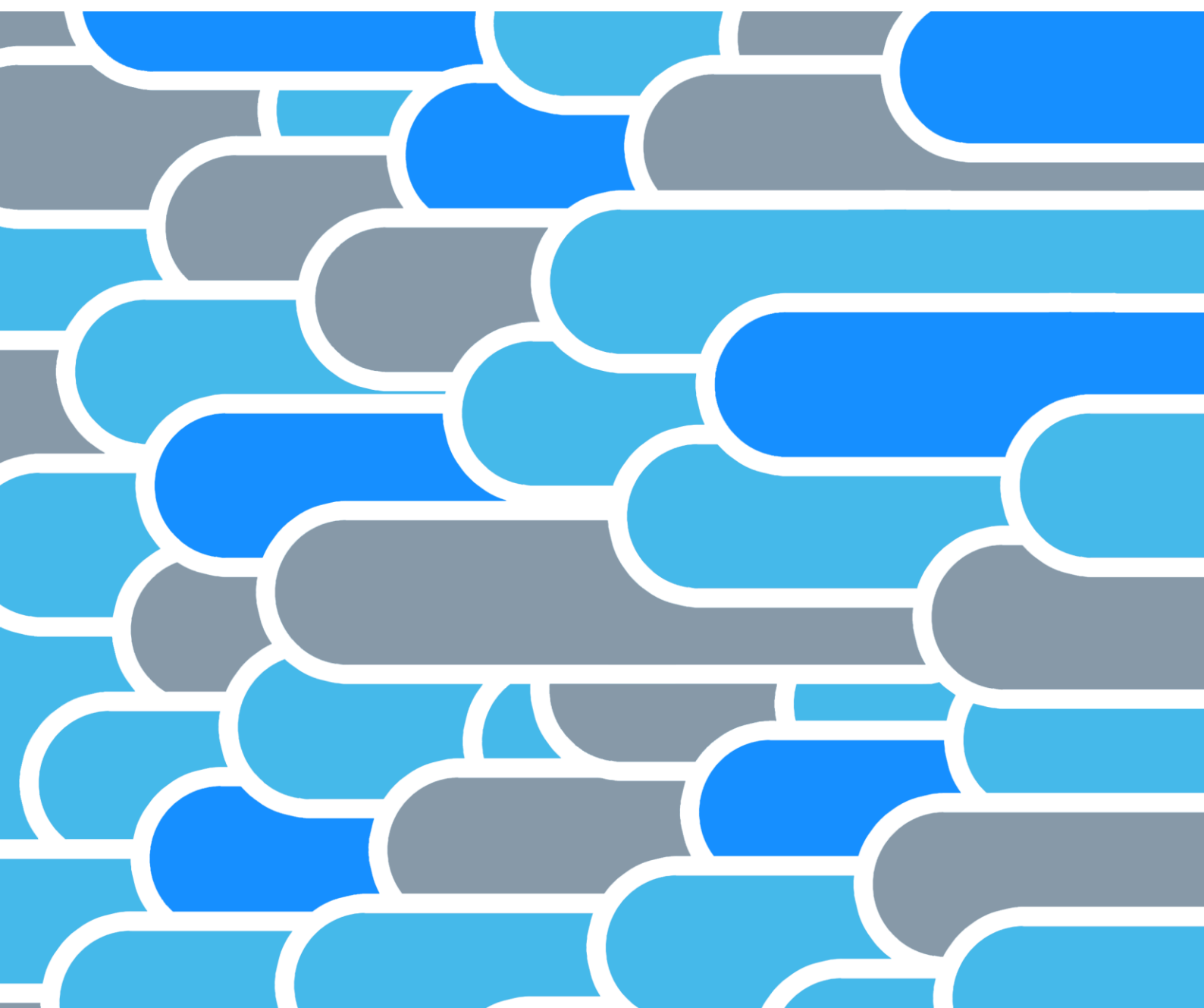


# JEUL Newsletter No.2

November 2018



# Content

PROJECT ACTIVITIES .....	2
ENTERPRISE PATHWAY WORKSHOPS .....	3
TRAINING OF PLACEMENT OFFICERS .....	4
MOUS AND EMPLOYER SURVEY .....	5
FUTURE EVENTS .....	5
CONTACT AND PARTNERSHIP .....	6

## Project activities

After a year of working together the project team has carried out several important activities and achieved milestones planned within the project:

- | The employers' survey for Vietnamese and Chinese businesses was launched in order to determine skills and knowledge shortages of students. The survey feedback will assist universities in China and Vietnam to embed the skills required in the labour market into the curricula of studies.
- | Two Enterprise pathway workshops were carried out in order to help partner universities in development of two undergraduate modules based on innovative teaching and learning methods and would bring partner universities closer to Entrepreneurial mind-set.
- | The training for placement officers and senior staff visits were organized in EU partner universities in order to share experience on establishing and developing a long lasting cooperation with the private sector organizations and compare activities carried out by placement offices.
- | MoUs were signed with business organizations in order to start cooperation on a more committed level and learn from the entrepreneurial nature of companies, develop and use case studies based on the experience of private sector.

# Enterprise pathway workshops



Enterprise pathway workshops concentrated on improvement of bachelor level study modules through enhancement of course syllabus, including learning outcomes, teaching and learning strategy. Changes were achieved through sharing experience in blended learning possibilities with EU partners, use of VLE environments and introduction of university students to the world of business and entrepreneurship.

First workshop was organized by Vilnius University in Lithuania in June, 2018. The focus of the workshop was mostly on the use of blended learning in finance courses (as example). Participants were introduced to the Moodle system possibilities and features. Experiences were shared of innovative teaching and learning methods, course syllabus examples were provided and discussed.

The Second workshop took place in University of Kent, UK in September, 2018. The focus of the workshop was entrepreneurial module structures, use of VLE for blended learning possibilities and use of innovative teaching methods. Furthermore, practical examples of entrepreneurial activities with students, such as “Selfie” internship where students have an opportunity to develop their own businesses during the required internships at the university, were shared with partners.



# Training of placement officers



To achieve the aim of bringing closer the students of Vietnamese and Chinese universities to entrepreneurial mind-set and closing the gap between the skills mismatch, universities had to establish a mechanism through which they can learn from enterprises by sending their staff and students to companies on placements and internships.

For this purpose placement offices were set up in Vietnamese and Chinese partner universities and one-week training workshop took place in University of Siena in October, 2018. Partners were introduced to the placement offices' activities and roles within the University of Siena and other EU partner universities.

Partners shared good practices and experiences in various placement office activities. Some activities, such as student internship supervision, career days and staff placements were common among partners, other activities were unique. Some examples of highlighted unique activities can be "Selfie" internship available in University of Kent, where students have an opportunity to develop their own businesses during the required internships at the university. The other, would be a Smart internships of Vilnius University, where students from different fields of studies have the opportunity to work in teams on a real life business problem.



## MoUs and Employer survey

Workshop on university - industry links carried out early in the project laid a strong foundation for collaboration between Vietnamese and Chinese partner universities and private sector enterprises. This relationship was further strengthened by signing MoUs between universities and businesses.

Furthermore, senior staff visits were arranged to EU partner universities to take in good practice examples of activities carried out with businesses and discuss possible modalities of cooperation and their benefits with company managers.

The project then took advantage of the established relationships with business partners and launched the employers' survey for Vietnamese and Chinese businesses in order to gain knowledge of the skills required in the labour market and their mismatch to skills currently developed in the curricula of studies.

By determining the lack skills and knowledge of students required in the labour market, the survey will allow the universities in China and Vietnam to improve the employability of their students through elimination of skills mismatch.

## Future events

Workshop on Role of Case Studies in Effective Teaching and Learning will take place in University of Economics Hochiminh city - UEH (Viet Nam) from 19th November to 23rd November. During the workshop partners will share experience on development and use of case studies in the study process.

JEUL 1<sup>st</sup> annual meeting in Hosted by Banking University HCMC. (Vietnam) on 18<sup>th</sup>-27<sup>th</sup> January, 2019. Annual meeting will be combined with the seminar on results of enterprise survey & feedback and EU experts will assist with the implementation of VLE platform at partner universities.



## Contact



### Prof. Maurizio Pompella

University of Siena  
Rettorato, via Banchi di Sotto 55, 53100 Siena, Italy  
Phone: +39 (0) 577232720  
[pompella@unisi.it](mailto:pompella@unisi.it)

Follow the project activities by joining [LinkedIn group](#) or on the website: [www.jeul.eu](http://www.jeul.eu).

## JEUL partners



*The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*