

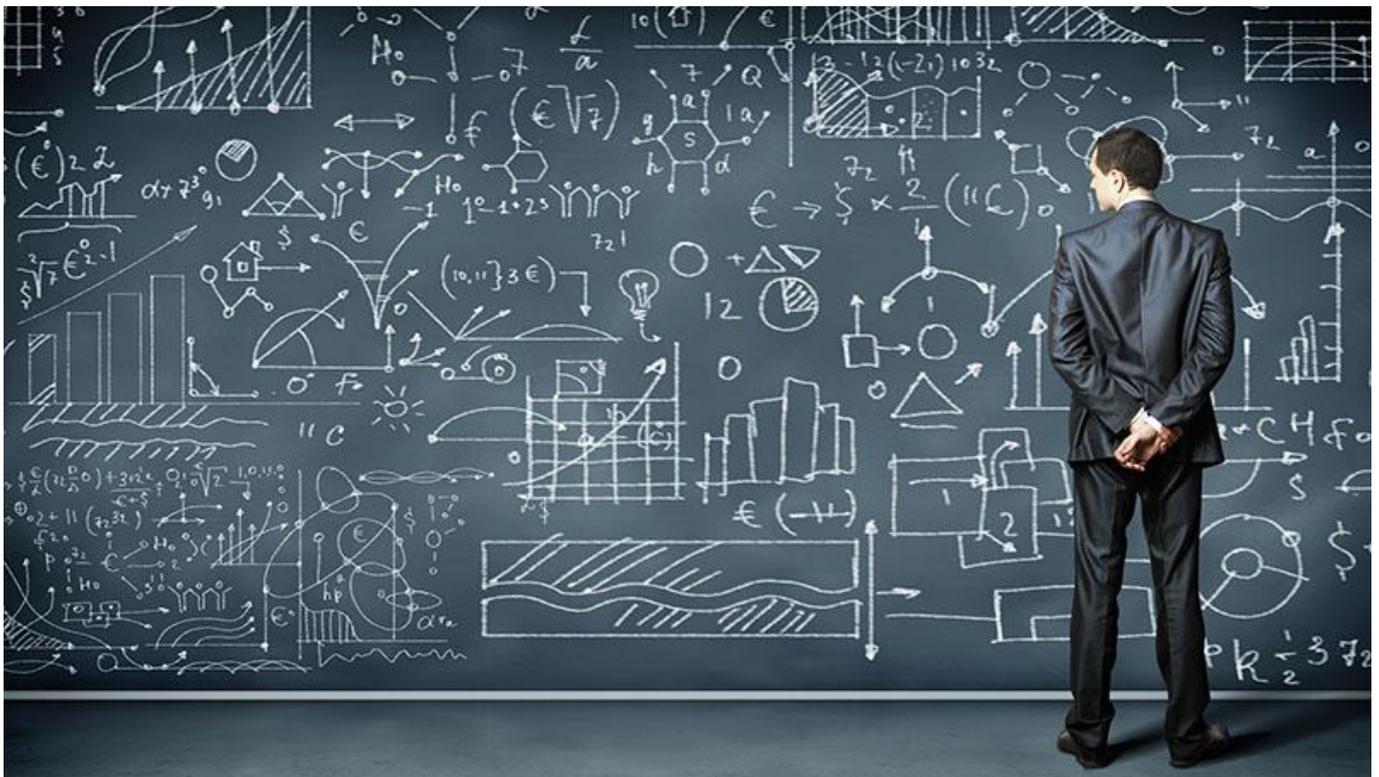
Online Seminar

“How to enhance the cooperation of Business, Economics and Management (BEM) universities and faculties?”

15 October 2021

10.00-13.00 CET

(10.00-13.00 DE,PL / 11.00-14.00 BY,EE,FI,LV, RU)



Universities and Faculties of Business, Economics and Management (BEM) are widely represented in BSRUN membership. BEM institutions are under pressure from both comprehensive universities and private business and online schools. BEM educational programs are numerous, and tight competition raises questions. Should BEM institutions be more corporate oriented? Should they continue conduction of fundamental research or focus on applied research only? Should they be international or should they maintain regional or local status? Should they provide mass online or rather exclusive offline education?

To stay competitive, BEM institutions should enhance international regional cooperation with partner universities and networks: to establish joint virtual courses/intensive courses/modules; to build up cross border university business partnerships; to foster student/teacher/staff mobility and, first of all, to promote direct cooperation between teaching and research staff.

Overview of the issues to be covered:

- Teacher/staff mobility, and all other international activities (e.g. summer schools etc.);
- Joint virtual courses / intensive online & offline courses / modules;
- Mapping competence shortages in the Baltic Sea Region (increase RDI in this area and number of joint applications).

Timing and outline: three hours; two panel discussions.

- **Session 1:** “Motivation of teaching staff towards teaching in partner universities” chaired by *Dr. Milla Laisi-Wessman, LAB University of Applied Sciences*
- **Session 2:** “Motivation of teaching staff towards cross border research and joint project applications” chaired by *Dr. Janis Priede, University of Latvia*

For registration, please, follow the [link](#).

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