

**PARTNER SEARCH FORM**  
for institutions submitting project proposals as coordinators  
(to be completed in English)

<b>General information</b>	
Partner country:	<b>Serbia</b>
Name of the University/College of Applied Science:	<b>Grantholder:</b> Singidunum University
Web site:	<a href="http://singidunum.ac.rs/">http://singidunum.ac.rs/</a>
Brief description of institution ( <i>maximum 100 words</i> ):	<p>One of the most important features of our University is high-quality of education at all study levels, coupled with the continuous implementation of modern teaching methods and technological innovations. We put special emphasis on internalization as an essential quality indicator, and strengthening collaboration with the companies and institutions in which our students may work one day, as well as on promoting close links between science and high quality university education.</p> <p>To extend its international reach yet further, the university is also conducting undergraduate studies through a distance learning system. Our university has a well-established cooperation with over 550 companies in various fields and extensive cooperation with 45 universities in the world. Apart from knowledge and skills acquired at the University, our students have the opportunity to obtain some hands-on experience by doing professional internships throughout their undergraduate studies. English is mandatory and students are now able to study other languages such as French, German, Spanish, Italian, Russian, Chinese and Japanese.</p>
Contacts of responsible person: ( <i>name, title, position, telephone, fax, e-mail</i> )	Associate Professor, Marina Marjanović Jakovljević, PhD in Telecommunications <a href="mailto:mmarjanovic@singidunum.ac.rs">mmarjanovic@singidunum.ac.rs</a>  00381693223038
<b>Project description</b>	
Type of the project: ( <i>choose one answer</i> )	<input checked="" type="checkbox"/> Joint Project (JP) <input type="checkbox"/> Structural Project (SP)
Area of the project:	<input checked="" type="checkbox"/> Category A

<p>(choose one answer – double click desired box at choose the option Checked)</p>	<p><input type="checkbox"/> Category B  <input type="checkbox"/> Category C  <input type="checkbox"/> Category D</p>
<p>Relevant to:          (choose one answer – double click desired box at choose the option Checked)</p>	<p><input checked="" type="checkbox"/> National priorities  <input type="checkbox"/> Regional priorities</p>
<p>Specific priority/priorities addressed by project proposal:          (according to the text of the official Call for proposals)</p>	<p>Business and administration, multidisciplinary</p>
<p>Working title of the project proposal:</p>	<p>Curricula Development for Better Implementation of ICT in Different Business Areas (marketing and management)/ ICTBA</p>
<p>Main objectives of the project:</p>	<p><i>Wider objective:</i> Strengthening capacities of higher education for improvement of efficiency and effectiveness in different business areas.</p> <p><i>Specific objectives:</i></p> <ul style="list-style-type: none"> <li>• Development and implementation of new master and PhD study programs for applied ICT in marketing and management</li> <li>• Improvement of student practice in applied ICT for better competitiveness in labor market (employability)</li> <li>• Training of business and administration employees for increased of effectiveness and efficiency of enterprises management in line with good EU practices</li> </ul>
<p>Short description of main activities:</p>	<p>WP1 (PREP) Comparative analysis</p> <p>WP2 (PREP) Development of new curricula in ICT-application field</p> <p>WP3 (IMPL) Implementation of study programs</p> <p>WP4 (IMPL) Collaboration with enterprises</p> <p>WP5 Management of the project (MNGT)</p> <p>WP6 Quality Assurance and Monitoring (Quality) Plan</p> <p>WP7 Dissemination and sustainability of the project results</p>

Capacity Building for Higher Education (deadline – February 10<sup>th</sup>, 2015)

Target groups and stakeholders:	Universities, enterprises
Short description of EU/Partner country institution role:	<ul style="list-style-type: none"><li>• Support and knowledge transfer in order to develop and implement a new master and PhD study programs for applied ICT and in Marketing and management.</li><li>• Implementation of novel methods in learning</li></ul>