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www.bluewbc.eu

Sustainable development of Blue economies through higher education and innovation in Western Balkan Countries – BLUEWBC



What is BLUEWBC about?

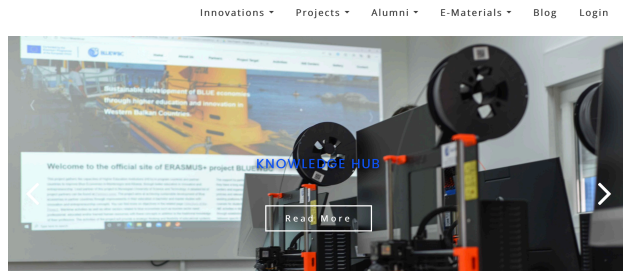
Sustainable development of Blue economies through higher education and innovation in Western Balkan Countries – BLUEWBC– the Erasmus plus project has gathered since the beginning in 2020, three HEIs from WB countries, Montenegro and Albania and three HEI partners from European countries, Norway, Lithuania, Croatia and Industry partners such as NTNU Ocean Training Center, Chamber of Commerce of Montenegro, Tehnopolis and General Maritime Directorate in Durrës.

The project is aiming to achieve sustainable development of blue economies in partner countries through improvements in their education in bachelor and master studies with innovation and entrepreneurship concepts. The activities of the project, the teacher's and student's trainings, the partners' discussion and engagement, and especially the Centers of Innovation and Entrepreneurship established in the three WB HEIs, have provided a strategic thinking and flexibility for the systems in Montenegrin and Albanian HEIs to adjust to new challenges and needs.

Read [more](#)



KNOWLEDGE SHARING HUB
WESTERN BALKAN BLUE ECONOMY



The academic year 2022-2023 begins with new and upgraded courses in UoM/ UV and UT

University of Montenegro, University of Tirana, University of Vlora have gained an excellent knowledge about how to include innovation and entrepreneurship concepts in the syllabi of present courses and in the new developed courses as planned.

During the running 30 months of this project, 10 courses have been upgraded in University of Tirana, 4 new and 8 upgraded courses have been proposed in University of Montenegro and 6 revised and 1 new courses have been proposed in University of Vlora.

At the end of this project the students of WB HEIs would benefit new knowledge and more topics related to Innovation and entrepreneurship in the fields of study of blue economy, more relation to industry partners in our countries, which will help employment and sustainability in the long run.

If you are an interested student for our upgraded and new courses, read more about the topics and courses in the links below:

<https://bluewbc.eu/assets/images/WP2-Dev%202.3-UoM-Course-Catalogues.pdf>

[https://bluewbc.eu/assets/images/WP2%20Dev%202.3%20UoT%20Course%20Catalogues.p
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[https://bluewbc.eu/assets/images/WP2%20Dev%202.3%20UoV%20Course%20Catalogues.p
df](https://bluewbc.eu/assets/images/WP2%20Dev%202.3%20UoV%20Course%20Catalogues.pdf)

Upgraded courses at UoM

After the revision of existing study programs and discussions with university staff, working team of both faculties prepared and adopted catalogues for new/revised courses on Blue economy by applying I&E concept for the University of Montenegro, which cover:

- 4 new MSc courses and
- 8 revised BSc courses.

Some of the most innovative elements of the improved and developed courses are:

- increasing skills and knowledge of students and professionals in Blue economy related to I&E through innovative courses in the English language and the developed new teaching methods which were transferred as good practices from programme countries HEIs on BSc and MSc level;
- establishment of I&E center and providing new and upgrade existing equipment which can be used for I&E practical exercises;
- networking among EU and the University of Montenegro in order to adopt the best practice for I&E in Blue economy;
- connecting Blue economy education with governmental institutions and maritime industry, and
- to support future career development of academicians, graduated students and seafarers through developed I&E center.



The courses are:

- Innovation Management (study program: Maritime Management and Logistics at PFK)
- Innovation Management (study program: Maritime Sciences at PFK)

- Maritime Entrepreneurship (study program: Maritime Management and Logistics at PFK)
- Maritime Offshore Technologies and Operations (study program: Maritime Sciences at PFK)
- Technologies of Yachts and Marinas (study program: Nautical Studies and Transportation at PFK)
- Safety and Security in Maritime Industry (study program: Maritime Management and Logistics at PFK)
- Basics of seaport logistics (study program: Maritime Management and Logistics at PFK)
- Environmental Management (study program: Maritime Management and Logistics at PFK)
- Operation and Maintenance of Ship (study program: Nautical Studies and Transportation at PFK)
- English Language I (study program: Nautical Studies and Transportation at PFK)
- English Language I (study program: Maritime Management and Logistics at PFK)
- Engineering Graphics in Shipping (study program: Marine Engineering at PFK)
- Engineering Graphics in Shipping (study program: Marine Electrotechnics at PFK)
- Innovation in Tourism (Faculty of Tourism and Hotel Management - FTH)
- Entrepreneurship in Tourism (Faculty of Tourism and Hotel Management - FTH)

I&E center in UoM will support innovation and entrepreneurship implementation in the above courses and other student and researcher activities.



[Read more](#)

Upgraded courses in Tourism and Marketing studies in UT



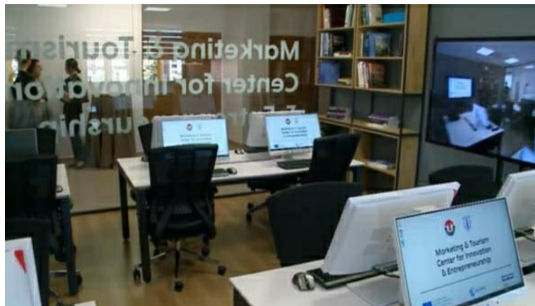
Faculty of Economy, University of Tirana has been involved in the project from the very beginning with the intent to improve curricula in bachelor and master's degrees, related to innovation and blue economy. The Department of Tourism relates mostly to blue economy, through its two study programs in Tourism:

- Master of Science in Tourism Management
- Professional Master in Tourism Management

Department of Finance and Department of Management are actively included in the project offering the bachelor related studies and courses in the Tourism Management programs. The improvement courses more related to tourism Master programs during the project, guarantees the:

- Inclusion of more concepts of innovation directly in tourism programs.
- Include more cases related to blue economy, as a vibrant part of the economy with very good opportunities in Albania, in the proposed courses.
- Relate new introduced concepts for innovation and entrepreneurship in Tourism with implementation in I&E center of Marketing and Tourism.

Innovation and Entrepreneurship Center in Tourism and Marketing, envisaged for supporting the innovation aspect of the studies and courses is an important output that can ensure to the students and the researchers the relations with the industry.



Students who will follow the Master of Science programs in Tourism and in Marketing in 2022-2023, will face an updated literature in almost all the courses, which is core for their building capacities. They will find useful the information on curricula development during the project implementation, in these courses:



1. **Sustainable Tourism Management** - course in Master of Science in tourism management program is updated with new knowledge related to focus in blue economy, forms that enable sustainable tourism such as maritime tourism and nautical tourism, how Internet of Things can support tourism.
2. **CRM in tourism** - course in Master of Science in tourism management **program** is updated with more detailed theories of Relationship management and other concepts related to blue economy, CRM systems in Blue tourism; CRM and sustainable Tourism; Students will find the case of Lonely planet and other cases in Albania.
3. **Strategic Brand Management** - course in Master of Science in Marketing, has been upgraded with new topics related to branding in the digital era, *Integrated marketing communication to build the brand capital, brand resonance and the brand value chain.*
4. **Economy of Tourism** – a core course in Master of Science in tourism management, has included some new issues and case studies related to blue economy to enlarge the specter of economy of tourism with new insights.
5. **Entrepreneurial Marketing** - course in Master of Science in Marketing has added two topics, related to entrepreneurial marketing in digital times, customer engagement and reflections on start-up models.
6. **Investment in tourism** is a possible new course suggested in terms of objectives, content, assessment and literature. It is planned to be included in the future in new study programs that will be offered by the Department of Marketing and Tourism
7. **Financial Services** in tourism - course in Master of Science in Tourism Management, eventhough a financial course, will use some concepts or illustrations from the blue economy, gained in the project trainings, such as venture investment and entrepreneurs.

8. **Innovation** – course in Bachelor of Business Administration, will use different innovation cases such as the application created and used by the Municipality of Split, Croatia, and cases from innovation centers in the EU university partners.
9. **Leadership** - course in Master of Science in Marketing/ Business Administration will include more issues related to globally responsible leadership generation Y, communication in leadership, the analysis of ethical decision-making of leadership.
10. **Entrepreneurship** - course in Master of Science in Business Administration has upgraded the literature and added some new case studies, especially related to microfinancing.

New curricula in UoV

After the revision of existing study programs and discussions with university staff, were prepared and adopted the catalogues for new/revised courses on Blue economy by applying I&E concept for the University of Vlora, which cover:

- 1 new MSc courses
- 1 revised MSc course
- 5 revised BSc courses

Revised Courses

Bachelor in Navigation

DET 223 Navigational Equipment

DET 316 Maritime Communication

Bachelor in Naval Engineering (Naval Architecture and Marine Engineering)

NAV 320 Naval Construction

NAV 380 Ship Operation Maintenance and Repair

EE 346 Electrical Power Systems

MP (Professional Master) - Master of First Level - Industrial and Naval Operations

MEK 414 Software Application in Industry

New Course

MSC (Master of Science) - Master of Second Level – Computer Science

CS 425 Innovation and Entrepreneurship

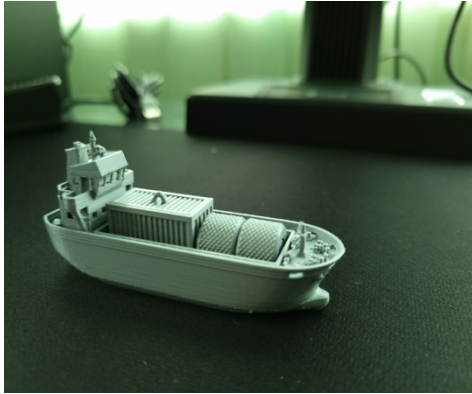
Through the I&E center, UV plans to support innovation and entrepreneurship implementation in the revised/new courses and other student and researcher activities. In order to provide adequate education and training of students and professionals in I&E in specific Blue economy (off-shore, cruise ship and yachting, marine engineering and maritime and coastal tourism) I&E center was equipped with new and upgraded equipment.



Center of I&E in UV

Through the I&E center UV plans to perform the following activities:

- Collection of data related to research, entrepreneurial and innovation potentials of the PC HEIs;
- Implementation of fundamental and applied multidisciplinary technical-technological research;
- Development of partnerships with companies and connecting researchers and students with business partners;
- Providing support and strengthening links with business incubators, innovation and entrepreneurship centers and science and technology parks;
- Joint market participation with other units dealing with knowledge transfer and technology in the field of Blue economy;
- Providing access to resources, equipment, training, research results, patents and licenses offered to the business environment;
- Organizing scientific conferences, seminars;
- Conducting multidisciplinary research, etc.



3D Products realized by students in UV

For more related to the activities of the project related to Media and Stakeholder sessions for the beginning of the courses In Vlora, Tirana and Kotorr se the news in our website and social media!

<https://bluewbc.eu>

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