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Promotional Package Prepared by the Partner University

University Business Academy in Novi Sad

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Project acronym:	DUGEOR
Project full title:	Strengthening capacities for the implementation of dual education in Georgia higher education
Project No:	101081771
Funding scheme:	ERASMUS+
Project start date:	January 1, 2023
Project duration:	48 months

Abstract	<p>This report outlines the development and distribution of a promotional package prepared by the partner university, University Business Academy in Novi Sad, as part of the project's dissemination strategy. The promotional materials, including pens, notebooks, backpacks, and headphones branded with the project and European Commission logos, were intended to improve visibility and understanding of the project's objectives among the main stakeholders. The university seeks to promote engagement and support for the initiative by disseminating these materials, thereby ensuring its objectives reach a wider audience. This initiative demonstrates the university's dedication to efficient communication and collaboration within the project's structure.</p>
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DISCLAIMER

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Promotional Package:



Branded Backpacks



Branded Notebooks




Branded Headphones





Branded pens

DUGEOR on Our Official Website (<https://www.privrednaakademija.edu.rs>):



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UNIVERSITY FACULTIES EDUCATIONAL WORK RESEARCH & DEVELOPMENT INTERNATIONAL COOPERATION



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the European Union**

1. Strengthening capacities for the implementation of dual education in Georgia higher education (DUGEOR)

Project number: 101081771
Coordinating institution: University of Novi Sad, Serbia
Coordinator at UBANS: Prof. Dr. Marijana Mladenov
Project duration: 01.01.2023.-31.12.2026.
Website: <https://dugeor.ge/>

PROJECT SUMMARY

In Georgia the link between labour market and Higher Education Institutions (HEI) is still weak. The market has low level of trust in HEI as serious partner in solving technical and technological or any workrelated problems, but also cannot see their role in creation of skill and knowledgeable graduates who are fit for employment. The main aim of the project is to improve competences of higher education graduates in Georgia through development of generic model of dual education (DUGEOR model) and legal and strategic framework for introduction of dual education on order to support different needs and interests of students, companies, higher education institutions (HEIs) and to provide recommendations to HEIs for implementation of dual education in Georgia.


The model will be implemented as a pilot test in five universities in Georgia.

The overall aims of the project are

- ✓ Improvement of competencies of higher education graduates in Georgia according to the needs of employers,
- ✓ Increase motivation to study as well as to improve the employability of graduate students,
- ✓ Enable students from lower income families to access higher education, and
- ✓ Improvement of legal and strategic framework in Georgia to adapt to dual higher education.

EVENTS AND ACTIVITIES:

- ▶ THE "DUGEOR PROJECT" - A KICK-OFF MEETING
- ▶ STUDY TRIP WITHIN THE FRAMEWORK OF THE "DUGEOR" PROJECT
- ▶ THIRD STUDY VISIT AS PART OF THE DUGEOR PROJECT
- ▶ MONITORING VISIT FOR THE DUGEOR PROJECT
- ▶ CONFERENCE WITHIN THE FRAMEWORK OF THE DUGEOR PROJECT
- ▶ MEETING OF THE WORKING GROUP FOR AMENDMENTS TO GEORGIA'S LAW ON HIGHER EDUCATION HELD WITHIN THE DUGEOR PROJECT



<https://www.privrednaakademija.edu.rs/en/international-projects/erasmus.html>