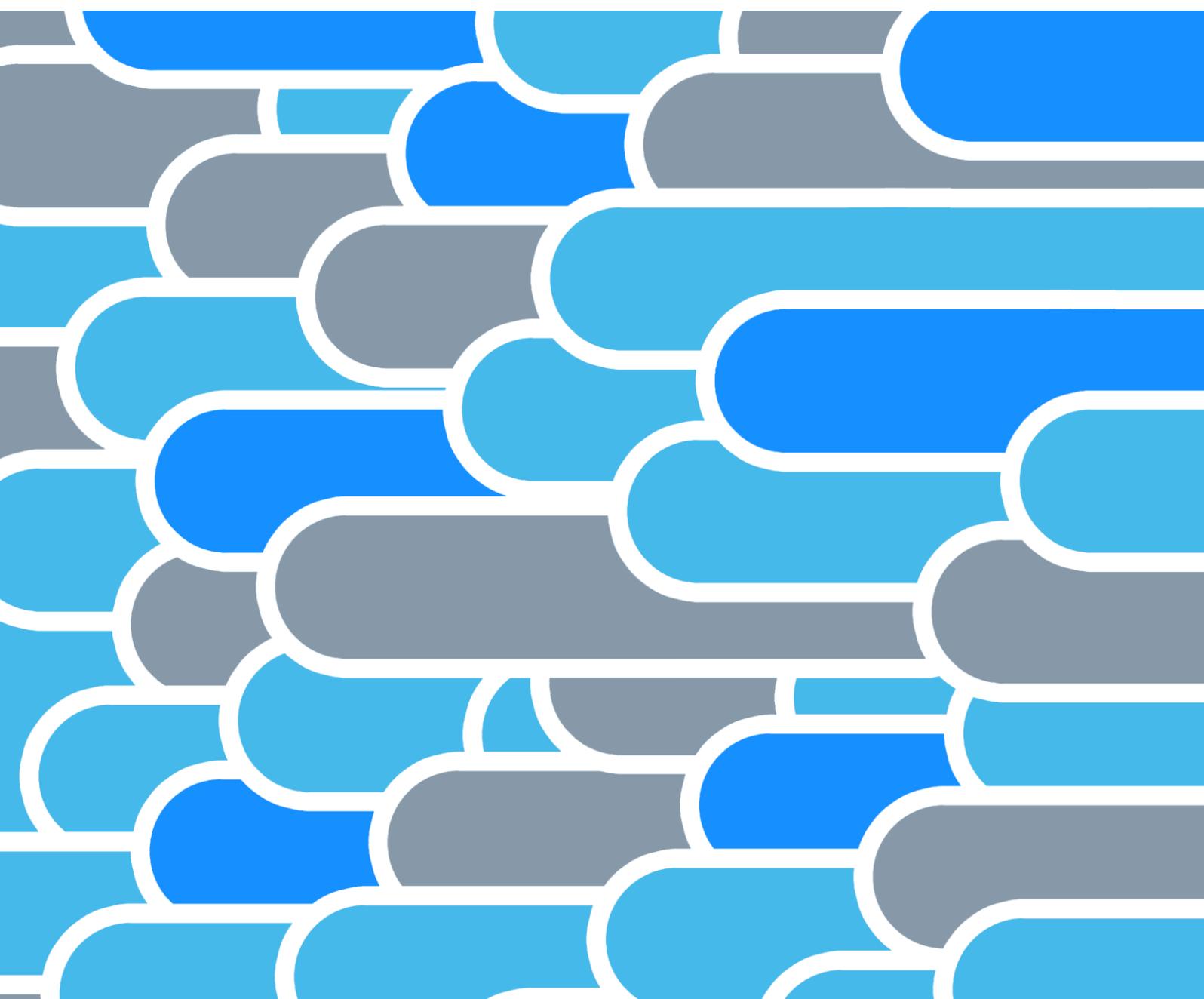


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Project rationale

There are growing difficulties faced by Chinese and Vietnamese university 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. In order to meet the students' needs in dynamic market conditions universities from China and Vietnam look up to European partners for good practices.

The aim of this project is to establish and develop lasting cooperation among HEI and private sector, to influence the way universities work and enable them to learn from the entrepreneurial nature of companies, develop and use case studies based on the experience

of companies - enhance their teaching and learning methods and gain an understanding of the needs of enterprises and improve the curricula accordingly. The idea is to move towards becoming Entrepreneurial Universities.

Although educational entrepreneurship is not new in both China and Vietnam, expertise on developing university-enterprise cooperation is not always managed to respond adequately to the current challenges. The involvement of EU universities and their experience in developing a joint university-private sector model is essential to enable partner countries universities to change the present situation. JEUL project will introduce innovative elements, which will have a positive impact and a spill-over effect on other relevant stakeholders in partner countries (China and Vietnam).

Target groups and impact

- | 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.

Project activities

During the three years project JEUL partners will:

- | Introduce case studies methodology focused on local firms and economic environment. Most of academic literature on case studies in partner countries is based on foreign experience, which is not always relevant in the partner countries context.
- | Strengthen practice-oriented teaching methodology. The practical approach of case studies and teaching methodology mostly focused on real life situations and problem solving is an element of innovation in the partner countries universities, where teaching methodology is often too theoretical oriented.
- | Foster cooperation both at regional level (Chinese and Vietnamese universities will cooperate actively together, trying to develop a model of university-industry which fits better for their national and regional settings) and at wider level (all the project activities will involve active participation both of European and partner countries universities). The gap between the academic world and industry in partner countries is still too large and the activities supported by JEUL project aims at reducing it, fostering cooperation at intra-regional (within the Asian region) and extra-regional (between Asia and Europe) level.
- | The 2-module Enterprise Pathway will be established, which will be taught as optional subjects and will renew curricula in partner universities. This element of flexibility has the advantage of being more easily adopted in partner countries universities. Moreover, the benefits of such modules will facilitate the development of similar modules, which will further enrich the academic offer in partner universities.

Partners

The JEUL project consortium was set up by higher education institutions representing 6 countries (Italy, United Kingdom, Czech Republic, Lithuania, China and Vietnam). Partners and represent the balance between EU and Third Countries' HEIs and have wide and diverse expertise in university enterprise cooperation. Furthermore, they combine the complementary types of expertise necessary to perform the project at a high quality and impact.

The Project is coordinated by University of Siena, other partners include:

- UEH Ho Chi Minh (UEH), VN;
- BUH Ho Chi Minh (BUH), VN
- Nankai University (NA), CN
- Nanjing NUAA (NUAA), CN
- University of Kent (KBS), UK
- Vilnius University (VU), LT
- ŠKODA AUTO University (SAVS), CZ
- EU-China Economics & Politics Institute (EUCHINAEPI), CZ

Project meetings

The kick-off meeting of JEUL took place in February 2018, hosted at University of in Italy. The objective of the meeting was to get to know each other better and to divide responsibilities to ensure correct Management of JEUL, using appropriate Project Management procedures, tools and techniques.

Workshop on University – Enterprise Links was organized by NUAA, in China, where all project partners together with enterprise representatives shared their experience and approaches in working together to enhance teaching and learning methods, upgrade the curricula in line with the needs of enterprises. During the meeting, the Memorandums of Understanding were signed between NUAA and Enterprises.



**Meeting picture – University of Siena,
February 2018**



**Meeting picture – NUA,
March 2018**

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

JEUL partners



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