

Title of the project**European Higher Education for the World - Studies and Promotion**

Duration: 3 years

Summary description

The project aims at carrying out studies and surveys on the attractiveness and perception of the European Higher Education (1), disseminating research outcomes accompanied by recommendations for practice (formulated on the two stages of research)(2), promoting activities focused on improving the European higher education image and accessibility world-widely(3).

During the three-year project empirical studies will be conducted on students of the third countries studying in Europe (in 2004/5 in the consortium universities, in 2005/7 at HEIs organising Erasmus Mundus Master Courses) and in third countries (in 2004/5 in institutions involved in the project from China, Argentina, USA, Russia and Uzbekistan). The research will show how the possibility of studying in Europe is currently perceived in the third countries and how implementation of Erasmus Mundus is assessed by the students in scientific, educational and organisational context and will cause practical response.

Target groups are students from the third countries taking educational choices, students qualified for Mundus courses (European and non-European), academics and administrative services. Dissemination of studies results and recommendations, seminars and intercultural training sessions are focused on better preparation of the target groups for experiencing multicultural and multiethnic character of academic societies.

Production of promotion tools (2 publications, brochure, website, DVD), organisation of 4 seminars and representation at 3 international conferences will enable to address HEIs authorities and chief executive officers and attract students and scholars from other continents to Europe, thus making its offer more visible and competitive on the global educational market.

Beneficiary

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