

Project Partners

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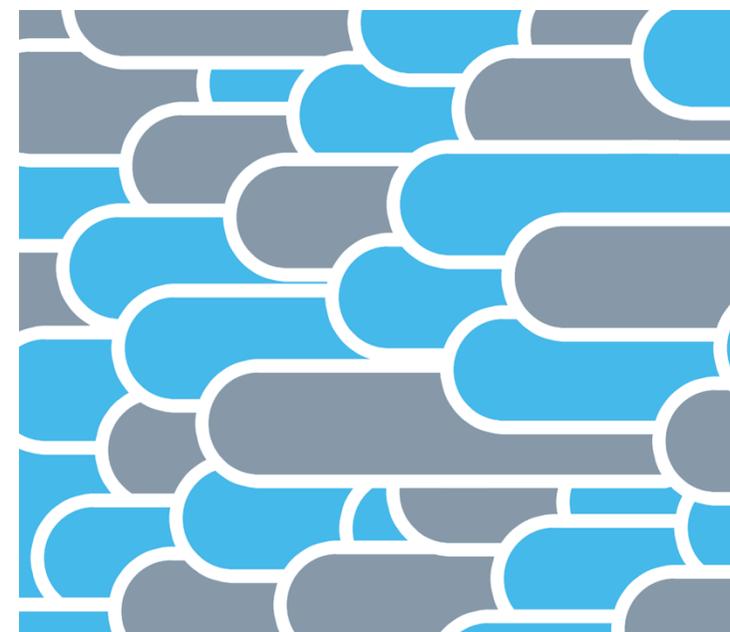
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Joint Enterprise University Learning



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Rationale

There are growing difficulties faced by Chinese and Vietnamese HEI graduates in landing the first job because what they learn at universities does not match the market's need in a rapidly changing economy. The highly competitive job market and growing unemployment pressure have triggered university students' interest in seeking creativity and entrepreneurship education. Consequently, JEUL project aims at answering this urgent demand for China's and Vietnam's Higher Education Institutions to inspire and strengthen university students' creativity and entrepreneurship to tackle the dual challenge of an increasing sophistication of the labour market coupled with growing unemployment as the countries graduate from the "mid-income trap".

Objectives

The specific objectives of the project are:

- To establish university-industry links on a formal basis, while arranging placements for staff and students and involving enterprises in university committees.
- To improve teaching and learning methods by developing and using case studies on the basis of partner companies' specific experiences.
- To identify the skill and knowledge needs of enterprises through a survey and feedback on student placements, and upgrading the curricula by embedding these skills.
- To develop and implement a 2-module Enterprise Pathway in each partner country university.

Activities and Outputs

JEUL is designed to enable universities to strengthen their links with enterprises, improving teaching and learning methods, so that their curricula will be able to respond to the market needs. The main deliverables of JEUL project are:



- Establishing links between HEI and Industry.
- Developing and utilising case studies, embedding such teaching methodology in partner countries universities.
- Identifying skills and knowledge shortages and embedding the required skills in the curricula.
- Developing 2 undergraduate modules on the Enterprise Pathway and a suitable VLE deliver mode.

Target Groups

The target groups of the project are universities, their staff, their present and future students, and enterprises. The Government and society at large will also benefit.

JEUL will produce durable and sustained impact: After the end of the project, cooperation between EU and partner countries universities will continue albeit in a different form (other joint projects, bilateral agreements, possible joint degrees, etc.) as a result of the links developed during the life of this project.

Innovation

JEUL responds timely and promptly to societal and economic challenges of the partner countries from an educational stand point. Both China and Vietnam in the last few years tried to bridge the gap between the academic world and industry adopting strategies at national level.

JEUL is innovative, because it develops a joint university-private sector model involving at the same time institutions from the Asian region (VN and CN) and Europe.

Find more information on:

www.jeul.eu