARANTEE FOR FUTURE AND CAREER DEVELOPMENT. AND THUS, WE, AS DECISION MAKERS OF THIS COMMUNITY HOLD AN ENORMOUS RESPONSIBILITY TO FOSTER THE DRIVERS THAT LEAD TO SUCCESS AND LEADERSHIP THROUGH OUR INSTITUTIONS. IN THIS SENSE, MULTILATERAL COLLABORATION IN STRONG NETWORKS REPRESENTS THE BEST CATALYSER FOR CHANGE.

Students understand the toughness and complexity of the increasingly globalised labour markets, and while seeking for opportunities to develop well-rounded profiles through parallel activities and environments, they continue to focus their efforts on choosing the best universities that can match their expectations. Universidad Loyola Andalucía's mission is to offer this opportunity to students in the south of Spain, Andalucía. Despite all the potential of its people, economy, and geo-political situation as a bridge between Europe and Latin American countries, Andalucía is a region that suffers a strong youth unemployment and a lack of resources for entrepreneurship.

We asked ourselves what the most influential factors are in the successful careers of young professionals and contrasted our views with the market demands. A strong educational background and rich-in-experiences curriculum vitae, the fluent use of foreign languages and the development of the so-called soft skills appear to be key

factors that a truly global student, the next generation of Cosmopolitan citizens, must hold.

COLLABORATE. OFFER WORLD-LEADING MULTICULTURAL PROGRAMS

In their continuous race for differentiation, students look for outstanding programs. Many of them understand that an international experience is a must in their curriculums. The traditional semester abroad is opening to a wider range of possibilities, which should lead to new partnership between institutions that go beyond to create customised and differentiated programs.

Recalling again the drivers for students' success identified before and we must focus on the importance of working towards the offer of joint programs fruit of strong bondages.

1. Strong education and "values-centre" standards. Understand the importance of ensuring students receive a well-rounded education where they are the centre, integrating the courses and areas that are specific or distinguishing of the different environments and countries they will interact with.
2. Educating them as Cosmopolitans citizens. Encourage your students to take classes in the receiving institution's country official language. Offer them experiences to merge with the local culture but having a global view of reality, so that they can feel at home all over the world.
3. Soft-skills development. Literature suggests that hard skills contribute to only 15% of student's success and transformation while the remaining 85% is made by soft skills. Most employers these days are expected to hire, retain and promote persons who are dependable, resourceful, ethical, self-directed, assertive and willing to work and learn with a positive attitude. We must work with faculty and staff to promote diversity. Therefore, we will be preparing students to become people with a strong ethical sense of human development, not only present in their personal lives but also their professional careers.
4. Partnering up with civil society and institutions. Stimulate the synergies of your institution with private companies, civil institutions and public administration. Employability perspectives, networking and outside world constant interaction will contribute to student's success.
5. Helping them to be ready to develop careers in global areas. Give your joint programs a legal framework, support and recognition across different educational systems. Students can benefit from obtaining more than one official degree from different countries.

DEVELOPMENT OF STUDENT SUCCESS DRIVERS:

A TANGIBLE APPROACH.

In the case of Universidad Loyola Andalucía, the Alliance and Double Degree Agreement signed with Loyola University Chicago in 2013, has certainly been one of the most far-reaching agreements. The aim of this agreement, besides an exchange for summer and faculty led

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programs, research collaboration, faculty exchange and other strategic shared initiatives, is to offer the possibility of completing a four-year degree program which will allow students of both institutions to obtain an undergraduate degree from both universities, one in the U.S. and one in Europe. This is a great asset for students and sets the groundwork for creating a strong, mutually beneficial connection between a U.S. university and a European university. It is our hope that this extraordinary opportunity can help create a new model of networking in higher education – a “global university” with accredited programs that provide opportunities for students around the world.

1. Strong education standards.

Based in almost 500 years’ experience in Education, Loyola educates students with a holistic point of view where the student is the centre “cura personalis” and prepares them to lead extraordinary lives being men and women for others with others. It is our intent to make them as academically and personally prepared as possible to live with a global perspective becoming “the best for the world”.

2. Educating cosmopolitan students.

Students must be global citizens who engage in activities with an international, multicultural attitude. Loyola believes in equipping students with developed language skills and deep understanding of other cultures. All these activities are connected with “Internationalisation at home” actions.

3. Soft-skills development.

Loyola promotes soft-skills through a wide variety of on-campus activities and clubs. Teamwork, mental agility, critical thinking, leadership, public speaking and many others are developed in activities such as debate, sports, theatre, the music band...

4. Collaborate with civil society and institutions.

Our understanding of partnering involves a 360° view. Loyola has embraced organisations as main partners in their educational process. We believe that these relationships can not only help the university to design programs that better fit what the labour market is demanding but it can also help us in developing stronger and larger networks. Our strong belief in this kind of synergies resulted in our partnership with AmchamSpain, the main business organization between Spain and the U.S. They back American companies in Spain, Spanish companies in the U.S., and promote direct investment in both countries. Through this network, we can better understand the professional profile that US-EU companies and institutions are demanding for the collaboration between continents.

5. Official assets to develop international careers.

Loyola Andalucía degrees are officially recognised in the whole European territory. Moreover, with the BBA US/Europe Double Degree students will earn two official degrees, one from the

US and one from the European Union.

TOWARDS A GLOBAL EDUCATION: NETWORK.

Universities cannot turn their back, nor follow the bandwagon, to the world in which its students will develop their lives, as it cannot lose its central role as the engine of creative thinking in order to resolve the problems of humanity, as it cannot stop being an open place for criticism and dialogue, without losing its own institutional essence. A university that is only superficially international will most definitely lose it. Hence, it should develop as a “Cosmopolitan” university which is not only constituted between different nationalities but is a university as one among “citizens of the world”, one that is a deeply international and integrated university.

Internationalization of higher education goes far beyond sending and receiving students from other countries, far beyond whether the international student adapts to the culture that welcomes him or her; becoming ‘cosmopolitan’ means that these students develop an active role in shaping a collective culture that is enriched by the plurality of nationalities, beliefs, motivations and personal experiences.

The creation of networking opportunities around events and associations is a phenomenal starting point for this integrated and collaborative process. Centralising our efforts in the development of global students should facilitate the creation of new bridges to create structured and customized programs between universities. The rise of technology and innovative ways of e-learning methods is a reality we need to celebrate and embrace. Nonetheless, the uniqueness of an international experience and the remarkable improvement in languages, soft-skills and the face to face contact with decision making agents in the public and private sphere are far from been substituted.

It is our responsibility with future generations to collaborate and partner to make this possible. “Go forth and set the world on fire”