



**Enhancing Teaching, Learning and Graduate Employability through
University-Enterprise Cooperation**

Training Workshop for Liaison Officers

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Wider Objective

This project aims to enhance university enterprise cooperation in Jordan and Lebanon in order to:

- improve teaching and learning in partner universities,
- enhance the employability of graduates and
- create conditions for applied research cooperation and knowledge transfer between partner HEIs and enterprises.



Specific Objectives (i)

1. To stimulate the development of an enterprise cooperation culture at partner universities.
2. To develop new forms of industry-oriented education by establishing Industry Liaison Offices, arranging placement for students in companies, and involving company managers in lecturing and mentoring student projects.



Specific Objectives (2)

3. To improve the ICT curricula and upgrade the capacities of academic and technical staff and equipment of partner universities through study visits to EU partner institutions.

4. Strengthen the internationalisation of partner country universities



Work of Liaison Offices

- Develop University-Enterprise Cooperation Network
- Develop a programme of activities around Enterprise-Oriented Education

University-Enterprise Network

- Find Companies
- Sign MOUs
- Engage them in the Network's activities



How to find companies?

- Existing links
- Use INT@J (in JO) and SCSL (in LB) for new links
- Approach alumni
- Start ups supported by universities
- Other professional organisations (e.g. Order of Engineers in LB)
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MOUs

FORMALISE THE MUTUALLY BENEFICIAL RELATIONSHIP

- **For companies**

- Arrange visits to Universities by senior company staff to offer lectures/seminars
- Senior company staff to mentor student
- Possibility of research collaboration

- **For students**

- Short visits to companies
- Internships (placements) at partner companies (short and long)



Develop Activities of Liaison Office

- Organizing regular workshops and seminars for students, staff and enterprise employees (incl. EU visitors)
- Organise competition for best project and best mentor
- Developing the framework and platform software for virtual internship



Possible seminars topics

- Challenges of higher education in a digital era
- Improving graduate employability through curriculum development
- Labour market transformation in fourth industrial revolution

Possible seminars topics

- Digital marketing academy
- Social Selling
- Conflict resolution and unleashing creativity in virtual teams
- Artificial intelligence application in the financial sector
- Other suggestions???

Possible Student Seminar Topics

- How to apply for a job in the digital era
- How to become a digital entrepreneur

Possible Student Competitions

- Best company-based project
- Best Mentor
- Best digital company idea



Other related issues

- Database of student projects (especially company-based projects)
- A software to facilitate the link between students and companies
- A platform for virtual internship

ELEGANT

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Thank you



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