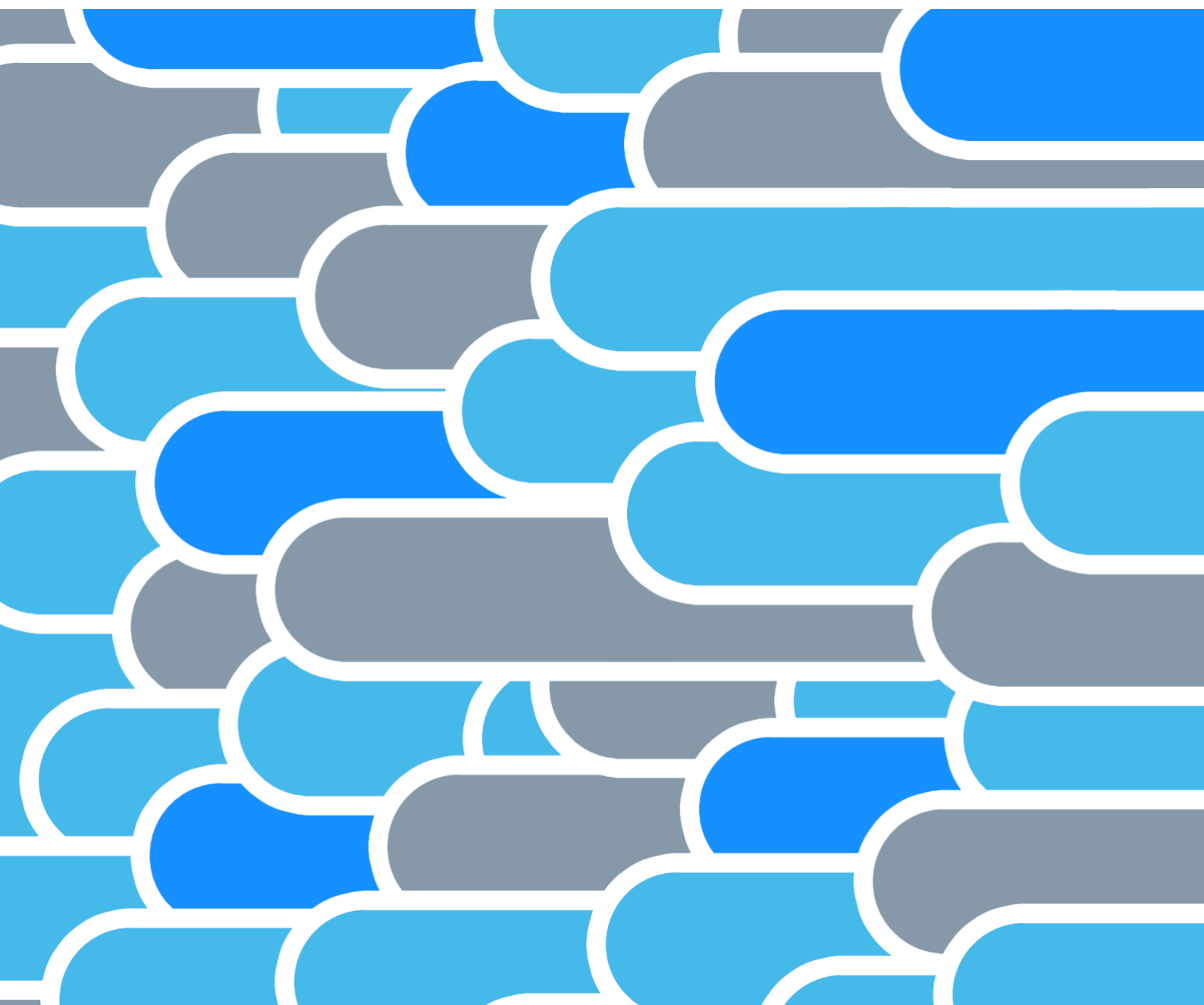


# JEUL Newsletter Nr.5

January 2021



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## Project activities

Despite travel restrictions, the JEUL partners are advancing the implementation of the project activities:

Online meetings between the project partners have taken place during the lockdown, which affected all the project partners. The meeting helped the JEUL partners to continue the implementation of the project remotely and designing new activities, taking into consideration the unexpected conditions caused by the coronavirus pandemic.

The staff of Jiangnan University attended the first session of the online training for placement officers, which took place on December 21, 2020. Lorenzo Costantino, trainer of IHF, presented the impact of the coronavirus pandemic on placement offices activities and described the stakeholder survey, which will be launched by IHF in early 2021.

In December, 2020, two sessions of the online visit of the Jiangnan University to the University of Siena were held. The University of Siena together with IHF and the Jiangnan University launched the virtual mobility program under the JEUL project.

On the 23rd of December 2020 the session of four online workshops on undergraduate programme „Enterprise Pathway“ started at Vilnius University. Participants from both Vilnius and Jiangnan Universities took part in the workshop. The Entrepreneurial Pathway is an undergraduate programme designed to introduce university students to the world of business and to develop their interest in setting up their own business.

# Two new partners in the JEUL project

The Jiangnan University and Institut de Haute Formation aux Politiques Communautaires (IHF) are new partners of the JEUL project.



Institut de Haute Formation aux Politiques Communautaires



江南大学  
JIANGNAN UNIVERSITY

Jiangnan University has been engaged in JEUL project since its inception, attending the Workshop on university-industry links, which took place at Nanjing NUAA on March 26-29, 2018 (Task 1.1 of JEUL project), and supporting other project activities such as signature of MoUs with enterprises (Task 1.3), the survey to the Chinese companies (Task 1.7) and Seminar on results of enterprise survey & feedback from student placement (Task 3.1). Moreover, situated in Jiangsu, the second province in China for GDP with one of the highest concentration of enterprises and one of the major regions in terms of student population, it can enormously maximize the impact of JEUL project boosting vastly its range of action.

IHF is a Belgian NGO based in Brussels and was established in 2003. It works on visibility, awareness, and dissemination on the various aspects of European Integration, including work on Higher Education. IHF has more than 15 years of experience in EU funded projects and is currently involved in implementing 20 projects funded under Erasmus+. This enabled IHF to gain considerable experience in “VALORISATION” accrued through the years and the direct participation to various EU funded Projects.

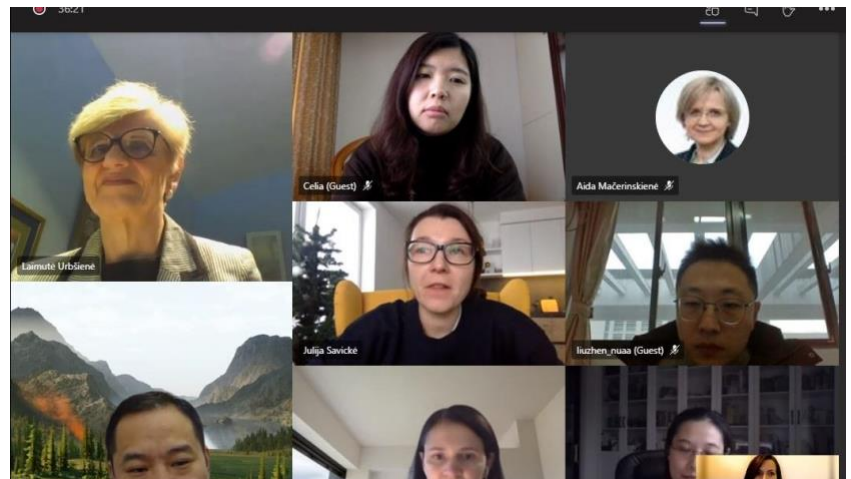
Both the Jiangnan University and IHF share the vision and ambition of JEUL and has committed to all the project activities.

# Remote workshop on undergraduate programme “Enterprise Pathway”

The session of four online workshops on undergraduate programme „Enterprise Pathway“ started at Vilnius University on the 23rd of December 2020.

The aim of these workshops was to use the experience of the *Vilnius University* and assist Jiangnan University in preparation of the syllabus of the study module “Finance for non Finance Managers”. Also to help them to prepare teaching material and to develop the teaching and learning strategy based on a ‘blended learning’ approach – using traditional face-to-face delivery supported by the use of a virtual learning environment platform/ technology and up to date teaching methods.

The workshop has been opened by Dean of the Faculty of Economics and Business Administration prof. dr. Aida Mačerinskienė, who welcomed the participants of the workshop and wished interesting discussions, valuable experience and good emotions. The speech of the Dean was followed by introductory presentations of Vilnius and Jiangnan Universities.



During the four workshops various topics have been discussed. Study process organization at Vilnius University has been presented by the coordinator for international studies Gintarė Paulauskaitė, assoc. prof. dr. Laimutė Urbšienė has prepared presentations on a couple of topics, including „Finance module for non-finance students“ and „Practical application of Moodle functions“, assoc. prof. dr. Giedrė Dzemydaitė presented different methods applied for student involvement in remote study process and shared her experience on „Empowering virtual learning environment in study process“. Assist. dr. Julija Savickė has also shared her experience in remote teaching and student involvement.

„Finance for non-financial Managers“ syllabus was perfectly executed by the professors of Jiangnan University – assoc. prof. Jiaqi Chen and Zhen Liu. Associate dean dr. Yuhong Wang and Celia Tao have also contributed to the discussions of the workshop.

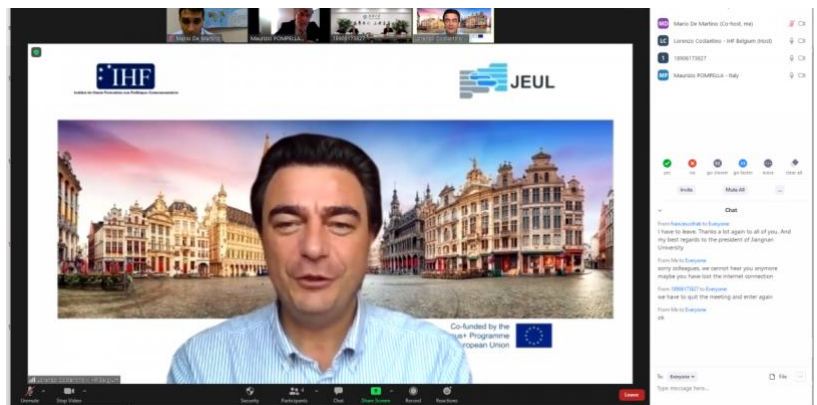
Prof. Petr Šulc from Škoda Auto University has shared the strategy of involving business organizations in the process of higher education that are exercised at Škoda Auto University.

During the last session of the workshop vice-dean for partnerships and projects of the Faculty of Economics and Business Administration (VU) dr. Gediminas Rumšas has joined the colleagues and presented cooperation channels between the Faculty and business.

# Jiangnan University senior staff visits to the University of Siena

The key themes discussed during the virtual mobility were: University and Enterprise collaboration in European, Italian and Chinese perspectives; the academic and pedagogical aspects of University / Enterprise collaboration; the operational aspects of university/enterprise collaboration. Key participants in the sessions and events included teaching, research and admin staff members of the three organizations.

The University of Siena, Jiangnan University and IHF have been accelerating the implementation of the JEUL project after the disruptions due to COVID-19; the shift towards virtual mobilities and collaborations is proving effective in securing participation and development of tangible results, such as case studies, training material and upgrade of curricula.



During the 2<sup>nd</sup> session of the visit, Prof. Costanza Consolandi, professor of Corporate finance and rector delegate for sustainability at the University of Siena, illustrated how the University of Siena manages the students' placement to the Jiangnan University's teaching staff. Prof. Consolandi focused on three aspects of placements: 1) System of contacts; 2) Career events at the University of Siena; 3) Career guidance.



Prof. Consolandi presented the University of Siena practices and facilitated the discussion at the senior staff level of the best strategies that universities should adopt to improve students' employability after their studies. Prof. Roberto Di Pietra explained the University-Enterprise Cooperation at the departmental level, focusing on the domestic Experience and international Strategies. Ms. Milena Fadda presented the international dimension of the University of Siena, stressing the existing collaboration activities with Chinese universities.

Prof. Maurizio Pomplella (University of Siena) and Lorenzo Costantino (IHF) conducted a brainstorming session dedicated to the strategies of collaboration, discussing the impact that COVID-19 had and how it can be an opportunity in several aspects (didactical models, to introduce participating activities, case studies).



# Online meeting between the Rector of the University of Siena and president of Jiangnan University

The meeting between Prof. Francesco Frati, rector of the University of Siena, and Prof. Wei Chen, president of Jiangnan University, opened the activity “visit of the senior staff from the Jiangnan University to the University of Siena” in the framework of the JEUL project on December 11, 2020.



Prof. Frati welcomed the Jiangnan University in the JEUL project as a new partner of the project and wished a fruitful collaboration between the two universities beyond the project activities. The coronavirus pandemic, affirmed Prof. Frati, should not be a barrier and on the opposite should be seen as an opportunity for future activities of collaboration.

Prof. Wei Chen stressed the great interest of the Jiangnan University of joining the project and underlined the shared vision in the achievement of the project goals. Prof. Wei Chen affirmed that the JEUL project represents a great opportunity to establish strong links not only between university and enterprises, but also between Chinese and European higher education institutions.

## Future events

- | The partner countries universities will work on case studies before the next online training planned in Spring (from February till May, 2021)
- | Online workshop on curriculum development for Jiangnan University organized by Skoda Auto University (March 2021)

- | 2<sup>nd</sup> part of the online workshop for placement officers for Jiangnan University organized by the University of Siena (March 2021)
- | - survey on student placement activities during the coronavirus pandemic managed by IHF (February-May 2021)

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Follow the project activities by joining [LinkedIn group](#).

## JEUL partners



University of  
**Kent**



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