



Erasmus + Jean Monnet Project: Entrepreneurship Development in European Union: An Integrated Market for a Better Business

2017-2020

UNIVERSITY OF INTERNATIONAL BUSINESS
NAMED AFTER K. SAGADIEV

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- The Erasmus+ Jean Monnet – Module project «Entrepreneurship Development in European Union: An Integrated Market for a Better Business» was designed for a three-year period (2017 – 2020) and implemented jointly with scientists from the University of International Business (Kazakhstan), the University of Turku (Finland) and the University of Southern Denmark.

Project goal and objectives

- The project's main goal: developing and supporting research and studies in the field of European Union entrepreneurship issues.
- The project's main objectives:
 - promoting research around EU entrepreneurship and raising interest in EU issues within Kazakhstani students and younger researchers by delivering Special Course "Entrepreneurship and Practice";
 - adding value in the promotion of European integration topics in the institution by conducting, publishing, and disseminating research on entrepreneurship and European Studies;
 - studying the European experience on enhancing entrepreneurship by visiting the Northern Entrepreneurship Hubs - Finland and Denmark;
 - delivering other activities related to the project topic.


Project Team


- Dr. Zhang Xiaotian (team leader) – UIB
- Dr. Maria Elo – University of Southern Denmark
- Dr. Tamara Galkina – University of Turku (Finland)
- Dr. Sofia Zhaleleva – UIB
- MBA Zhanat Zhussupova – UIB





Evaluation Report

Award Criteria	Score	Max
Relevance of the proposal	24,5	25
Quality of the project team	23	25
Quality of the project design and implementation	24	25
Impact and dissemination	24,5	25
Total	96	100

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- The proposal aligns well and addresses all the specific objectives of the JM action. The project is relevant in promoting research in the area of EU entrepreneurship, aims at publishing and disseminating research, raises interest in EU issues within Partner Countries, introduces a EU angle on Entrepreneurial development, and delivers specific coursework for academicians and practitioners. The project aims at elevating the undertaking academic institution, benefiting students and younger researchers, and promoting EU entrepreneurship studies within its larger context. It also equips students and young professionals with knowledge of EU subjects relevant for their academic and professional lives and enhance their civic skills and it fosters the engagement of young academics in teaching and research on European subjects. The basic concept is to introduce entrepreneurship studies at the university while learning about how these have developed and are being applied in the EU. The proposal seeks to create an ongoing momentum in the field of study beyond the term of this project.

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- The project design is of high quality in its details, framework, and phases with the aim of achieving its objectives in a sequential format. It is comprehensive and very much doable as some work has already been done with the intention to form a research group on EU Entrepreneurship Studies in March 2017. The platform module seeks to provide a 50-hours course per semester with their relevant case study workshops, research seminars, and elevator pitch competitions EU market-related entrepreneurial ideas to create interest in the project. The implementation of all the activities are well-spread and under the supervision of the module leader. It will include producing academic articles and books relevant to the study, along with a public conference. The course will be compulsory to undergraduate business students in various disciplines, and elective for other undergraduate and graduate students, thereby ensuring solid participation. The project design also makes good use of two of the members of the project team that are guest professors on Entrepreneurship from Finland and Denmark.

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- The Project team is of very good quality as all have a background in entrepreneurship. It consists of five members of which one is a Vice Rector of the university, two are guest lecturers from universities in Finland, and two other are younger lecturers, which will heighten their learning curve. Several team members have extensive experience in international academic institutions, which will enhance the quality of the project. The roles and responsibilities are divided among the faculty, with the largest burden on the module leaders. The involvement of two younger academics serving with experienced ones. However, this will be a new area of research for most of them, as their previous academic research and courses have not involved extensive EU issues, but their international backgrounds and extensive publication and research record in business and management should allow them to deliver on this project.

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- The impact of the project is quite widespread, as it is expected to address more than 800 students in three years, teaching 300 credit hours, well over 10 research articles published, electronic didactic materials and resources disseminated, website and database accessibility, and 600 e-books and CDs available. The impact of each activity is clear identified with a measured outcome. The resulting workshops, seminars and debates also have a specific reach that out-scales the student body to include national and international participation, including a delegation 7-day trip to Finland for roundtable discussions. The outcome of this project seems to be quite effective with the intention to keep the deliverables going beyond the three-year scope of the module, implying maximum impact.

Project Results

- A special course "Entrepreneurship and Practice" of 50 hours (300 hours in total) was developed, which was incorporated into the university curriculum as a mandatory and elective discipline. During 6 semesters, some students (227 people) studied this course as a mandatory discipline, some students took part in separate events within this course. In total, more than 600 students of the bachelor's, master's and doctoral programs have studied this course. Within the framework of this discipline, our students were engaged in scientific research in the field of internationalization of the process in Kazakhstani companies. The case study consists of an interview with a single manager or management team on the internationalization, international expansion of the firms and cooperation with EU companies. All materials on this discipline were provided to our students on CDs.
- 6 articles are in international conference proceedings, 2 book chapters (1 is in Scopus), 3 articles in Scopus journals (European Journal of International Management, International Migration, [International Journal of Entrepreneurship and Small Business](#))



- Thank you for your attention!
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