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MAIN OBJECTIVES OF THE TEMPUS JOINT PROJECT CURRICULA DEVELOPMENT “ECOMMIS”

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ОСНОВНІ ЗАДАЧІ РОЗРОБКИ НАВЧАЛЬНИХ ПЛАНІВ СПІЛЬНОГО ПРОЕКТУ ТЕМПУС “ECOMMIS”

Introduction. Today the education is perceived as an essential prerequisite for economic and social wellbeing of society. Civil society expects from its universities activities targeting active cooperation to meet the challenges of the XXI century.

TEMPUS projects effort universities an opportunity to develop to flexible entities, which are able to respond to changing requirements of the labour market.

TEMPUS is one of the programs of the European Union, aimed at facilitating the development of higher education systems (eacea.ec.europa.eu/tempus/index_en.php). The objective of the program is to support and expand international cooperation to modernize and harmonize higher educational systems of different countries implementing the Bologna requirements.

Content of the project. Project TEMPUS - ECOMMIS (“Two cycle E-Commerce curricula to serve Information Society in RU, UA, IL”) was launched in October 2011 and belongs to a class of joint projects on development of new educational programs, disciplines and courses for training of bachelors and masters. The Wider Objectives of the project are to ensure that the targeted Universities in RU, UA and IL can offer new two cycle curricula in the field of E-Commerce to serve Information Society in line with the new development in the area, the market demand and according to the Bologna Process, last recommendations in Leuven communiqué and best practice.

In the consortium of the project are involved 12 universities from Germany, the Netherlands, Lithuania, Israel, Russia and Ukraine. Grand holder is the Vilniaus Gediminos Technikos Universitetas (Vilnius, Lithuania).

To the project consortium also belong 7 non-academic partners (e.g., Ministry of education, Association of graduates, Private enterprise), which perform the role of supporting bodies at sustainability and dissemination of the project results.

An important role in project management, including its academic content, plays an informative project web portal, www.ecommis.eu. Currently the partners are working on filling the site with teaching materials as content. These materials will be used by higher school teachers of partner universities for the development and/or modernization of their own training courses.

Academic content. The main feature of the academic content of the project is that electronic

Commerce as an academic concept has been born literally just in the last decade. This new field of sciences situated at the interfaces between Economics and Informatics is not covered in the classical teaching courses in Economics and technical Informatics. Besides that E-Commerce dealing with international trade and economic cooperation has to take into consideration national and international law.

For the first two years of the project, universities have carried out the following main activities:

Analysis and modernization of the existing curricula in the field of E-Commerce.

Development four new core curricula and six new training modules included implementation of European credit-modular system of accumulation and transfer of credits (ECTS):

Core curricula:

E-Commerce; E-commerce background; E-payment systems.

Internet Trading on Financial markets and Stock market systems.

Information Systems for Financial Analyses and Investment.

Information Systems for Business Processes Modelling; Corporate Information systems (ERP); Corporative Portals.

Training 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.

Three practice oriented business games (Internet Trading; Electronic Systems of Document Turnover; Business process modeling).

Development of the practice oriented business games (Internet Trading; Electronic Systems of Document Turnover; Business process modelling).

Development of the additional training programs for 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).

Creation of business offices of E-Commerce to strengthen relations of the universities with the labor market and to create the conditions for commercialization of the project results after the end of financial support from the TEMPUS considering the following main activities:

- assistance in job placement and adaptation of graduates in accordance with specialization;
- organization of employment of students in the holiday period, the organization of professionally oriented training of students in industrial enterprises;
- marketing research of educational services and labour markets;
- development of recommendations for upgrades of the existing and implementation of new courses/disciplines in educational process;
- analysis of the needs in graduated engineers of enterprises and organizations of related region;
- analysis of feedback from enterprises on the quality of knowledge of graduated engineers and possibilities for their career growth;
- conducting informational and advertising activities;
- cooperation with student and youth organizations;
- conducting of courses "Soft skills" for senior students, University graduates and trainers from partner companies;
- informing students and graduates of vacant job placements;
- conducting seminars for students and graduates on the national legislation in the field of labour relations (employment law) and business regulations;
- development and conducting of retraining courses for graduates.

In May–July 2013 more than 60 high school teachers from target universities underwent intensive training in accordance with the academic content of the project in three European universities: FONTYS (NL), TU-Berlin (DE), VGTU (LT). Starting from October 2013, the target universities began pilot training of students on the new courses and modules developed in the framework of the project and using computer classes, equipped with new hardware and software in accordance the project plan.

Involving stakeholders in project activities. The new idea of "ECOMMIS-plus" deals with Involvement of related universities into co-operation to ensure sustainability of the project results and an active and wide dissemination of the ideas and experience of the successful project. The Agreement "ECOMMIS-plus" on accession to the activities of the project involves 15 universities of Russia, Ukraine, and Poland.

Besides that the consortium is about to develop and approve a detailed five-year plan for sustainable development of the project results in 2014–2018 and an agreement on co-operation among partner universities.

This plan will permit the dynamics of the further activities of the involved universities after the project life because it includes dissemination of best practices, courses for master level, joint final works and business plan for Offices "E-Commerce", meetings to exchange experience, constant web contacts and video conferencing.

Team work on the implementation of the project led to the establishment of stable professional ties among the organizations of the consortium in the fields of training of new professionals as well as of scientific and methodological development.