ENDEAVOUR – Entrepreneurial Development as a vehicle to promote European Higher Education

Duration 3 years

Summary description
The overall objective of ENDEAVOUR is to promote EU entrepreneurship education outside the EU, to enhance the attractiveness of Entrepreneurial Development Higher Education in the EU and to attract third country students to learn this subject matter in EU countries. In particular, the project aims to increase the interest in EU universities as an educational destination of choice, especially for academically talented students.

Secondary objective is to increase competitiveness and promote the quality of EU entrepreneurship higher education through improved accessibility and structured co-operation between the EU and third-country institutions, implemented by means of the creation of a suitable network.

The specific objective is to develop a sort of Marketing Strategy to promote EU entrepreneurship higher education in Europe (outside the EU), the Mediterranean, Asia, the Middle East and, finally, Latin America.

The main activities that will be carried out are:
- detailed scenario analysis on the training and education offered in Entrepreneurial Development in the EU and in the other above mentioned geographical areas;
- identification of eventual shortages in the training and education offered;
- detailed study of cases of excellence in training and education offered in the EU (best practices);
- specific survey on the current EU e-learning possibilities in the field of Entrepreneurial Development;
- analysis of target group needs;
- study of emerging professional profiles in third countries;
- evaluation of the matching between competence demand and training and education offered in the EU;
- preparation of promotional products showing EU training and education;
- creation of an online database, under the form of knowledge management system, of the EU learning opportunities in the field of Entrepreneurial Development;
- information dissemination with details on Entrepreneurial Development Higher Education in the EU in order to promote the diversity of opportunities for international students wishing to follow European study programmes;
- organization of an international road-show delivering promotion materials;
- organization and delivery of a set of workshops for third countries which will promote Entrepreneurial Development higher education in the EU;
- promotion and marketing of Entrepreneurial Development curricula and other higher education opportunities in the EU through networking between EU and third country universities.

The groups involved in ENDEAVOUR can be summarised as follows:
- higher education institutions, administrative and academic staff, researchers and students in higher education institutions and graduates looking for further education opportunities from the above mentioned geographical areas in third countries;
- higher education institutions, academic and management staff from higher education institutions in the EU.

The project outcomes will comprise studies, analyses, surveys and ICT tools. Finally, a network of project stakeholders will be established, a Web Portal will be published and managed, a series of local workshops will take place and a promotional roadshow will be organised.

Partners
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Helsinki Business School, Finland
Université Paris Dauphine, France
National and Kapodistrian University of Athens, Greece
Seconda Università di Napoli, Italy
Università Carlo Cattaneo, Italy
Università di Salerno, Italy
Universidad de Sevilla, Spain
University of Luton, United Kingdom
Universidad de Congreso de Mendoza, Argentina
FATECE - Facultade de Tecnologia Ciência e Educacào, Brazil
Tsinghua University - School of Economics and Management, China
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