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## CONNECT 2021-2024

Connecting Universities-Industry through Smart  
Entrepreneurial Cooperation and Competitive  
Intelligence of Students in Moldova, Georgia  
and Armenia

<b>Project Acronym:</b>	<b>CONNECT</b>
<b>Project Title:</b>	Connecting Universities-Industry through Smart Entrepreneurial Cooperation and Competitive Intelligence of Students in Moldova, Georgia and Armenia
<b>Project No:</b>	617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP
<b>Funding Scheme:</b>	ERASMUS + Capacity Building in the Field of Higher Education
<b>Coordinator:</b>	Moldova State University (MSU)
<b>Project Duration:</b>	3 years (starting January, 2021)



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### Action plan of communication and collaboration of HEIs and industry

The purpose of the plan of collaboration between HEIs and companies is to improve the quality of student training, scientific research, and innovation, as well as to create conditions for transferring practical experience and knowledge between HEIs and companies.

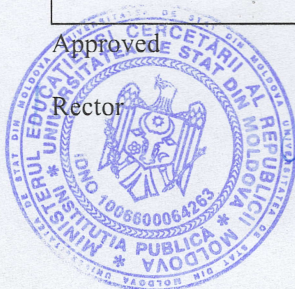
Structure:

Type of activity	Details, frequency and timing of activity	Responsible person and timing
<p>1. Establishing contacts between HEIs and companies</p>	<p>- <i>Developed the content of support materials (handouts) which will be created by HEIs for their CIPs.</i></p> <p>Companies will be consulted regarding the content and methodology of the support of courses, thus they directly influence curriculum design and content which is a component part of any.</p> <p>- <i>Development of the open innovations with companies.</i></p> <p>Students also will participate in open innovation projects with companies.</p> <p>- <i>Development mentoring activities of students business ideas.</i></p> <p>Students enrolled in different university formal and non-formal activities need to have opportunity to be mentored, advised by company representatives.</p> <p>-<i>Development of internships with companies</i> Students need to have internship in different</p>	<p>Employees of Smart Caffè University employees</p> <p>At least 1 curricula per year At least 1 open innovation per year At least 2 companies representatives involved in mentoring activities with students per year At least 2 internships per year At least 3-5 collaboration agreements per year</p>

	<p>companies in order to get real experience</p> <p>- <i>Collaboration agreements</i></p> <p>Collaboration agreements with industry will boost mobility, internships provide basis for joint research projects.</p>	
2. Organizing joint projects and events for students and company staff	<ul style="list-style-type: none"> <li>- courses and seminars on current issues in the industry;</li> <li>- masterclasses and lectures by industry experts;</li> <li>- student participation in the company's projects with the opportunity to gain experience;</li> <li>- internships and practical training in companies for students.</li> </ul>	<p>Employees of Smart Caffe University employees</p> <p>At least 2 seminars and masterclasses per year</p> <p>At least 1 open innovation per year</p> <p>At least 2 companies representatives involved in mentoring activities with students per year</p> <p>At least 2 internships per year</p>
3. Creating a system for exchanging information between HEIs and companies	<ul style="list-style-type: none"> <li>- creating a database with information on companies and their projects that may be of interest to students;</li> <li>- disseminating information about job vacancies and internships in companies among students;</li> <li>- studying the needs of companies for personnel and feedback from students on the quality of training in HEIs.</li> </ul>	<p>Employees of Smart Caffe University employees</p> <p>At least 2 seminars and masterclasses per year</p>
4. Collaboration in the field of scientific research and innovation	<ul style="list-style-type: none"> <li>- conducting joint scientific research and development, if necessary, cooperation in patent activities;</li> <li>- assistance in creating start-ups and innovative projects based on HEIs and companies.</li> </ul>	<p>Employees of Smart Caffe University employees</p> <p>At least 3-5 collaboration agreements per year</p>
5. Collaboration with society and the state	<ul style="list-style-type: none"> <li>- cooperation with social and state organizations to solve current problems and tasks;</li> <li>- exchange of experience and transfer of knowledge in the field of production and management with public organizations.</li> </ul>	<p>Employees of Smart Caffe University employees</p> <p>At least 2 seminars and masterclasses per year</p> <p>At least 3-5 collaboration agreements per year</p>

Approved

Rector



Igor Șarov



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## CONNECT 2021-2024

Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in  
Moldova, Georgia and Armenia

### COLLABORATION PLAN OF THE ACADEMY OF MUSIC, THEATRE AND FINE ARTS for 2024-2027

Type of activity	Details, frequency and timing of activity	Responsible person
1. Establishing contacts between HEIs and companies	At least 6 events during the year (2 for each faculty)	Faculties' deans, heads of departments
2. Organizing joint projects and events for students and company staff	<ul style="list-style-type: none"> <li>- courses and seminars on current issues in the industry/2 times per year</li> <li>- master-classes and lectures by industry experts/ 4 times per year</li> <li>- student participation in the company's projects with the opportunity to gain Experience/3 persons per year</li> <li>- internships and practical training in companies for Students/ 10 persons per year</li> </ul>	Faculties' deans, heads of departments head of the LLL centre head of the European Integration and Academic Mobility dep. (for projects with external partners) vice-rector on didactic activity
3. Creating a system for exchanging information between HEIs and companies	<ul style="list-style-type: none"> <li>- creating a database with information on companies and their projects that may be of interest to students;</li> <li>- disseminating information about job vacancies and internships in companies among AMTAP students;</li> <li>- studying the needs of companies in the creative and cultural industries for personnel and feedback from students on the quality of training in HEI;</li> <li>- Involving industry representatives for State examinations, commissions, defense of thesis works and projects approvals etc.</li> </ul>	Faculties' deans, head of the departments head of the LLL centre head of the European Integration and academic Mobility dep. (for project with external partners)



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4. Collaboration in the field of scientific research and innovation	- conducting joint scientific research and development, if necessary, cooperation in patent activities; - assistance in creating start-ups and innovative projects based on HEIs and companies.	Head of the AMTAP Doctorate School vice-rector on research and creative activity vice-rector on didactic activity
5. Collaboration with society and the state	- cooperation with social and state organizations to solve current problems and tasks; - exchange of experience and transfer of knowledge in the field of production and management with public organizations. -work within cultural and artistic projects as volunteers	

Victoria Tcacenco

head of the European Integration and Academic Mobility dep.,  
Academy of Music, Theatre and Fine Arts





<< 13 >> 02.2024

Nr. 24-385

To Whom It May Concern

### LETTER

*regarding the Activity Plan for improving cooperation with the business environment, developed within the Erasmus+ project Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia”, Ref no. 617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP*

The UTM (Technical University of Moldova) teams being active within the CONNECT project have successfully achieved the project's objectives. The collaboration between TUM and business from the Republic of Moldova is encouraging cooperation for a longer time.

The initiative to promote cooperation between academia and the business sector is commendable. The benefits of such collaborations, including internships, real-world experience for students, and opportunities for companies to tap into fresh talent and innovative ideas, are crucial for both educational institutions and businesses.

The development of an Action Plan for further improving collaboration with the business environment demonstrates a proactive approach by the UTM team. This strategic effort can contribute to sustaining and expanding the positive outcomes achieved through the CONNECT project. The focus on enhancing entrepreneurial skills and fostering collaboration is key to supporting economic growth and innovation in the Republic of Moldova.

In this context, the UTM team has developed an Action plan regarding the improvement of cooperation with the business Environment, which can be found in the attachment to the letter.

**Daniela Pojar**

**Vice rector for Financial Issues and International Relations**



## **THE ACTION PLAN OF THE TECHNICAL UNIVERSITY OF MOLDOVA REGARDING THE IMPROVEMENT OF COOPERATION WITH THE BUSINESS ENVIRONMENT**

### **PREAMBLE**

1. The action plan is developed within the project 617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP "Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia (CONNECT)", financed under the ERASMUS+ program through the joint efforts of the project teams of the Technical University of Moldova and the State Agrarian University of Moldova absorbed in 2022 by the Technical University of Moldova.
2. The action plan is a predictive document aimed at ensuring the sustainability of the Connect project through continuous productive collaboration with the business environment.

### **I. THE CONTEXTUAL AND ORGANIZATIONAL FRAMEWORK OF COLLABORATION**

- 2.1 The fundamental mission of the Technical University of Moldova is to offer quality studies, by combining education, research and innovation, to the young generation, which will contribute to building a sustainable society and economy based on knowledge, and to form the student's personality of a creative and critical. The active communication with employers, transforming them into active actors of the professional training process on the one hand, and rationalizing the efforts of educational institutions in order to optimally connect the quality of the professional education offer to the needs of the labor market on the other, are required to decisive factors in harmonizing the relations between these two great components: professional education and the labor market.
- 2.2 Collaboration with the business environment is a complex activity, which involves a series of dimensions: human, infrastructural, organizational and communication.
  - 2.2.1 The human dimension of the collaboration is ensured by the adherence to the processes of communication and collaboration with the representatives of the business environment of different representatives of the academic environment, from students to top management.

2.2.2 The infrastructural dimension is supported by providing the organizers of collaboration activities with spaces, available equipment, including the two Smart Cafes created by the project teams of TUM and SAUM within the Connect project.

2.2.3 The organizational dimension of collaboration is ensured by providing organizational support in the organization of any meetings, round tables, public lessons, innovative activities, etc. by uniting the efforts of representatives of the academic community and of the business environment.

2.2.4 The communication dimension will be present by maintaining a continuous dialogue with the representatives of the business environment, with the active participation of various representatives of the university.

## **II. THE GENERAL AND SPECIFIC OBJECTIVES OF TUM'S COLLABORATION WITH THE BUSINESS ENVIRONMENT**

### **GENERAL OBJECTIVE 1. INCREASING THE QUALITY OF THE EDUCATIONAL OFFER**

Specific objective 1.1 Improving the content of study programs by connecting them to the needs of the labor market

Specific objective 1.2 Increasing the skills of scientific and didactic staff, including digital ones, in relation to the educational standards in continuous transformation

### **GENERAL OBJECTIVE 2. IMPROVING THE PROFESSIONAL COMPETENCES OF GRADUATES THROUGH JOINT EFFORTS WITH THE BUSINESS ENVIRONMENT**

Specific objective 2.1 Harnessing the potential of businesses in improving the skills of graduates

Specific objective 2.2. The amplification of innovative and research activities carried out through joint efforts with the business environment

### **GENERAL OBJECTIVE 3. INCREASING THE ECONOMIC AND SOCIAL IMPACT OF PROFESSIONAL EDUCATION AS A RESULT OF COOPERATION WITH THE BUSINESS ENVIRONMENT**

Specific objectives 3.1 Increasing the institution's contribution to improving the economic performance of the production sectors

Specific objectives 3.2 Increasing the institution's contribution to improving the social framework of life and work



## THE ACTION PLAN

General and specific objectives	Actions to be taken	Responsible for execution	Terms of execution	Deliverable results
<b>GENERAL OBJECTIVE 1. THE QUALITY OF THE EDUCATIONAL OFFER</b> <i>Specific objective 1.1</i> Improving the content of study programs by connecting them to the needs of the labor market	Consulting the representatives of the business environment with reference to the new programs to be launched	Heads of academic departments	Permanent	New study programs launched, at least one every two years
	Consultation of the representatives of the business environment with reference to the study content of the existing programs, the forms and methods of teaching and evaluation	Heads of academic departments	Permanent	Study programs updated annually
<i>Specific objective 1.2</i> Increasing the skills of scientific and didactic staff, including digital ones, in relation to the educational standards in continuous transformation	Carrying out work workshops with the participation of teaching staff and representatives of the business environment in order to exchange information on the evolution of the sectors	Heads of academic departments	At least two a year	Improved curriculum content
	Taking over the good practices of using professional software and including them in the curriculum content	Teaching staff	Permanent	Improved digital skills of teaching staff, in relation to the digital trends in the fields
<b>GENERAL OBJECTIVE 2. IMPROVING THE PROFESSIONAL COMPETENCES OF GRADUATES THROUGH JOINT EFFORTS WITH THE BUSINESS ENVIRONMENT</b> <i>Specific objective 2.1</i> Harnessing the potential	Realization by students of internships within performing enterprises	Heads of academic departments	Permanent	Improved practical skills
	Organization of practical lessons within enterprises	Heads of academic departments	Permanent	Improved practical skills
	Employing specialists from the real sector in teaching activities	The deans of the faculties	Every semester	Improved knowledge and practical skills
	Organization of competitions in the profession judged by representatives of the business environment	The deans of the faculties	At least once a year	Improved knowledge and practical skills

of businesses in improving the skills of graduates	Organization of business idea contests judged by representatives of the business environment	The deans of the faculties	At least once a year	Improved knowledge and practical skills
<i>Specific objective 2.2.</i> The amplification of innovative and research activities carried out through joint efforts with the business environment	Completion of bachelor's and master's theses under the guidance of representatives of the business environment Realization of joint innovation and technology transfer projects, with student involvement	The deans of the faculties The deans of the faculties The deans of the faculties; Heads of academic departments	Permanent Permanent Permanent	Improved knowledge and practical skills Improved knowledge and practical skills Improved research and innovation skills
	Carrying out research and innovation activities in UTM laboratories, production departments of enterprises in order to obtain innovative products for enterprises	The deans of the faculties; Heads of academic departments	Permanent	Improved research and innovation skills
	Joint publication of the results of innovative and research activity	Teaching staff	Permanent	Increased motivation of students for further innovative activities; published articles, monographs, guides
<b>GENERAL OBJECTIVE 3. INCREASING THE ECONOMIC AND SOCIAL IMPACT OF PROFESSIONAL EDUCATION AS A RESULT OF COOPERATION</b>	Involving the representatives of the sectors in dialogue in order to identify the need for specialists in the fields	The deans of the faculties; Heads of academic departments	Permanent	Surveys and interviews conducted annually on a sample of at least 200 representatives of each sector
	Assessment of the satisfaction of the representatives of the business environment vis-à-vis the quality of the graduates	Heads of academic departments	Permanent	Surveys and interviews conducted annually

<p><b>WITH THE BUSINESS ENVIRONMENT</b>  <b>Specific objectives 3.1</b>  Increasing the institution's contribution to improving the economic performance of the production sectors</p>				<p>Heads of academic departments</p>	<p>Permanent</p>	<p>on a sample of at least 200 representatives of each sector; satisfaction level identified</p>
			<p>Evaluation of the impact of professional training on the economic development of the sectors, identification of directions for its increase</p>			<p>Surveys and interviews conducted annually on a sample of at least 200 representatives of each sector; identified directions for improving the quality of studies</p>
				<p>Heads of academic departments</p>	<p>Permanent</p>	<p>Surveys and interviews conducted annually on a sample of at least 200 representatives of each sector</p>
<p><b>Specific objectives 3.2</b>  Increasing the institution's contribution to improving the social framework of life and work</p>			<p>Evaluating the opinions of business representatives regarding the social aspects that can be improved as a result of interventions in study programs</p>			<p>Improved curriculum content</p>
			<p>Addressing social aspects in the context of course subjects/modules, with the involvement of representatives of the business environment</p>	<p>Teaching staff</p>	<p>Permanent</p>	



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CONNECT - Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia”, nr. 617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP

**P10\_ Alecu Russo Balti State University**

**Action plan  
to improve collaboration and  
communication between USARB and  
industry**

## Introduction

Effective collaboration and communication between universities and industry is crucial for promoting innovation, knowledge transfer and sustainable economic development. This action plan seeks to strengthen relationships between universities and industry to maximize the benefits of both parties and meet the needs of society.

The Action plan was developed with the support of the project "Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia" whose goal is the reinforcement of university-industry relationship based on smart (multidimensional) entrepreneurial approach in higher education institutions from Eastern Partnership countries and enhancement of students' and graduates' competitive intelligence (behaviors, skills, mindsets) and their ability to create jobs.

The experience gained in the CONNECT project facilitated the development of the Action plan.

At the same time, the Plan is adjusted to USARB's development strategy. At the base of USARB's strategy is the commitment to provide quality education, adapted to technological developments and social transformations. By strengthening partnerships with industry, research institutions and the local community, we aim to train graduates ready to face global challenges, contribute to innovation and become leaders in their professional fields.

**The goals:** Fostering mutually beneficial partnerships, enhancing knowledge exchange, promoting innovation, and addressing real-world challenges

### **Specific objectives:**

- Identifying areas of common interest between the university and industry, as well as the needs and resources available to support the collaboration.
- Developing partnerships with relevant companies and organizations, which provide a solid basis for long-term collaboration.
- Facilitating interactions between university and industry through SMART Caffe.
- Initiating and implementing collaborative research projects addressing industry-relevant challenges and opportunities.
- Supporting and encouraging innovation and entrepreneurship through mentorship programs.
- Strengthening the skills and abilities of academic staff and industry through training programs and exchanges of experience.

- Providing opportunities for student involvement in applied research projects, internships and other industry-relevant activities.
- Promoting and communicating the results and benefits of university-industry collaboration to various stakeholders, including the academic community, the private sector and the general public.
- Promoting entrepreneurial culture and innovation within universities and industry partners.

To achieve these goals, we will implement the following **strategies**:

- Organizing regular networking events between USARB's SMART Caffe and industry to facilitate interactions.
- Encouraging the formation of consortia to apply to funding projects involving both universities and industry companies.
- Involvement in mentoring activities that connects students and young researchers with industry professionals to provide them with advice and practical experience.
- The development of internships and internships in companies to provide students with practical experience and to facilitate the recruitment of future employees in the industry.
- The establishment of awards and recognitions for the best collaborative projects between USARB's SMART Caffe and entrepreneurs, to stimulate successful initiatives.

**Expected activities:**

- Networking events
- Industrial exhibitions
- Career fairs
- Organization of conferences
- Internships and internships
- Elaboration of request projects in partnership
- Launching a mentorship program to connect students and young researchers with industry professionals
- Thematic workshops and seminars
- Facilitating temporary staff exchanges between the university and companies

- Organizing competitions, events and training programs to promote entrepreneurship and innovation among students and researchers.

Through the strategies and activities proposed in the Action Plan, we will create an environment conducive to the exchange of ideas, experiences and resources between the university and the business environment, thus facilitating the realization of joint research, development and innovation projects.

By working together and taking a proactive and open approach, we can overcome obstacles and power collaborations that will generate benefits for both partner institutions and society as a whole.



*Valentina Prircan*

Valentina PRITCAN,  
Institutional CONNECT Project coordinator,  
PhD, Associate Professor



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## P12: BRUSOV STATE UNIVERSITY, ARMENIA

### CONNECT DELIVERABLES: COLLABORATION & COMMUNICATION ACTION PLAN

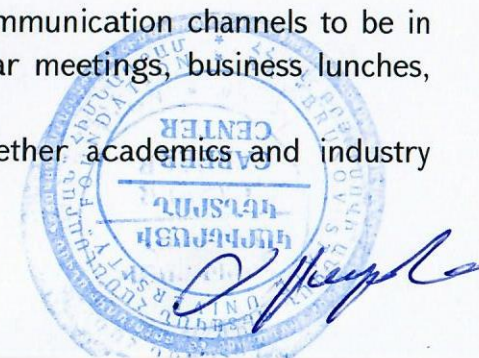
**Objective:** The action plan is aimed at improving collaboration and communication between Brusov State University and industry partners. Successful collaboration and communication require full commitment from both sides, as well as the willingness to adapt, to make the change and process ongoing efforts to nurture relationships.

#### Step 1: Assessment and Planning

- *Identify Goals and Objectives:* Define clear goals for collaboration, such as knowledge exchange, research partnerships, curriculum development, and workforce preparation.
- *Stakeholder Mapping:* Identify key stakeholders on both sides, including faculty, researchers, students, industry leaders, and administrators. Creation of cross-functional teams comprising members from academia, industry, and relevant administrative departments, in case of necessity, including students, researchers, and graduates in the teams.
- *Roles and Responsibilities:* Clearly define the roles and responsibilities of each team member.
- *Needs Assessment:* Conduct a thorough analysis of the needs and expectations of both the University and the industry partners.
- *Resource Evaluation:* Assess the available resources, including financial, human, and technological, that can be allocated to support collaboration efforts.

#### Step 2: Communication and Relationship Building

- *Establish Communication Channels:* Determine and fix with the partners the most suitable communication channels to be in constant collaboration and to facilitate interaction between the University and industry (regular meetings, business lunches, regular updates via emails, collaboration platforms, etc.).
- *Networking Events:* Organize networking events, conferences, and seminars that bring together academics and industry professionals to exchange ideas and build relationships.





### Step 3: Collaboration Initiatives

- *Joint Research Projects:* Identify areas of mutual interest for research collaboration. Create joint research teams involving academics and industry experts.
- *Internships and Experiential Learning:* Develop internship programs that allow students to gain hands-on experience with industry partners, fostering a better understanding of real-world challenges.
- *Curriculum Alignment:* Collaborate to align academic programs with industry needs, ensuring graduates are better prepared for the job market.
- *Guest Lectures and Workshops:* Invite industry professionals to deliver guest lectures and workshops to provide students with practical insights.
- *Project-Based Collaborations:* Identify projects or initiatives that involve both academia and industry. These projects should align with the institution's academic goals and industry needs.

### Step 4: Platform for Engagement

- *Platform for Collaboration:* Develop a platform where industry partners can interact with students, faculty, and researchers.
- *Resource Sharing:* Provide a repository of resources, research papers, case studies, and industry trends accessible to both parties.

### Step 5: Networking Events

- *Conferences and Seminars:* Organize joint conferences, seminars, and symposiums to foster networking and knowledge exchange.
- *Industry Talks:* Invite industry experts for guest lectures to provide real-world insights to students and faculty.

### Step 6. Feedback Mechanism, Monitoring and Evaluation

- *Performance Metrics:* Define key performance indicators (KPIs) to measure the success of collaboration, such as the number of joint projects, student placements, and research publications.
- *Regular Assessment:* Conduct periodic reviews to assess the effectiveness of the collaboration efforts and make necessary adjustments. Regularly collect feedback from both academia and industry to evaluate the effectiveness of collaboration efforts.
- *Adaptation:* Use feedback to refine the collaboration and communication strategies over time.

### Step 7. Recognition and Incentives



- *Recognition:* Recognize and celebrate successful collaborations, innovative projects, and outstanding contributions.
- *Incentives:* Provide incentives such as awards, scholarships, or grants to encourage active participation from both sides.

### **Step 7: Scaling and Sustainability**

*Scaling Up:* Based on the success of initial collaboration efforts, expand the scope of projects and partnerships.

*Sustainability Plan:* Develop a plan to ensure long-term sustainability, which includes securing funding, maintaining relationships, and institutionalizing collaboration within the institution's culture.

*Continuous Improvement:* Continuously gather feedback from both academia and industry partners to identify areas for improvement and refine the collaboration strategy.

### **Step 8. Celebrate Success**

*Success Stories:* Share success stories resulting from collaborations to inspire further engagement.

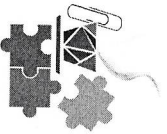
*Recognition Event:* Organize an annual event to celebrate achievements and acknowledge the contributions of both academia and industry partners.

Levon Babamyan  
Head of Career Center & SMART Caffé





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**Partner13: “VANADZOR STATE UNIVERSITY AFTER H. TUMANYAN” FOUNDATION, ARMENIA**

**Action Plan to Improve Collaboration and Communication Between HEIs and Industry**

Period concerned: 2024 – 2025

No	RESULT	GOAL	ACTIVITIES	TARGET USERS	CHAMPIONS	FINANCIAL RESOURCES AND COST	PERIOD	INDICATORS
1	Networks and business partnerships established through the project	<ul style="list-style-type: none"> <li>- To motivate the students, researchers and other target groups</li> <li>- To boost creativity and culture of start-up and open innovation</li> <li>- To promote the collaboration among key players of the knowledge triangle.</li> </ul>	<ul style="list-style-type: none"> <li>- Organization of networking events, conferences, activities</li> <li>- Implementation of joint projects.</li> </ul>	<ul style="list-style-type: none"> <li>Direct and indirect target groups include VSU SMART</li> <li>Caffe users at local, regional and national level</li> <li>- Business partners and companies VSU collaborates with</li> <li>- Partnering with regional and local public authorities and government.</li> </ul>	<ul style="list-style-type: none"> <li>- VSU SMART Caffe users</li> <li>- VSU SMART Caffe Coordinator and trainers</li> <li>- Volunteers</li> <li>- VSU's business partners and companies VSU cooperates with.</li> </ul>	<ul style="list-style-type: none"> <li>VSU own financial resources as well as external organizations' grants, donations, sponsorships and scholarships provided by various VSU contacts and channels.</li> </ul>	2024-2025	<ul style="list-style-type: none"> <li>- At least 3 new partnerships established with companies per year</li> <li>- At least 3 joint activities/events per year organized with VSU partner companies' support.</li> </ul>
2	Student start-up and open innovations (Del. 4.5.)	<ul style="list-style-type: none"> <li>- To develop innovative start-ups</li> <li>- To introduce and implement</li> </ul>	<ul style="list-style-type: none"> <li>- Conducting mentoring activities with the support of companies</li> </ul>	<ul style="list-style-type: none"> <li>Direct target groups include VSU students, graduates and researchers as well as VSU</li> </ul>	<ul style="list-style-type: none"> <li>- VSU SMART Caffe users</li> <li>- VSU SMART Caffe Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Financial support for student start-ups to be provided by VSU and/or companies, business investors and business partners and other sources.</li> </ul>	2024-2025	<ul style="list-style-type: none"> <li>- At least 8 student business ideas will be mentored for at least 3 months</li> </ul>




I hereby approve

VSU Rector

R.R. Saakyan

2023

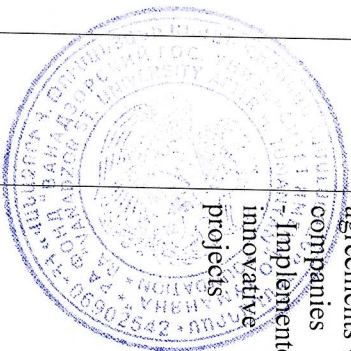


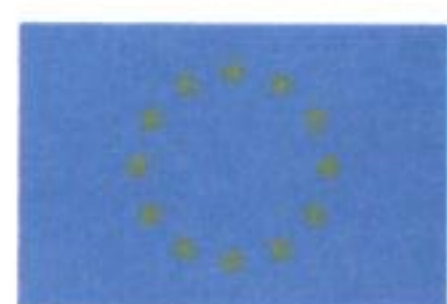
	<p>open innovation as a new form of partnership between regional stakeholders and key players of the knowledge triangle.</p>	<p>- Creation of open innovation projects - Implementation of various events and activities.</p>	<p>business partners and companies VSU cooperates with.</p>	<p>and trainers - VSU's business partners and companies VSU cooperates with.</p>		<p>every year - At least 8 mentors to include successful entrepreneurs, senior managers, designers, engineers, marketing experts, etc. will engage with the aim to help student ideas succeed through one-on-one mentoring, supervision and advice - At least 3 new signed partnerships with companies every year.</p>	
<p><b>3</b></p>	<p><b>Annual regional conferences</b></p> <p>- To spread the word about the start-ups and open innovations - To make new contacts and reach the target groups - To exchange the best practices, share the skills, knowledge, etc.</p>	<p>- Organization and implementation of conferences - Publication of articles and research papers on entrepreneurship and open innovation - Participation in various conferences locally and</p>	<p>Direct and indirect target groups include: - SMART Caffe users at the local, regional and national level - Volunteers - VSU business partners and companies VSU collaborates with regional and local public authorities.</p>	<p>- VSU SMART Caffe users - VSU SMART Caffe Coordinator and trainers (please refer to VSU SMART Caffe's internal regulations document) - VSU's business partners and companies</p>	<p>- VSU own financial resources - Grants - Donations - Sponsorships and scholarships provided by various channels.</p>	<p>2024-2025</p> 	<p>- 1 conference per year - Number of participants - Number of partnering companies - Number of partnering regional and local authorities and government scholars, - Number of trainers, mentors</p>

		internationally.		VSU cooperates with.		involved - Number of articles, research papers and keynote speeches presented etc.
4	<p><b>Revised curricula</b> (Del. 5.2.)</p>	<p>- Long-term embedding of new training subjects in VSU academic curricula: course in all PhD academic programs- "Innovation, Entrepreneurship and Commercialization of Scientific Results", Master's Courses in the academic program "Software Engineering"- "Methodology of Scientific Research" (Monetization of knowledge) "Intellectual Property Preservation and Patenting" Courses "Digital Marketing" and</p>	<p>- To provide VSU students, researchers and VSU SMART Caffe's users with new skills and up-to-date knowledge incl. in the field of entrepreneurship and open innovation.</p> <p>Direct target groups include: - VSU students, researchers and teaching staff. Indirect target groups include VSU business partners and companies VSU collaborates with as well as external trainers and other universities' academic communities.</p>	<p>- VSU SMART Caffe Coordinator and trainers (please refer to VSU SMART Caffe's internal regulations document).</p>	<p>n/a</p>	<p>2024-2025</p> <p>- Inclusion of SMART Caffe's training and teaching materials in VSU curricula and teaching process).</p>



5	Meetings with Employers, Foundations and Business Companies	- To improve the HEI-Industry cooperation	"Business English" in some Bachelor programs	<ul style="list-style-type: none"> <li>- Organization of Labour Fairs</li> <li>- Discussions with the representatives of Business Branche to improve the curricula</li> <li>- Boosting innovation through HEI-Industry cooperation</li> </ul>	<ul style="list-style-type: none"> <li>Direct target groups:</li> <li>-V SU students, researchers, employers</li> <li>Indirect target groups:</li> <li>- Business partners and companies</li> <li>V SU collaborates with</li> <li>- Academic staff from other HEIs</li> </ul>	<ul style="list-style-type: none"> <li>- V SU SMART Caffe</li> <li>Coordinator and trainers</li> <li>- V SU's business partners and companies</li> </ul>	n/a	2024-2025	<ul style="list-style-type: none"> <li>- Improved curricula</li> <li>- Cooperation agreements with companies</li> <li>- Implemented innovative projects</li> </ul>
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**P15: SHOTA RUSTAVELI THEATRE AND FILM GEORGIA STATE UNIVERSITY, GEORGIA**

**Action Plan to Improve Collaboration and Communication Between HEIs and Industry**

Period concerned: 2024-2029

No	ACTIVITY	GOAL	TARGET USERS	FINANCIAL RESOURCES	INDICATORS
1.	<b>Organization of networking events, joint activities</b>	<ul style="list-style-type: none"> <li>- To motivate and support students, researchers, TAFU Smart Caffe users, and other target groups</li> <li>- To generate, develop, and commercialize business ideas through entrepreneurship and open innovation.</li> </ul>	Target groups: Students, researchers, Smart Caffe users, graduates, partner companies, and organizations.	TAFU financial resources as well as grants, donations, sponsorships, and scholarships provided through various channels and contacts including TAFU graduates.	At least 2 partnerships per year  At least 2 joint events/activities per year
2.	<b>Conducting mentoring activities with the support of companies</b>	To mentor students in developing their business ideas; To increase the chances of business ideas to attract investments and other financial support.	Direct target groups: Students, researchers, Smart Caffe users, graduates  Indirect target groups:  Business partners, representatives of various institutions or companies	Financial support for student start-ups by TAFU and business partners	At least 3 business ideas mentored

3.	<b>Conducting local conferences</b>	To exchange best practices, share and develop skills, knowledge	TAFU students, researchers, academic staff, company representatives	TAFU financial resources, sponsorships, grant	At least 2 conferences
4.	<b>Meetings with employers, companies</b>	Improve and enhance HEI-Industry collaboration	<p>Direct target groups:</p> <p>Students, researchers, Smart Caffe users, graduates</p> <p>Indirect target groups:</p> <p>Business partners and potential partner companies and organizations.</p>	TAFU financial resources	<p>Cooperation agreements/Memoranda with companies</p> <p>Implemented joint projects</p>

Signed by: George Shalutashvili, Rector

