

Title of the project**Capacity Building and Promotion of three Business Administration Specializations in Higher Education of Baltic States****Duration:** 2 years**Summary description:**

School of Business Administration Turība in partnership with the higher education institutions of Baltic States - Tallinn College of Tallinn University of Technology (Estonia) and V.A.Graiciunas School of management (Lithuania) initiates the project aiming to promote quality offer of the Baltic States business administration education through strengthening structured cooperation, improved accessibility for business education with specialization.

In order to straighten Baltic States International Tourism and hospitality management, International Economics and retail business, and International Business Management and Law higher education competences in business administration, the leading higher education establishments in the field in each country has joined.

Main target groups: administrative and academic staff in higher education institutions, students in higher education institutions, graduates searching for further education opportunities from Ukraine, Belarus, Russia, Uzbekistan, Kazakhstan, Turkmenistan, and Mongolia.

Main activities:

1. Increasing know-how and sharing the best practices:
 - 1.1. Launching seminar in Latvia;
 - 1.2. Partner Workshop in Lithuania;
 - 1.3. Developing the market research
 - 1.4. Working out the common marketing strategy;
2. Promoting Baltic States higher business education specializations in the post soviet region:
 - 2.1. Developing joined informative materials for students and academics;
 - 2.2. Participation in the international education fairs;
 - 2.3. Organization of the international education fairs;
 - 2.4. Development of Project Web Portal.
3. Analysing foreign students' needs;
4. Expanding project experience through developing guidelines
5. Assessing, evaluating and disseminating project results.

Expected outputs:

1. Summary on business administration 3 specializations offer in Baltic States.
2. Baltic Marketing Strategy on three higher business education specializations
3. Guidelines for promotion of business administration 3 specializations
4. Visual and virtual marketing materials, study guide, web-portal.

Beneficiary

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Partners

LT - V.A.Graičiūno aukštoji vadybos mokykla

EE - Tallinna Tehnikaülikooli Tallinna Kolledz

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