



Joint Project Curricula Reform TEMPUS IV-4 (2011)

Two cycle E-Commerce curricula to serve Information Society in RU, UA and IL

Project overview

Kick-Off Conference

**National Mining University (Dnipropetrowsk, Ukraine)
28-30.11.2011**

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This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein

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*Learning for the future: new skills for new jobs
Practice oriented Student-centred learning*

Overview of the results of the third call for proposals

450 applications received – 400 eligible
64 proposals recommended for funding

(14%)

	average	ECOMMIS
consortium size	14 partners	19 partners
budget size	€ 848.000	€ 1.214.000

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Main goals

Four new core curricula

- ✓E-Commerce
- ✓Internet Trading on Financial markets and Stock market systems
- ✓Information Systems for Financial Analyses and Investment
- ✓ERP Systems

New supporting infrastructure

- ✓PC Pool for ERP-, CRM-, SCM-systems, etc.
- ✓Network "EBO" offices (Electronic Business Offices) with stakeholders support

Four training programs for non academic social groups

- Fascinating Basic E-commerce skills (for school boys and girls aged about 15);
- Intensify E-commerce skills (for working population);
- How to survive in the hard IT world (for retirees);
- Efficient family investor and manager of family budget (for ladies)

Five new modules

- ✓Customer-oriented Systems (CRM)
- ✓Internet Marketing
- ✓Electronic Systems of Document Turnover
- ✓Legal issues for E-commerce (national/international aspect)
- ✓Advanced Security for E-Commerce

Project duration: 3 years

Three practice oriented business games

- Internet Trading;
- Electronic Systems of Document Turnover;
- Internet Marketing

Consortium as a whole



EU countries:
3 universities; spin-off enterprise

Partner countries:
9 universities, Alumni Association, Chambers of Commerce Samara region, Crimean branch of Union of Entrepreneurs, 3 Governmental Organizations

Consortium



VILNIAUS GEDIMINO TECHNIKOS
UNIVERSITETA, Lithuania

Technical University of Berlin, Germany



FONTYS University of Applied Sciences, Netherlands

ECM Office, Germany



National Mining University, Ukraine

Odessa State Economic University, Ukraine



Taurida National University, Ukraine

Consortium



Moscow State University of Economics,
Statistics, Informatics, Russian Federation



Povolzhskiy State University of
Telecommunication & Informatic, Russian Federation



Siberian State University of
Telecommunication & IT, Russian Federation

Israel Institute of Technology, Israel



University of Haifa, Israel

Ruppin Academic Center, Israel



Consortium

Technion Alumni Association, Israel

Ministry of Education and Science of
reg. Samara, Russian Federation



Ministry of Education and Science, Ukraine

Chamber of Commerce and Industry,
region Samara, Russian Federation
Crimean regional branch of Union of
Entrepreneurs, Ukraine

Ministry of Trade and Labor, Israel

Work plan overview

Project Year 1 (Start Phase)

1. Review/ analyze the current curricula closely connected with the field of “E-Commerce“
2. Upgrade the selected current curricula inclusive ECTS.
3. First develop teaching materials for 4 new core curricula and 5 modules and on this base a set of curricula and modules. Develop three practice oriented business games
4. Develop four additional training programmes for other social groups interested in “E-Commerce”. This activity will not be fulfilled in the first year, but continued in the second year.
5. Begin to develop, publish and purchase an interdisciplinary manual, handbooks and syllabi.
6. Prepare a set of documentation for PC pools and EBO, purchase / install equipment.

Work plan overview

Project Year 2 (Working out Phase)

1. Complete upgrade selected current curricula inclusive ECTS.
2. Accredite a set of curricula and modules on institutional level.
3. Complete developing 4 additional training programmes for non academic social groups.
4. Complete developing, publishing and purchasing an interdisciplinary manual, handbooks, syllabi.
5. Complete of purchasing/installing equipment for PC pools and EBO

Work plan overview

Project Year 2 (Working out Phase)

6. **Trainings:** train academic teachers in new curricula, methodology / in additional training programmes. Tentatively: 3 or 4 retraining courses in 4 curricula (duration each two or three weeks) will be prepared, organized and carried out by VGTU (Vilnius, LT), TUB (Berlin, DE), Fontys (Eindhoven, NL).
One training course for teachers for non academic social groups (about 24 teachers, duration 12 days in Ukraine).
Administrative staff training for EBO will take place in TUB, prepared and carried out by ECM Office.
7. **Master Classes:** minimum 16 Master Classes on operation of new PC pools will be prepared and delivered in target universities. Complete establishing E-Business Offices and international net. At the beginning the network will consist at least of representatives from 8 EBOs. It is planned to involve in the international net 8 target universities and other stakeholders.

Work plan overview

Project Year 3 (Final Phase)

1. **Accredit** a set of curricula and modules on national level.
2. **Pilot teaching /operation**: teaching students in new curricula /modules.
Approximately 30 students from each target university will be involved in the courses offering new curricula / modules.
3. **Pilot operation of EBO/ international net** will be continued involving universities and stakeholders outside the project.

This activity targets to ensure the sustainable operation.

Work plan overview

Disseminations & Sustainable Activities

From the first till the last day of project life are planned activities on dissemination of information and ensuring of sustainability of project outcomes. Each target university will work out timetables for publications, information and sustainability ensuring events based on activities by EBO / international net.

It is planned to invite representatives from stakeholders and universities outside the consortium to promote and disseminate the project outcomes.

To involve new participants into the project activities will be developed "ECOMMIS Plus" Agreement.

- Conferences & workshops
- Project web portal
- Involving stakeholders
- Finding and attracting sponsors
- Commercialization of results

Work plan overview

Project Quality control

Project Quality control will be implemented on the basis of the target university's quality assurance systems.

Internal /external evaluation: In order to set up effective quality control mechanism, the Internal Evaluation Board (IEB) will be appointed. The list of activities will include: comparison with timetable of the project activities in Work plan; Evaluation of outcomes and their quality in form of Questionnaire / Interview reports received from target students /academics/ stakeholders, and graduates groups; external evaluation will be carried out by DAAD, NTO of Russia, Ukraine and Israel.

Work plan overview

Project Management

Project Management Team (PMT) will be formed as a strategic decision-making body inclusive: Coordinator - Prof. N. Poliulis (VGTU), Project Manager - Dr. A. Sterenharz (ECM Office) and Academic-content Manager - Dr. A. Yurasov (PSTU), besides that one representative from each consortium member who at the same time will operate as coordinators in their institutions. The local coordinator will lead the special formed Local Project Team (LPT) of his institution.

Coordination meetings: International, regional and local/hosting coordination meetings.

Daily project administration and coordination: project management, administration and coordination will be carried out by the coordinator (VGTU) and Project manager (ECM Office) with LPT from target universities.

Good bye !

THANK YOU FOR YOUR ATTENTION!

СПАСИБО ЗА ВНИМАНИЕ!

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