



Promoting entrepreneurship culture in Industrial Engineering schools through role-playing activities

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The European Union proposes two action plans (Rethinking Education communication and the Entrepreneurship2020 Action Plan), to promote entrepreneurial skills among students. According to a recent study carried out by Educa 2020, for the first time among Spanish university students, the percentage of them willing to set up a company (26.8%) exceeds those who are planning to work in the public Administration (25%), with Engineering and Architecture students showing the highest percentages within this sample.

This communication will present the results of a project aiming to meet this challenge by promoting entrepreneurship among students of the Industrial Engineering school at the University of Córdoba (UCO) using role-playing activities in the Engineering Projects classroom. The students have to develop their own business plan with the support of virtual funds earned by resolving different exercises on decision-making in project management. Moreover, through coordinated work with the Office of the Vice Chancellor for Institutional Coordination and Infrastructures, students will witness and learn about the real bidding process for works, services or equipment in a Public Administration such as the UCO, showing the transparency of this procedure. In the second year of this project, the students assessed the educational experience very positively, giving a mark of 4.8 over 5.