



Joint curriculum development by higher education institutions of EU and Western Balkans

Regional Cooperation in Higher Education: Hungary and the Western Balkans

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Szeged

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Outline of the presentation

1. Introduction of SATIS project, the Coordinator and the Consortium
2. Training of local staff and students at Co-beneficiaries, preparation for new programs
3. Establishment of new study programs – original plans and challenges
4. New modular curricula and study materials, introduction of new teaching methods
5. Management issues
6. Vision of double/multiple degree or joint degree programs

Introduction of SATIS project, the Coordinator and the Consortium

Main data of SATIS

- ***Project title: Using local resources for microregional development- Sustainable Agribusiness and Tourism In the Southern Balkans (Acronym: SATIS)***
- ***Coordinator: University of Szeged Faculty of Agriculture, Hungary***
- ***Partner Countries: Macedonia, Albania, Kosovo***
- ***EU countries: Belgium, Bulgaria, Hungary, Italy, Malta, Portugal, United Kingdom***
- ***Project duration: 15th January, 2010 – 14th January, 2014***

New study programs

- Agribusiness education exists only in Albania
- Study programs in the fields of:
 - Sustainable agribusiness,
 - Sustainable tourism
- Bachelor and Masters (180 and 120 ECTS credit)
- Different combinations on the basis of the local needs:
 - Sustainable Agriculture + Business,
 - Sustainable agribusiness and Sustainable Tourism + Business,
 - Sustainable tourism-business

Specific objectives of the project

- Harmonizing the higher educational offerings with existing local resources.
- Developing agribusiness and sustainable tourism curricula in Macedonia, Albania and Kosovo.
- Introducing double degrees, planning joint degree programs with EU partner universities.
- Promoting environmental awareness through the education and farmers' training.
- Disseminating the results to the stakeholders and public of the region.

Why are such kinds of projects so important in Balkan countries?

- Very similar countries (resources, strengths, weaknesses)
- Economic underdevelopment
- Environmental threats
- High unemployment
- The role of agriculture is significant
- Sophisticated agribusiness knowledge and skills are quite rare
- Improper land use
- Imperfect waste management causes forest fires
- Threats for tourism sector
- Therefore graduates and experts are needed
- Lack of agribusiness approach in study programs at Balkan universities

Co-beneficiary Partners	EU Partners
SouthEast European University, Macedonia	University of Szeged, Hungary
Goce Delcev University, Macedonia	University of L'Aquila, Italy
University of St. Kliment Ohridski, Madeconia	Harper Adams University College, United Kingdom
Agricultural University of Tirana, Albania	University of Azores, Portugal
University of Alexander Xhuvani, Albania	KU Leuven/Thomas More/Kempen, Belgium
Dardania University, Kosovo	University of Pécs, Hungary
Institute of Farm and Agribusiness Management, Albania	Scottish Agricultural College, United Kingdom
Association of the units of local self-government of the Republic of Macedonia (ZELS)	Agricultural University of Plovdiv, Bulgaria
Association of Albanian Municipalities, Albania	Institution of Tourism Studies, Malta
Valmir Panorama Ltd., Macedonia	
Green Products Ltd., Macedonia	
Univers Hotel, Albania	

Training of local staff and students at Co-beneficiaries, preparation for new programs

Preparation of Balkan staff and students

- Improvement of language and IT skills
- Training or retraining of the staff in:
 - Sustainable tourism
 - Settlement development
 - Sustainable agricultural subjects
 - EU conform agricultural and environmental policies and acquis
 - Environmental economics
 - Environmental management
 - Sustainable forestry subjects
- Study visits to EU partner universities



General data of the study tours

	University of Szeged (HU)	University of L'Aquila (IT)	University of Azores (PT)	Harper Adams University College (UK)	Katholieke Hogeschool Kempen (BE)	Agricultural University of Plovdiv(BG)	Institute of Tourism Studies (MT)
	University of Pécs (HU)			Scottish Agricultural College (UK)			
South East European University (SEEU)	2	2	2	3	2	2	2
Goce Delcev University (UGD)	1	1	1	1	1	1	2
University St. Kliment Ohridski (UKLO)	1	2	2	2	1	1	2
University A. Xhuvani of Elbasan (UAX)	1	1	1	1	1	1	1
Agricultural University of Tirana (AUT)	1	1	1	1	1	1	1
Dardania University (UD)	0	1	1	1	1	0	0
Number of travellers	6	8	8	9	7	6	8
Topics	CAP	forestry	environmental management	animal production	horticulture	crop production	integrated relational tourism
	economics	rural tourism	aquaculture	animal husbandry	HACCP	sustainable agriculture	sustainable tourism
	subsidies	sustainable tourism	fisheries	animal nutrition	food safety	environmentally friendly cattle farming	ecotourism
	geotourism	hospitality	environmental legislation	animal welfare	labelling	fodder production	active and recreational tourism
	geography and economy of tourism	service industry	tourism marketing	animal health	water purification	organic farming	tourism management
Period	2-20 May	23 May - 10 June	6-25 June	5-23 September	6-24 June	14 March - 20 June	18 March - 8 April
Responsible leader of the group	SEEU	UAX	SEEU	UGD	UD	UKLO	AUT

Existing resources at Co-beneficiaries

- Adequate staff
- 4 universities have agriculture, agribusiness, biotechnology faculties
- All 6 universities have business and economics faculty
- 4 universities have tourism or business logistics faculties
- Retraining of the staff in certain disciplines
- Possibilities of e-learning
- Improvement of English and IT skills

Infrastructure development

- Proper facilities at Partner Universities
- Investment requirements:
 - Equipment for e-learning
 - Laboratories
 - language, computer, analytical labs
 - Farming activities
 - Agro-ecological model farm
 - Ecological park with a small lake



Establishment of new study programs – original plans and challenges

New study programs – wider concept

- Curricula development – long-term strategy
- Introduction of 3 cycle higher education system in
 - Sustainable agriculture
 - Agribusiness
 - Healthy food and feed production
 - Environmentally friendly tourism
 - Local development
- Involvement of local stakeholders
 - Decision makers
 - Public authorities
 - NGOs
- Local companies, especially in the field of:
 - Biological production
 - Biofuel production
 - Ecotourism, Rural tourism



How can SATIS provide practical results?

- Applicability of the studies
- Skills gained by the students (instead of only theoretical knowledge)
- Possibilities and obstacles for new double/multiple and joint degree programs
- Social context
 - Promotion of lifelong learning
 - Training of farmers, civil servants, tourist managers, national park rangers, resort developers
 - Partnerships with public bodies

Possible economic and social consequences of the new study programs

- Appropriate food production, export revenue
- Forest and pasture management → touristic potencial
- Decrease forest fire occurrences
- Reduction of overgrazing and desertification
- More effective use of natural resources and workforce

New modular curricula and study materials,
introduction of new teaching methods

The general structure of the bachelor programs

- 6 modules in total
- The first 3 are almost common for all business students
 - general economics,
 - management,
 - marketing,
 - finance disciplines
- Specialization in the second half (in agriculture and tourism subjects)
- One module for acquiring skills
 - general and specific,
 - experimental,
 - technological,
 - driving,
 - IT and language skills

Practical training of the study programs

- Small horticultural model farm, drip irrigation system (AUT, Albania)
- New teaching-learning methods
- Small ecological park (tourism education and research)
- Learning by doing process
- Students internships at production companies and hotels

Learning by doing methods

- ***Sustainable agribusiness***

- Field experiments
- Cropping on model farm
- Food processing
- Laboratory experiments
- Data processing

- ***Sustainable tourism***

- Biodiversity conservation (hiking, cave and water-tours)
- Trainings at tourist associations, federations, hiking clubs, hotels, restaurants, travel agencies
- Invitation of guest lecturers

The general structure of Agribusiness MSc.

1st Module

- ***Production module***

- Game husbandry and sustainable hunting,
- Sustainable fisheries and fish farming;
- Forest soft fruits production,
- Mushroom production,
- Biofuel production,
- Flowers, ornamental bushes and trees cultivation

The general structure of Agribusiness MSc.

2nd Module

- ***Legal and Policy module***

- EU policies in the field of production and marketing,
- Farming subsidies,
- Feed and food safety,
- Animal welfare and rights,
- Chemical use,
- Contracts

The general structure of Agribusiness MSc.

3rd Module

- ***Science module***

- Basic chemistry,
- Physics,
- Meteorology,
- Physiology,
- Basic veterinary practices and disease control

The general structure of Agribusiness MSc.

4th Module

- ***Business and processing technologies module***

- Economics, Econometrics
- Research methodology,
- Wood processing,
- Alcoholic beverages,
- Packaging and conservation,
- Business logistics,
- Financial and marketing management
- Cooperation and integration in agriculture

Tourism business bachelor program

- The same first half, but different skills section
- Technology is replaced with recreation related activities
 - Camping
 - Survival techniques
 - Optionally swimming, canoeing, etc.
- The next 3 modules comprise tourism subjects
 - Hospitability,
 - Leisure activities,
 - Tour operation,
 - Rural tourism,
 - Geography,
 - Meteorology,
 - Eco-tours,
 - National park management,
 - Resort spatial development
 - Waste management

Sustainable tourism masters program

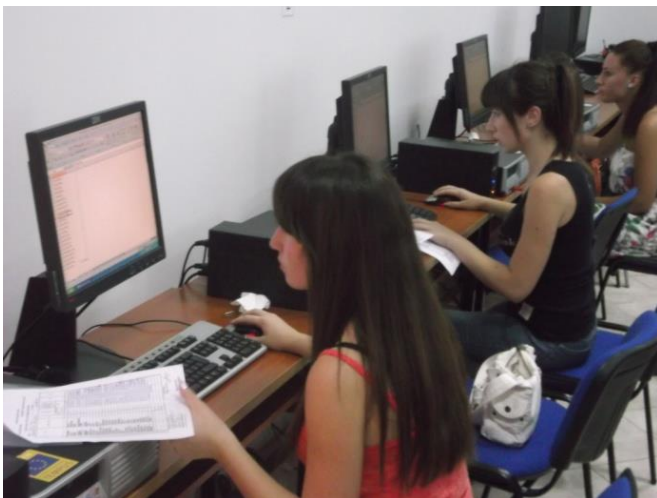
- Modules on
 - Hospitality technology,
 - Environment,
 - Leisure activities,
 - Thesis
- Special emphasize on
 - Sustainability of tourism,
 - Development on micro regional level

Documents of the curricula reform

- Accreditation submissions,
- Curricula description,
- Syllabuses,
- Manuals,
- Laboratory manuals,
- Exercise books,
- Educational films,
- Videos,
- Charts

E-learning platform

- Synchronous - Asynchronous teaching
- Setting up and maintenance by coordinator
- Purchasing of computers and workstation licences
- Elaboration and uploading of study materials are under way



SATIS

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Topic outline

[News forum](#)

1

[Application Bachelor on Management on Rural Tourism](#)

[Curricula Bachelor 2010](#)

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Management issues

Tools and methods of management

- Project Management Team – work groups
- Decision-making,
- Feedback,
- Controlling,
- Analysis,
- Documentation,
- Transfer of installments,
- Dissemination,
- Meetings with stakeholders,
- Educational DVD



Information bulletin of UKLO



Objectives and indicators

- ***Wider objective***

- Improvement and development of higher education capacity
- Improving employment and entrepreneurship
- Increasing the environmental awareness
- Promoting sustainable agriculture, forestry and tourism training

- ***Indicators of progress***

- Nr.of teachers trained
- Nr.of students trained
- Stakeholders' involvement level

- ***Documentation***

- new curricula
- nr. of students enrolled
- university records
- new study materials
- exam sheets in the new subjects

Specific project objectives and indicators

Objectives

- New modular curricula
- Double/multiple and joint degree programs
- Training of academic staff
- New teaching methods

Indicators of progress

- Nr. and composition of the modules of the new curricula
- Nr. of teachers trained
- Nr. of students enrolled in the new programs
- Quantity and quality of experiments carried out
- Specific skills acquired
- Nr. and size of teaching materials developed
- Nr. of teaching equipments purchased
- Nr. and duration of mobilities involving staff and students
- Dissemination feedbacks

Documentation

- The new curricula introduced and accepted
- Study visit reports, attendance lists of training sessions
- Student activity records-projects, assignments, examination records
- The newly developed teaching materials, which are to be found at the library, storage rooms , including newly developed software
- Quality assessment reports
- Certificates of attendance for publicly organized trainings
- Photos of the tangible outcomes
- Project's webpage
- Research papers produced, published

Vision of double/multiple degree or joint degree programs

Joint degree

- Joint degrees is obviously quite delicate and complicated because national laws on higher education system must be respected.
- Not all countries accept this.
- Joint degrees are degrees in which two or more universities deliver courses in a complementary and interconnected way: the diploma is unique and signed by the two rectors, the name of the degree course must exist in both systems.

Double/Multiple degree

- The double/multiple degrees is decided at institutional level, that is two or more universities have courses that are similar but by integrating the curricula the result will be a better and more competitive degree.
- In general the partners have a core part of the curriculum similar and easily recognizable from each other but can offer to the students of the other university some courses (in general one year) that give a different specialization.
- For this Balkan and EU partners sign an agreement with each other for which the students who want to get the double diploma must do certain exams at home (and these are recognized by the partner automatically) and other exams (or other activities) in the partner university.
- At the end they prepare a thesis that will be recognized in both universities and the students get two diploma.

Main obstacles

- Some universities, due to economical restrictions, have/had to implement a strong reform
- Some faculties and departments must be reorganized or ceased
- Some universities had/have to reorganise their curriculas
- The number of study programs have to be reduced at several universities
- Therefore, launch of new multiple degree program is not possible at project level
- EU and Balkan universities should make bilateral agreements on the basis of their specific needs and possibilities

The possibilities...

- Joint degree is not accepted by each partner country.
- Double/Multiple degree could be considered.
 - Two or more universities have to have similar study programs.
 - EU universities would provide some short courses, subjects, internships, thesis tutorial which should be accepted by the home institutions.
 - Students could stay at least 2 weeks but not longer than 3 months at the EU university.
 - At the first year it could be financed from SATIS. Later other sources will be needed.

Which EU universities are willing to join?

- **USZ (Hungary):** Agribusiness and Tourism internship as well as thesis tutorial
- **ULA (Italy):** Tourism courses
- **AUP (Bulgaria):** full semester in Agronomy, Horticulture, Agriecology, Economics (in Bulgarian as well)
- **UA (Azores):** Agribusiness courses and involving research projects
- **KU/Thomas More/Kempen (Belgium):** short internship and research activity in sustainable food production, horticulture, food conservation and environmental studies

What should we do?

- All partners who would like to join should decide on the details what can it need and provide.
- Every conditions have to be negotiated and contracts between the institutions have to be prepared.

REPORT ON DEMAND OF BALKAN UNIVERSITIES CONCERNING WP3 AND WP15d

(Please underline your choice)

1. *With which university/universities would you like to make contract for collaboration?*

University of Szeged

University of L'Aquila

KU Leuven/Thomas More/Kempen

Agricultural University of Plovdiv

University of Azores

University of Pecs

2. *What kind of training form would you like to use at EU universities?*

short intensive course

short practical training

personal thesis consultation

online thesis consultation

participating in research projects

3. *How long programs should be organized?*

2 weeks

3 weeks

1 month

2 months

3 months

4. *How many students would you like to send together?*

..... students

The official language of the programs is English.

Students must cover the travel cost and cost of stay from the SATIS budget of home university. After the project period Balkan universities should use other sources to finance the programs.

Thank you for your attention

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