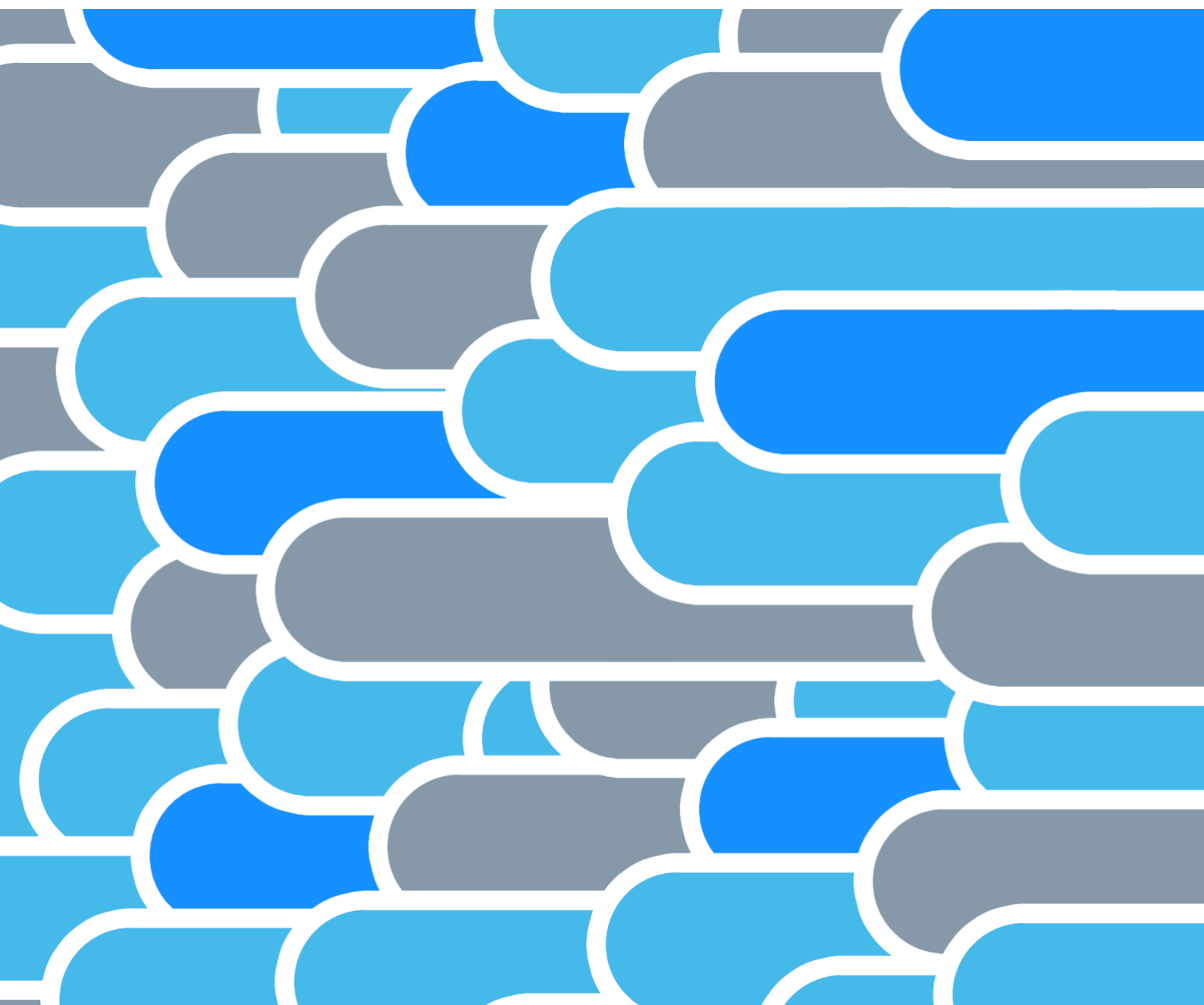


JEUL Newsletter Nr.6

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Project activities

Due to a severe impact of the pandemic, the Executive Agency in Brussels has allowed extending the JEUL project for one year to complete the pending project activities. On October 6 and 10, 2021, a two-day session on how to advance the implementation of the project and plan activities moving forward took place. The partner universities are brokering Memoranda of Understanding with the private sector and reinforcing the capacity of their placement offices to facilitate the transition of students from the world of education to the world of work. On November 2, 2021, the JEUL consortium gathered in an online plenary session to confirm the action plan for the remaining months of the project.

On March 16-19, 2021, ŠAVŠ held a four-day on-line workshop during which lecturers from ŠAVŠ shared and exchanged their experience with representatives from

Jiangnan university (JU), taking into account the students results from JU from internship experience.

The JEUL Placement Platform completed in June 2021. The platform intends to facilitate the work of the Placement Offices of Chinese and Vietnamese universities, helping them to build and enhance their capacities.

Mario De Martino (University of Siena) presented the JEUL project at the 5th Management and Business World Conference on February 19-20, 2021, the online SDU Global Partners' Week organized by the Shandong University (China), and the online event "L'entrepreneuriat social et la management de la santé" organized by RUDN University and supported by the Francophone University Agency.

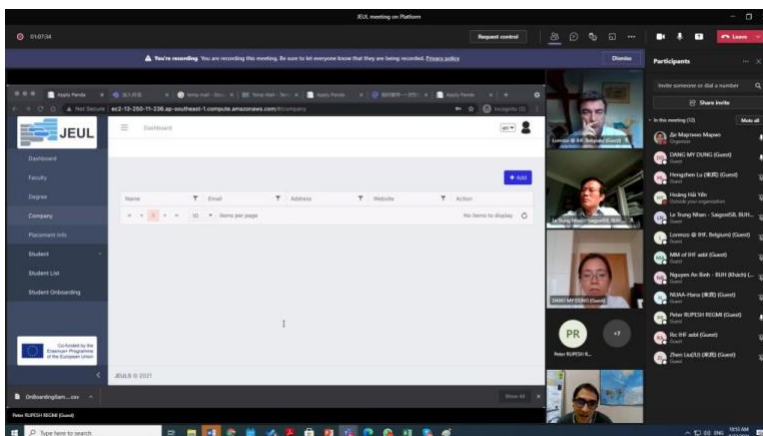
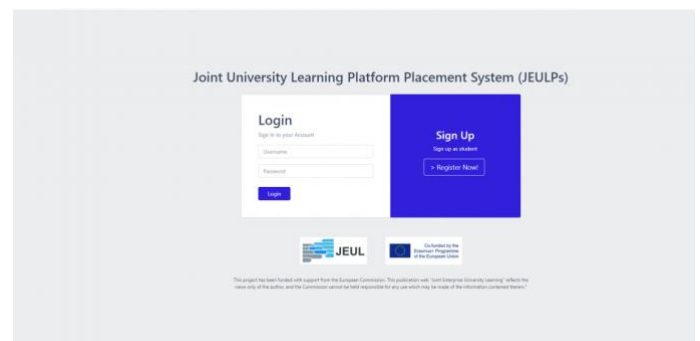
The JEUL Placement Platform

The JEUL Placement Platform intends to facilitate the work of the Placement Offices of Chinese and Vietnamese universities, helping them to build and enhance their capacities. The JEUL Placement Platform is the result of the survey carried out among 400 Chinese and Vietnamese universities, who responded to the questionnaires elaborated by the partner universities of the project. Moreover, it responds to the needs emerged during the project implementation in improving the collaboration between universities and enterprises.

The system comprises of login for the three stakeholders

- University
- Enterprises
- Students

The JEUL Placement Platform is available on this link applypanda.com.



Furthermore, on 22 September, 2021, trainers of the company Fresh Start Nepal Private Limited showed to the academic and administrative staff of placement offices of Chinese and Vietnamese all the functionalities of the JEUL Job placement Software Application. In the event participated also representatives of the University of Siena, coordinator of the project, and IHF, partner of the JEUL project, who gave their suggestions on how to improve the functions of the platform.

Thanks to the JEUL Placement Platform, students will be able to find faster internship opportunities, while universities and companies will enhance their collaboration.

Reinforcing Collaboration Between Industry and University: The JEUL Project Brokers Cooperation Between Europe and Asia

18th and 19th January 2021 – UEH joined the JEUL Virtual Event “University-Industry Links” hosted by Jiangnan University. The two-day event showcased the experience of universities from the Czech Republic, Italy, Lithuania, the UK, China, and Vietnam on the opportunities and challenges of enterprise/university collaboration. European universities are responsible for helping Vietnamese and Chinese universities in improving their curriculum in order to suit the requirements of the labor market.

Within the framework of the JEUL project, UEH has participated in 06 main work packages as follows:

- | Establish Links with Industry
- | Identify skills and knowledge shortages and embed them in curricula
- | Develop and utilize Case studies in Teaching
- | Develop teaching material for 2 undergraduate modules on the Enterprise Pathway and a suitable Virtual Learning Environment (VLE) delivery mode
- | Quality Assurance
- | Dissemination and Exploitation



During this conference, UEH shared experiences in the linkage of universities and businesses as follows:

- (1) UEH has signed MOU, MOA with enterprises recently in areas such as training, research, consulting, recruitment, internships;
- (2) Introduction of corporation between UEH and enterprises in training, especially the Enterprise Term.
- (3) Inviting enterprises to participate in training and teaching Soft Skills subject and expertise;
- (4) In order to combine theory and practice UEH invites businesses to participate in teaching 30% of the subjects.
- (5) Developing the Alumni network in linking teaching, scientific research, and financial support.

Banking University of Ho Chi Minh City and TMA signed a strategic cooperation agreement



On March 19, 2021, Banking University of Ho Chi Minh City and TMA Solutions, leading Vietnam software outsourcing company, had a ceremony to sign a strategic cooperation agreement on training, research and technology application.

With the goal of applying technology to contribute to the modernization of Vietnam's finance and banking industry, the two sides have planned to cooperate to train, research and deploy financial technology (Fintech) solutions, science and technology. data learning, artificial intelligence, digital transformation, security, automation of financial - banking activities. The signed contents will be implemented right in the second quarter of this year.

Future events

- | Workshop on role of case studies in effective teaching and learning in China (April 2022)
- | Placement of 6 staff from each CN & VN university to partner companies (May 2022)

- | Memoranda of understanding between CN & VN universities and enterprises (May 2022)
- | Development of an on-line platform to match companies' needs and students' abilities and skills.

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

JEUL partners



University of
Kent



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