



Co-funded by the  
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Vocational training center for undergraduate university students and teachers in Jordan  
(VTC)

# Implementation of Dissemination activities for VTC project

By Prof. Ahmed Al-Salaymeh

Final Conference  
HTWK, Leipzig  
October 1, 2018



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# Overview

- Dissemination Tools
- Achieved tasks in Dissemination Work package in Partner universities



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# Dissemination Tools



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# Dissemination Tools

- Project logo
- Format guidelines: must be respected for all kinds of project documents
- Project website: The website will be the key means for communicating project results
- Partners' websites: All partners will introduce the project description on their own websites.
- Establish an online career information system: Designed to allow stakeholders to post job vacancies. Also; it will offer employer reviews, career and job-search advice, and describe different job descriptions or employers.
- Events: Presentation of the project products at events and conferences. Minimum one event per project year



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# Dissemination Tools

- Internal specific workshops and presentations in each partners' institution will be organised in order to involve as many members as possible. At least one action should be in 2016, 2017 as well as 2018.

The workshop types include:

- ✓ Workshops and trainings in career planning and career start up
  - ✓ Workshop on broader strategic options as follow-up project activities
  - ✓ Workshop with career centres at leading colleges
- 
- Performing an annual conference: under the umbrella of vocational training for students during their university studies and rehabilitation of those who support it



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# Dissemination Tools

- Organize an annual job fair
- Promotional material such as folders, posters, flyers, rollups, etc.
- Newsletters: one issue yearly
- Social networks
- Press dissemination: Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end).



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# Achieved tasks in Dissemination Work package in Partner universities



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- Project logo was designed in the beginning of the project



- Formatting guidelines for (VTC) publications were prepared and sent to partners in the beginning of the project





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# Project website

- The official project website is available on:

<http://vtc.just.edu.io/>

- In addition; the project website was created by each partner university

UJ: [http://www.ju.edu.jo/Lists/EUProjects/Disp\\_form\\_new.aspx?ID=12](http://www.ju.edu.jo/Lists/EUProjects/Disp_form_new.aspx?ID=12)

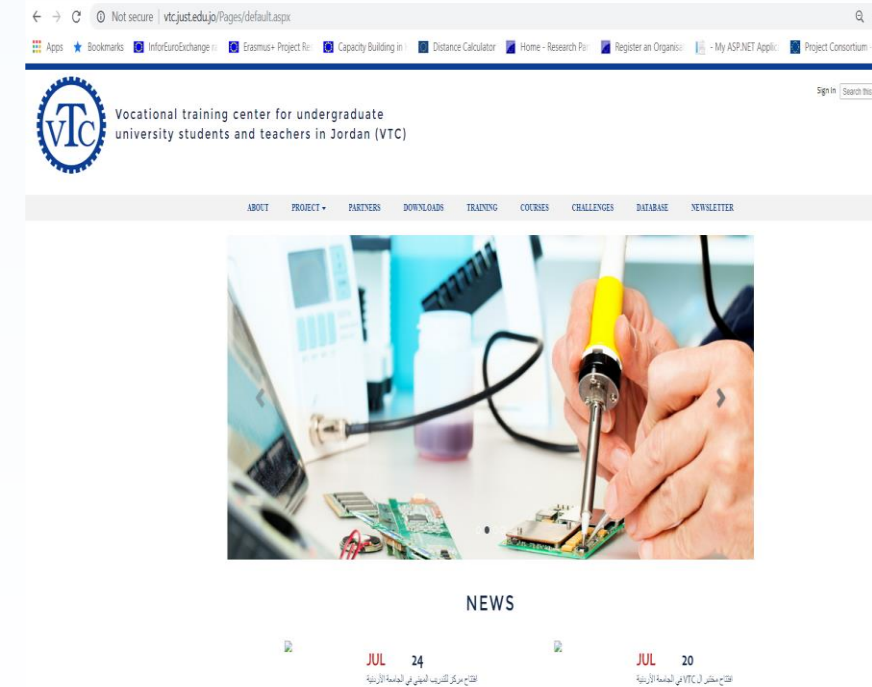
GJU: <http://www.gju.edu.jo/content/about-vtc-6254>

AABU:

MUTAH:

BAU:

Almotahida Education Group:

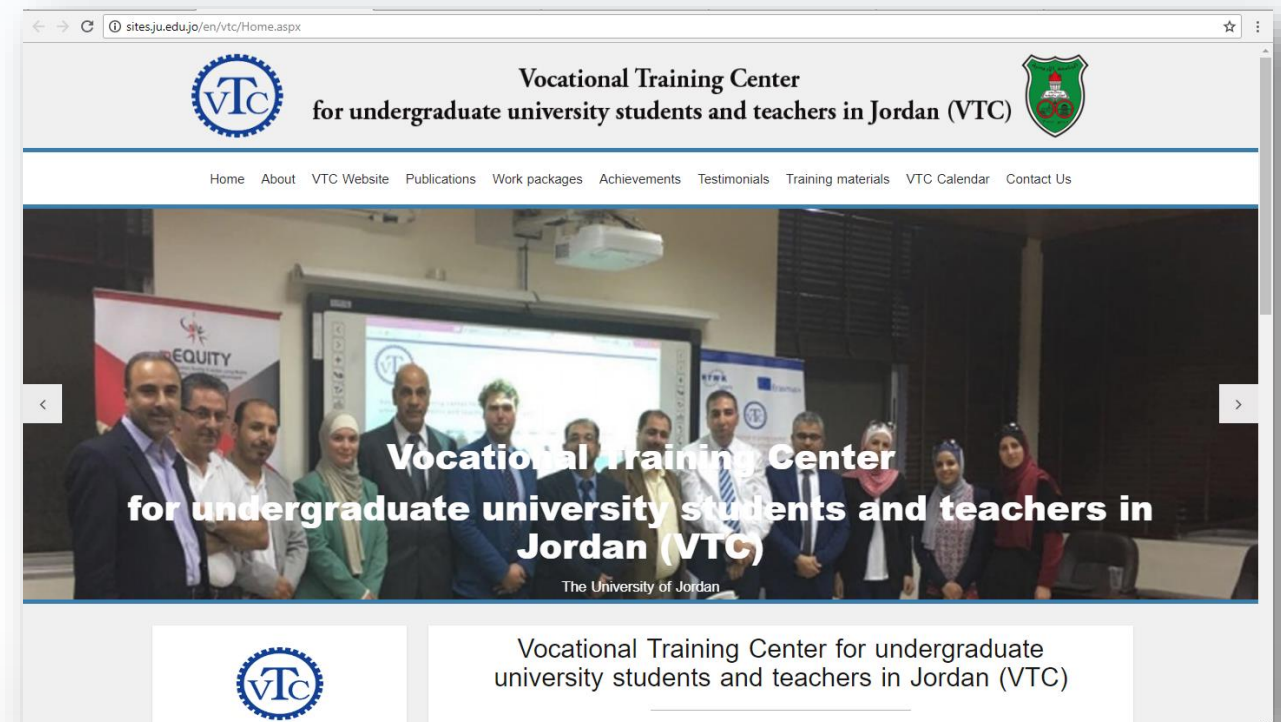




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<http://sites.ju.edu.jo/en/vtc/Home.aspx>

VTC Website:



VTC Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP



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# Partners' websites:

A brief about VTC project is published on the main websites of The partner universities

- UJ: [http://ju.edu.jo/Lists/EUProjects/Disp\\_form.aspx?ID=12](http://ju.edu.jo/Lists/EUProjects/Disp_form.aspx?ID=12)
- AABU: <https://web2.aabu.edu.jo/VTC/VTC/content/about-vtc-6254.html>
- MUTAH: <https://www.mutah.edu.jo/projects/vtc-mutah/index.htm>
- BAU: <https://www.bau.edu.jo/conference/vtc/Training%20materials.html>
- GJU: <http://www.gju.edu.jo/content/about-vtc-6254>
- JUST: <http://vtc.just.edu.jo/Pages/default.aspx>



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## The list of European projects on the web page UJ

[http://www.ju.edu.jo/Lists/EUProjects/Disp\\_form\\_new.aspx?ID=12](http://www.ju.edu.jo/Lists/EUProjects/Disp_form_new.aspx?ID=12)

Not secure | [www.ju.edu.jo/Lists/EUProjects/Disp\\_form\\_new.aspx?ID=12](http://www.ju.edu.jo/Lists/EUProjects/Disp_form_new.aspx?ID=12)

okmarks | InforEuroExchange | Erasmus+ Project Re: | Capacity Building in | Distance Calculator | Home - Research Pa: | Register an Organisa: | - My ASP.NET Appli: | Project Consortium


HOME ABOUT UJ SCHOOLS ADMINISTRATIVE RESEARCH PORTALS SERVICES ADMISSION AQABA بالعربية

THE UNIVERSITY OF JORDAN Qs

- For students
- For staff
- Alumni
- Jobs & Scholarships
- Regulations
- UJ Hospital
- UJ News
- Library

### Erasmus+ projects at the University of Jordan

Vocational training center for undergraduate university students and teachers in Jordan (VTC)



<http://vtc.just.edu.jo/Pages/default.aspx>

VTC project aims to construct a vocational training center for graduate and undergraduate students in partners universities; to apply a vocational training for the students to enhance and to develop their abilities and to build bridges between their theoretical study and vocational training skills; and also to develop a vocational training program in order to create and publish common methodology and legal documentation for the lifelong Learning, E-learning and Distant Education, practical training for all universities in Jordan in accordance with European standard. Furthermore; the project aims to develop and to enhance the staff abilities who will lead the vocational training. The project is coordinated by Leipzig University of Applied Sciences (HTWK) in Germany, who is responsible for the successful project completion, with twelve partners from Germany, Slovakia, Portugal, Spain and Jordan.

VTC Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP



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The list of International projects on the web page of the Faculty of Economics and Management, SUA in Nitra

<http://www.fem.uniag.sk/sk/medzinarodne-projekty-fem-4030/>

Erasmus+ CBHE: Vocational Training Center for Undergraduate University Students and Teachers in Jordan (VTC)



The project no. 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP is a three-year project funded by the European Union through the Erasmus+ Programme, focusing on providing Jordanian students and partners with competencies and skills needed in the job market. The project aims at institutionalizing vocational training at Jordanian universities. Exchanging experience with European partners (from Germany, Portugal and Spain) is a major factor in the success of the VTC project. The Slovak University of Agriculture in Nitra, Faculty of Economics and Management participates with the local coordinator Dr. Johana Paluchová., with Dr. Jana Gálová. and Dr. Anna Mravcová. The project aims to solve the economic, social and work problems of graduates and their inclusion into the education and technical system, while it improves the phenomenon of vocational training and skills in Jordan universities.

*Projekt č. 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP je trojročný projekt financovaný Európskou úniou prostredníctvom programu Erasmus+, ktorý sa zameriava na rozvíjanie kompetencií a zručností potrebných na trhu práce pre jordánskych študentov ako aj partnerov. Cieľom projektu je inštitucionalizácia odbornej prípravy na jordánskych univerzitách. Výmena skúseností s európskymi partnermi (z Nemecka, Portugalska a Španielska) je významnou súčasťou úspechu projektu VTC. Slovenská poľnohospodárska univerzita v Nitre, Fakulta ekonomiky a manažmentu participuje pod vedením lokálnej koordinátorky Ing. Johany Paluchovej, PhD., v spoluriešiteľstve Ing. Jany Gálovej, PhD. a PhDr. Anny Mravcovej, PhD. Projekt sa zameriava na riešenie ekonomických, sociálnych a pracovných problémov absolventov a ich zaradenie do vzdelávacieho a technického systému a zároveň zlepšuje fenomén odbornej prípravy a zručností na jordánskych univerzitách.*

Project Duration: 2015/10/15 - 2018/10/14

Project Funding (Total): 689 938 EUR

Project Website: <http://vtc.just.edu.jo/Pages/about.aspx>

Coordinating Unit: Leipzig University of Applied Sciences (Hochschule für Technik, Wirtschaft und Kultur Leipzig - HTWK), Germany

Coordinator at the FEM SUA in Nitra: Ing. Johana Paluchová, PhD.

VTC Project Number: 561708-EPP-1-2015-1-DE-EPPKA2-CBHE-JP





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# Establish an online career information system

- It's available on <http://vtc.just.edu.jo/Pages/jobs.aspx>

It needs improvements, announcement on Jobs must be published on the website



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# Disseminating of VTC in Events by The University of Jordan



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## Info Day for Erasmus+ Projects

- **Date:** December 22, 2016

The VTC project model was introduced to the audience, to encourage them to apply for such projects.







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# Project Writing and Management Workshop

**Date: November 19, 2017**

And VTC project was one of the projects that was presented as an European funded project under Erasmus+ Programm





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## Disseminating the conferences in International Conferences and Events



**First International Conference on "Mechanical Engineering and Its Applications" in Tafila Technical University, October 11, 2017**



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## Dissemination activities for VTC in GCREEDER 2018 April 3-4, 2018

- Dissemination activities for VTC project were conducted during the (GCREEDER 2018) Conference which was held at the university of Jordan under the patronage of HRH Prince Hamzeh Ibn ALHussein.
- A booth for VTC project with Roll up and brochures was in the exhibition hall of the GCREEDER 2018





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## Dissemination activities for VTC in GCREEDER 2018 April 3-4, 2018

Dissemination and Implementation  
lecture for VTC was delivered.





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# Disseminating of VTC in Events by Almotahida Education Group





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## Presentation and workshop about vocational training center and smart education package at Al-Balqa' Applied University

Date: 1- 12- 2016

- Al Salt College for Human Sciences in cooperation with vocational training center for students and teachers at the University organized a workshop about digital education package (smart education) in the presence of the faculty dean Prof. Dr. Ihab Ghabeish, Prof. Dr. Tariq Al-Azab project coordinator for Erasmus Plus program at the university and a number of university students.
- At the workshop, Dr. Riyadh Qashi (from Leipzig University- Germany) spoke about establishing a vocational training center for students and teachers which have been prepared by European Union support- Erasmus Plus program. Also, Dr. Fahmi Albalawneh from Almotahida Education Group spoke about smart education package includes interactive book, smart library, virtual labs, digital enrichment encyclopedias and remote digital learning and training platforms.





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Almotahida for training participates in "e-training reality and ambition"  
workshop at Al al-Bayt University for promotion the VTC project





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## Meeting with the Jordanian Media Institute about the digital education package

- The Jordanian Media Institute organized a workshop on digital education in cooperation with Almotahida Education Group (AEG) and Hawwaz Platform for Digital Training, they talked about digital education package and how to promote the creative thinking among students and disseminate some material about VTC project.







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# Press coverage



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# Digest for Educational news

- A daily news monitors the topics of education in the local, Arab and International media issued by the Middle East Monitor.
- One of the projects of the Arab Media and Communication Group: Arabia Inform.
- AlMotahidah presented the project in the Digest. Please see the attachment in email
- This is the link if you want to subscribe:
- <http://acumen.me/digest/education>



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# Media Dissemination of the Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia



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Article in Slovak published 23.06.2017 in printed and online form of the monthly-published journal of the SUA in Nitra "Poľnohospodár":

- Faculty of Economics and Management trained the partners from Jordanian universities hold between May 1-6, 2017

<http://www.polnohospodar.sk/kategorie-spravodajstva/255-2017-06-26-16-33-24/6575-2017-06-26-19-59-59>





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# Article in Slovak published 22.05.2017

- Partners from Jordan participated at the training at FEM SUA in Nitra (Erasmus + project VTC)

<http://www.fem.uniag.sk/sk/aktualne-informacie-reader/items/partneri-z-jordanska-sa-skolili-na-fem-spu-v-nitre-erasmus-projekt-vtc/>

FAKULTA EKONOMIKY A MANAŽMENTU  
SLOVENSKÁ POĽNOHOSPODÁRSKA UNIVERZITA V NITRE

DOMOV FAKULTA UCHÁDZAČ O ŠTÚDIUM ŠTÚDIUM MEDZINÁRODNÁ SPOLUPRÁCA VEDA A VÝSKUM SPU

Partneri z Jordánska sa školili na FEM SPU v Nitre (Erasmus + projekt VTC)

22.05.2017 09:06 vstúpiť Eubica Šemeláková

Internacionalizácia našej fakulty je rozvíjaná aj podporou riešenia medzinárodného vzdelávacieho projektu „Erasmus+ Programme KA2 Project VTC“, v koordinácii Ing. J. Falúchovej a v spolupráci s riaditeľkou PR/Dr. A. Mazáčovej a Ing. J. Gálovej, v rámci ktorého sme školiť od 1. - 6. mája 2017 našich 19 partnerov zo 7 jordánskych univerzít v oblasti marketingových, projektových, manažérskych, výskumných, agrotechologických, senzorických, vzdelávacích a iných odvetví s pomocou kolegov z FEM, FBR, FAPZ, SLPH, ABT, BZ a z rektorátu, ktorým ďakujeme za prínosné prednášky a prehliadky.

Autor: Prof. Dr. Ing. Elena Horšáková

Späť

Auditor: Eubica Šemeláková | Redakcia: Eubica Šemeláková | Príspevky a aktualizácie | Štatistika návštevnosti

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vstahodan.fem.uniag.sk



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# Article in Slovak published 13.11.2017:

- *Training activities within the VTC project in Jordan*

<http://www.fem.uniag.sk/sk/aktualne-informacie-reader/items/%C5%A1koliace-aktivity-v-r%C3%A1mci-projektu-vtc-v-jord%C3%A1nsku/>

The screenshot shows a website page from the Faculty of Economics and Management at the University of Applied Sciences in Nitra. The page is titled "Školiace aktivity v rámci projektu VTC v Jordánsku" and is dated 13.11.2017. It features logos for VTC and the Erasmus+ Programme of the European Union. The text describes training activities in Jordan, mentioning a project coordinated by Leipzig University of Applied Sciences. It lists participants like Ing. Johana Paluchová, PhD. and Ing. Jana Gálová, PhD., and mentions various partner universities in Jordan such as German Jordanian University, Mutah University, and Jordan University of Science and Technology.





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# Article in English published 07.12.2017:

- *Training activities within the VTC project at Jordanian universities*
- <http://www.fem.uniag.sk/sk/aktualne-informacie-reader/items/%C5%A1kolicie-aktivity-v-r%C3%A1mci-projektu-vtc-v-jord%C3%A1nsku/>

The screenshot shows a website page from the Faculty of Economics and Management at the Slovak University of Applied Sciences in Nitra. The page is titled "Školiace aktivity v rámci projektu VTC v Jordánsku" and is dated 13.11.2017. It features logos for VTC and the Erasmus+ Programme of the European Union. The text describes training activities for undergraduate students and teachers in Jordan, coordinated by the Faculty of Economics and Management at SPU in Nitra. It mentions a project titled "Vocational Training Center for Undergraduate University Students and Teachers in Jordan (VTC)", funded by the Erasmus+ programme. The project is coordinated by Leipzig University of Applied Sciences in Germany. The text also lists the names of the project coordinators and partners in Jordan, including German Jordanian University, Mutah University, Jordan University of Science and Technology, Al-Balqa Applied University, and the University of Jordan.



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# VTC centers inauguration





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# UJ Official inauguration for the VTC center

Date: July 19, 2018

- The Faculty of Engineering inaugurated a vocational training center within the European Union-supported VTC project on the establishment of a vocational training center for undergraduate students
- The opening ceremony was held in the presence of project partners from the Jordanian universities and the project coordinator from Leipzig University of Applied Sciences (HTWK).





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## VTC Center was established at School of Engineering

Equipped with 25 Desktop computer, and Server





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# GJU Official inauguration for the VTC center

Date: 12 April 2017

Prof. Natheer Abu Obeid, President of the German Jordanian University (GJU), and invited guests celebrated the opening of the Innovation Space and the Vocational Training Center of the University during a launching event in the main campus of the University.





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# MUTAH Official inauguration for the VTC center

Date: November 28, 2016

[http://petra.gov.jo/Public\\_News/Nws\\_NewsDetails.aspx?Site\\_Id=2&lang=1&NewsID=279333&CatID=13](http://petra.gov.jo/Public_News/Nws_NewsDetails.aspx?Site_Id=2&lang=1&NewsID=279333&CatID=13)







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# Workshops and trainings



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# Training Workshop on “Postgraduate Planning”

- **Date:** November 30, 2016
- **Location:** Hamdi Mango Center For Scientific Research – The University of Jordan
- **Trainer:** Dr. Khaled Khrisat from MONOJO Company

The Workshop conducted to train the students on different skills including the needed skills to write the curriculum vitae, skill for job interviews, and to choose the suitable job.





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## Made in Jordan Workshop March 26, 2017

The event aims to introduce the status of the industry in Jordan, and the success stories of some industries.

Moreover; the workshop was accompanied with an exhibition for many local companies that succeeded in manufacturing their products in a high quality. The VTC project was introduced to the participants during the workshop.





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## Training Workshop on “Project Management ” October 21-26, 2017

Training was conducted by Slovak  
University of Agriculture in Nitra

Aimed to improve Sales and Marketing,  
project Management and problem  
solving skills.







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## Training Workshop on “Business and Tourism” November 16, 2017

Training was conducted by ISPAB – Instituto Superior de Paços de Brandão

It aimed to improve students’ skills in business field from different sectors like sales, marketing, customer management and heritage and development.





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## Training workshop on “USE OF DIGITAL PLATFORMS IN TEACHING” April 4, 2018

The workshop aimed to support the use of technology and digital platforms in the educational process.





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## Training workshop on “USE OF DIGITAL PLATFORMS IN TEACHING” April 4, 2018

The workshop aimed to support the use of technology and digital platforms in the educational process.





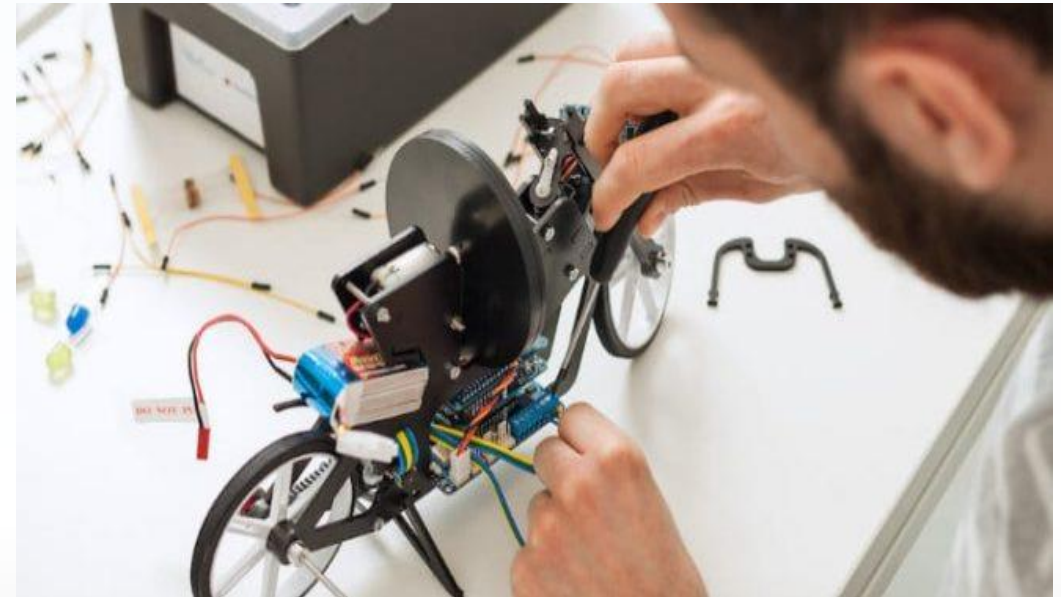


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## Training workshop on „Programming“ July 19 & 21, 2018

This workshop will focus on running with Arduino\* quickly, so that the student will understand the basic procedures for working with Arduino.

\*An Arduino is a small computer that you can program to control things like lights or motors.





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# Training title (conducted at MU) attendance: Student and Staff

- 1-WORKSHOP on Vocational Training for Undergraduate University Students and Teachers in Jordan (VTC)
- (Role of MUTAH VTC)
- Date: 28 – 30 November 2016
- Place: Faculty of Engineering, Mutah University Karak –Jordan
- 2- Developing the Reflective Thinking and Problem Solving
- Prepared and Implemented by: Dr. Bassam Abdullah Taha
- Date August 1, 2017
- 3- Global citizenship education - Critical Thinking in Solving Problems and New Ideas
- By Dr. Mravcová Anna
- Date 22-10-2017
- 4- Skills in Using Computer Software - Neuromarketing as progressive methods in market research
- By Dr. Berčík Jakub
- Date 22-10-2017



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- 5- Sales and Marketing Skills - Contrast in International Marketing between Chosen European –Asian - African countries
- Dr. Paluchová Johana
- 6- Basic Fundamentals in Project Management - Internationalization, Networking and Project Cooperation Opportunities in Higher Education
- By Dr. Gálová Jana
- 7- Title: Sales and Marketing Skills: Strategy and tactics
- Conducted by Dr. Joaquim Marques
- Date: 13-11-2017
- 8- History, Heritage, and Development. The Touristic Activity
- By Dr. Mário Cunha
- 9- Business Administration in the 21st century
- By Dr. Maria de Nascimento | Dr. Mário Cunha | Dr. Joaquim Marques
- 10- Vocational Training Center for Undergraduate University Students and Teachers in Jordan (VTC)
- Workshop : 2-3 September 2018
-





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## Career Planning for Undergraduate Students Training Workshop at Al al-Bayt University

Training Date: August, 13, 2017

Location: Al al-Bayt University

Trainer: Dr. Khaled Khrisat form MONOJO company

The training was one of the proposed activities in the Vocational training center for undergraduate university students and teacher in Jordan as one of the objectives of Capacity Building in the Field of Higher Education in the Jordanian Universities.

The training topics was according to the output of the questionnaire distributed among the students and policy makers.

The training program focus on an important issues and skills that needs by students.





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## Cloud Computing Training Workshop at Al al-Bayt University

Training Date: October, 22, 2017

Location: Al al-Bayt University

Trainer: Eng. Ahmed Al-Madan

The training was one of the proposed activities in the Vocational training center for undergraduate university students and teacher in Jordan as one of the objectives of Capacity Building in the Field of Higher Education in the Jordanian Universities.

The training topics was according to the output of the questionnaire distributed among the students and policy makers.

The training program focus on an important issues and skills that needs by students.



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## SLOVAK Training Workshop at Al al-Bayt University October, 25, 2017

Training was conducted by Slovak University of Agriculture in Nitra, aimed to improve:

- 1- Sales and Marketing Skills: Contrast in International Marketing between Chosen European – Asian – African Countries.
- 2- Global Citizenship Education – Critical Thinking in Solving Problems and New Ideas.
- 3- Basic Fundamentals in Project Management: Internationalization, Networking and Project Cooperation Opportunities in Higher Education.





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## PORTUGAL Training Workshop at Al al-Bayt University November, 15, 2017

Training was conducted by ISPAB, aimed to improve:

- ✓ Customer Essential Elements of a Customer Management Approach.
- ✓ Sales and Marketing Skills: Strategy and Tactics.
- ✓ History, Heritage and Development: The Touristic Activity.







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## MONOJO Training Workshop at Al al-Bayt University

Time and place: April, 11, 2018

Location: Al al-Bayt University

Trainer: MONOJO company team

The training was one of the proposed activities in the Vocational training center for undergraduate university students and teacher in Jordan as one of the objectives of Capacity Building in the Field of Higher Education in the Jordanian Universities.





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## 3D Models Design as co-curricula workshop for GJU students

- **Title of the event:** **Date:** March 22, 2017
- **Trainer:** Mr. Faisal AlNemri from Mixed Dimensions Company
- **Target Group:** Engineering Students
- **Description:** In the framework of continuous cooperation between the German Jordanian University and Mixed Dimensions Company, a workshop was organized on designing 3D models using sketch up software.

MIXED DIMENSIONS VTC GJU German Jordanian University GJU PIE

We are glad to invite for the session of  
**MIXED DIMENSION** and the **3D Printing**

Date: 22/3/2017  
Day: Wednesday  
Time: 10:00 am – 2:00 pm







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# Organizing job fairs



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## UJ Job Fair (1) April 29. 2018

- The job fair was attended by 24 companies and institutions from both the public and private sectors
- A booth for VTC project was in the exhibition with rollup and brochures, a brief about the project and its objectives and services for the students were communicated to the attendees.





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## UJ Job Fair (2) June 26,2018

- More than 15 companies and institutions from different sectors participated in the Job fair.
- During the job fair day, we disseminated VTC project by a booth with a VTC roll up and brochures, presented the objective of this project and what can VTC project give for the under graduate students





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# Newsletters



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UJ Prepared the first issue of  
newsletter

### WHAT IS VTC PROJECT

VTC is a three years project started on October 15, 2015, and funded by the European Union through Erasmus+ programme that concentrates on providing Jordanian students with competencies and skills needed by the market.

The project aims at institutionalizing vocational training within the Jordanian universities so that it becomes a main component of students' life at the university.

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#### Specific Objectives

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- ◆ Develop and enhance the staff abilities who will lead the vocational training.

### PROJECT TIMELINE

Work package	Title	Delivery Date
Preparation	Review, State of the art and Network between	Oct-Nov, 2015

Issue # 1  
April 15, 2017

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GJU Prepared the second issue of newsletter

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AABU Prepared the third issue of newsletter

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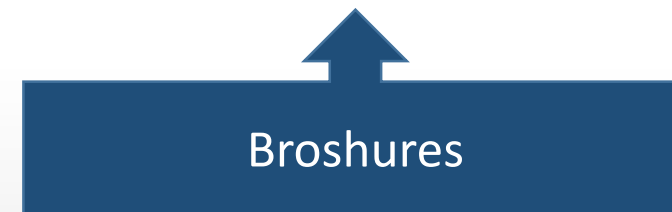
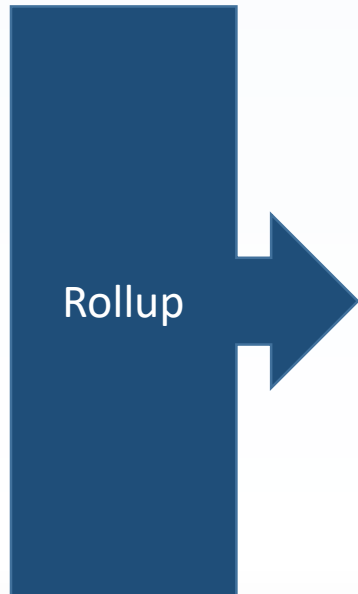
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# Promotional material



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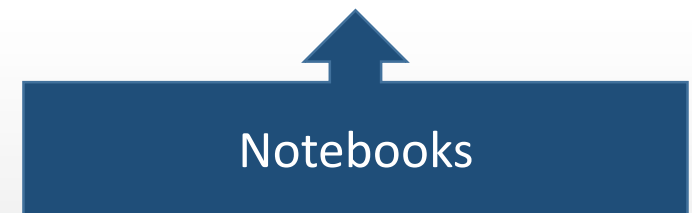
## ❖ Preparation of Dissemination Material (Media, Broshures, Rollup)





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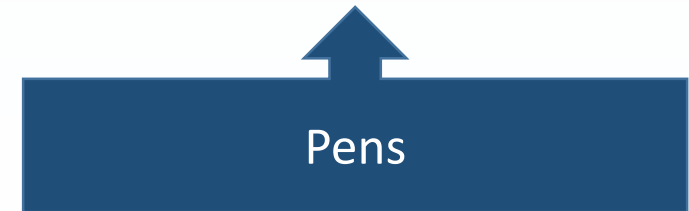
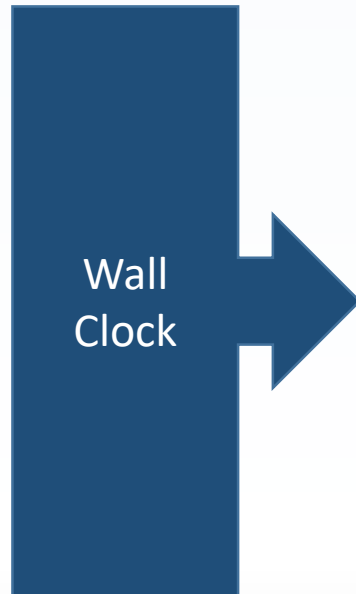






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## Preparation of Dissemination Material (Media, Broshures, Rollup)

In addition; UJ printed the following also:

- Flash memories
- Power banks
- Bags







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