

Partners



Princess Sumaya
University for
Technology



Tafila
Technical
University



Mutah
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The Hashemite
University



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University



Al Zaytoonah
University



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of Petra



American
University
of Madaba



Al-Isra
University



Jordan Chamber
of Commerce



Business Park for
Project Development



The Ministry
of Industry
and Trade



Ministry of
Higher Educa-
tion & Scientific
Research



Universitat d'Alacant
Universidad de Alicante

University of
Alicante



Alma Mater
Studiorum -
Università
di Bologna



University
of Porto



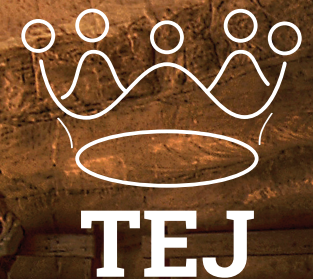
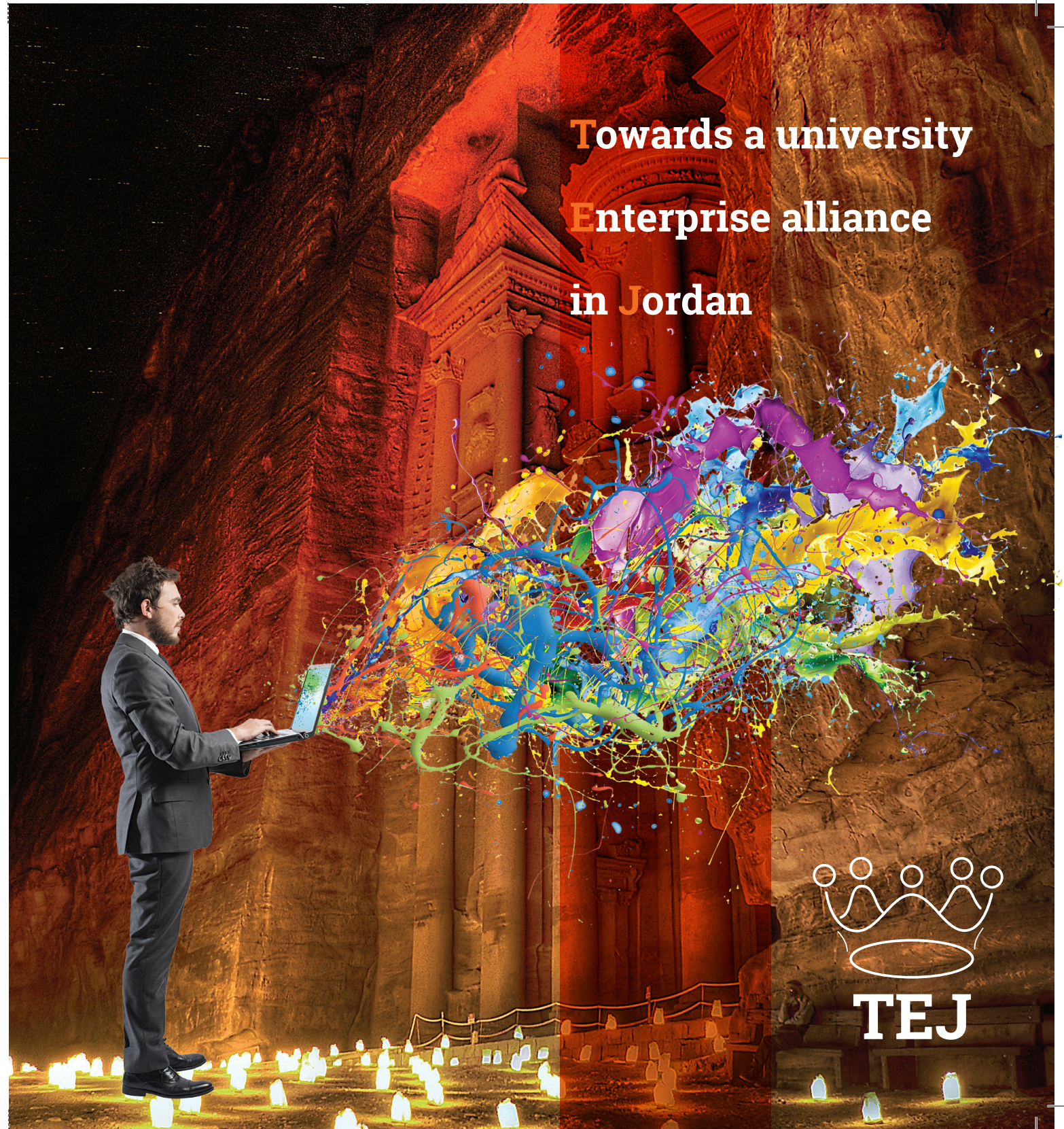
University
Joseph Fourier



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Towards a university Enterprise alliance in Jordan



The importance of relations between universities and their socio-economic environment has become a topical issue in Europe in the last 20 years, and has also been stressed within the implementation of the Bologna process. Whereas in most European countries, relations between Universities and enterprises have been developed and intensified during the past decade, Jordanian Universities are currently only starting to create strategies and instruments in this domain. The project is aimed at stimulating the development of a Jordanian university enterprise cooperation culture, by promoting good practice for implementing university based enterprise liaison offices in 8 Jordanian Universities, creation of capacities in human resources, promoting of coherent information and communication strategies among the Universities' communities and within the local business environment as well as providing necessary strategic input for the creation of long-term partnerships and collaborative research with enterprises. In the longer term, the project aims to contribute to contribute to:

- ▶ Higher employability of students through improved training and employment Prospects,
- ▶ Generation of opportunity to attract additional funds for teaching & Research,
- ▶ Increasing of financial autonomy of Universities through stimulating of Cooperative research with enterprises and generation of supplemental income from consulting,
- ▶ Increased innovation and technology transfer and stronger economic development.



The establishment of well structured interface-scheme for the creation of university enterprise partnerships in 8 Jordanian universities can furthermore serve as a role model and stimulate structural and management reforms in other Jordanian higher education institutions willing to establish relations with their economic environment.

The Project will implement the following outputs and activities:

- 1** Establishment of the Universities-enterprises cooperation network and implementation of its activities to serve as a sustainable supra-national platform for exchange of experiences and good practices with a view to fostering a regular strategic dialog among higher education and business sector.
- 2** Enhanced Human Capacity concerning strategic, managerial and administrative skills in organisation of university-enterprises cooperation at Jordanian Universities through implementation of 5 targeted and In-Job training modules
- 3** Infrastructural and institutional establishment of liaison offices at Jordanian Universities;
- 4** Pilot implementation of the operations of the newly created Liaison Offices;
- 5** Public awareness & dissemination actions of project results throughout the project duration;
- 6** Ensuring sustainability of projects results through the development of long-term strategies for institutional implementation and financing of the established structures and services.