



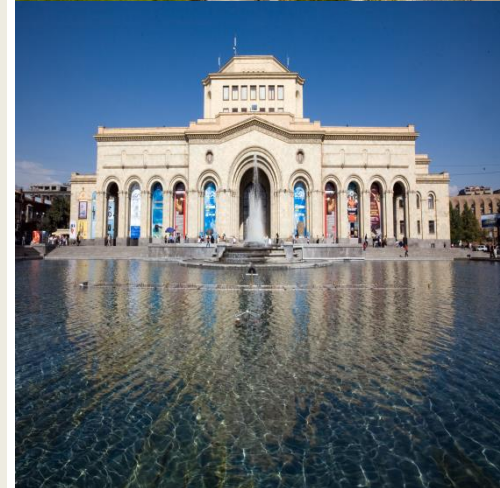
LEARNING AS AN ENTREPRENEURIAL PROCESS

The workshop on Learning as an Entrepreneurial Process was held between 21 - 23 October 2015 in the Russian-Armenian University (RAU) in Yerevan (Armenia).

It was conducted by the expert in the field, Mr. Hans Lundberg, Vice President at the European Academy of Management (EURAM), Brussels, Belgium. He is also the Chief Analyst in two European Union Tempus Projects chaired by Linneaus University (Sweden) in cooperation with the Ministries of Education in Ukraine, Armenia and Georgia and a consortium of universities (one of which is RAU).

The relation between entrepreneurship and learning is an important part of progressive entrepreneurship theory and practice. There is much to gain from discussing entrepreneurship and learning in an integrated way related to LLL.

The conducted workshop aimed at initiating such a dialogue in Armenia. It was followed by the two-day master classes for Armenian project partners that were hosted by RAU.



HOST ORGANISATION	Russian-Armenian University (Armenia)
PARTICIPANT ORGANISATIONS	<ol style="list-style-type: none"> 1) Linnaeus University (Sweden) 2) Russian-Armenian University (Armenia) 3) Agrarian National University of Armenia (Armenia) 4) Vanadzor State Pedagogical Institute (Armenia) 5) Armenian Lifelong Learning League (Armenia) 6) Gavar State University (Armenia)
NO OF PARTICIPANTS	12 – 15
INVITED SPEAKERS	<ol style="list-style-type: none"> 1) Mr. Hans Lundberg, Vice President at the European Academy of Management (EURAM) & Chief Analyst, TEMPUS LEAGUE project 2) Mr. Jan Aidemark, coordinator TEMPUS LEAGUE project.
AGENDA	http://international.rau.am/uploads/blocks/0/3/358/files/Agenda_Detailed_Day_2-3_Armenia.ppt
TARGET GROUPS	<p>Day 1: Academic and administrative staff of universities, LLL experts, advanced students;</p> <p>Day 2 and 3: LLL experts of partner universities.</p>
MAIN RESULTS	<p>Day 1: 50 – 70 stakeholders learnt about TEMPUS LEAGUE project and were trained on life-long learning and entrepreneurship</p> <p>Day 2 and 3: 12 – 15 LLL experts of partner universities trained</p>
IMPACT	<ul style="list-style-type: none"> • Dissemination of the project progress and results undertaken • Staff of partner universities learnt new methods to commercialize courses, best fit the later to market needs, etc.
STRATEGIC IMPACT (IMPACT ON LOCAL, REGIONAL, NATIONAL LEVEL)	<p>Local impact:</p> <ul style="list-style-type: none"> • Teacher and LLL experts who are involved in the development and implementation of LLL courses were trained on applying entrepreneurial strategies in LLL courses.
DISSEMINATION IMPACT (SPREADING EXCELLENCE)	<p>50-70 stakeholders learnt about TEMPUS LEAGUE project and were trained on life-long learning and entrepreneurship on 21 October 2015.</p> <p>Media was invited. Detailed report with links is presented below. CivilNet TV and ArmNews TV that interviewed the speakers have around 120,000 and 400,000 outreach consequently.</p>
TRAINING IMPACT	Staff from the partner universities learnt new methods to commercialize courses, best fit the later to market needs, etc.

EVALUATION FEEDBACK

Some of the comments of workshop participants are:

- 1) Overall satisfaction of the workshop topics and contents.
- 2) The tasks performed during the workshop were very helpful for the development of LLL courses on institutional level.
- 3) Effective activities helped to understand everything and gain knowledge of the philosophy of LLL.

MEDIA COVERAGE

1) NEWS COVERAGE

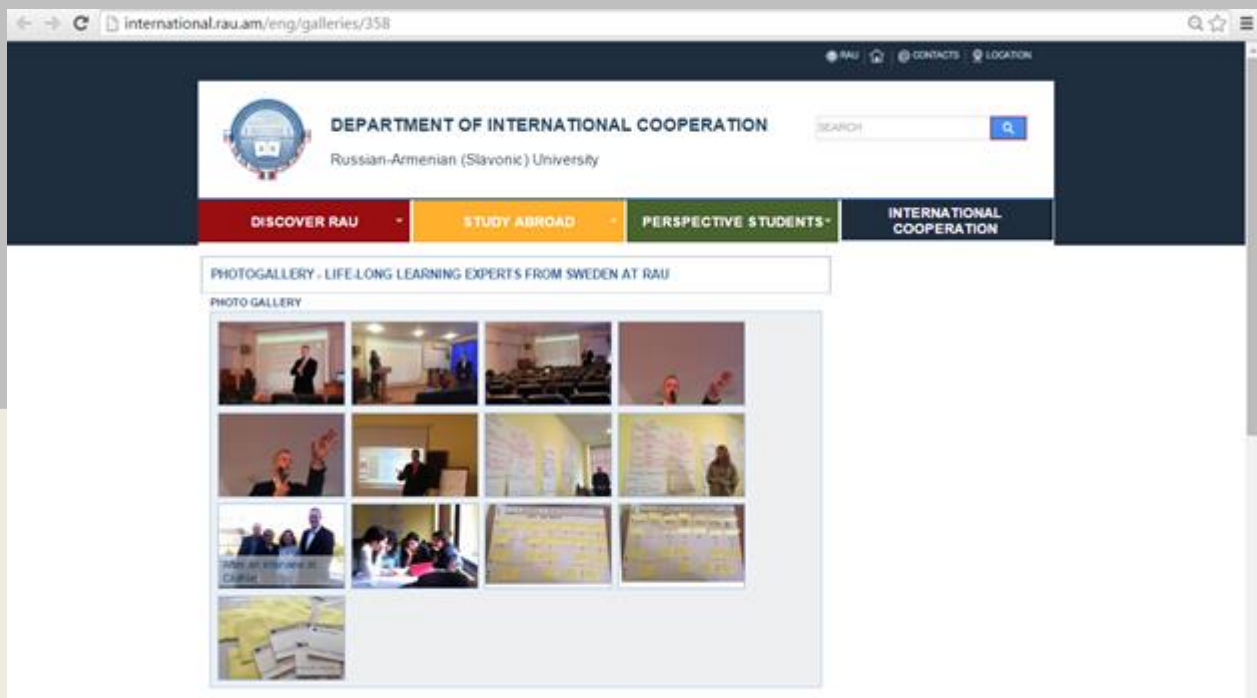
The screenshot shows a news article on the website international.rau.am. The article is titled "Learning as an entrepreneurial process" and is part of a workshop at Russian-Armenian University. It mentions a workshop held on October 21-23, 2015, hosted by RAU. The workshop was conducted by Mr. Hans Lundberg, Vice President at the European Academy of Management (EURAM). The article discusses the relation between entrepreneurship and learning and mentions that the workshop aimed at initiating project partners that will be hosted by RAU. The article also includes the LeAGUe logo and a small image of the workshop participants.

<http://international.rau.am/eng/26/league-workshop>

The screenshot shows a news article on the website tert.am. The article is titled "Ըվեղ գիտնականները ցկանս կրթության բեմադրւած բաց դաս են անցկացրել Երևանում" (Foreign scientists held an open class on the development of education in Yerevan). The article mentions that the workshop was held on October 21-23, 2015, and was hosted by RAU. The workshop was conducted by Mr. Hans Lundberg, Vice President at the European Academy of Management (EURAM). The article discusses the relation between entrepreneurship and learning and mentions that the workshop aimed at initiating project partners that will be hosted by RAU. The article also includes a small image of the workshop participants.

<http://www.tert.am/am/news/2015/10/21/open-class/1822267>

2) PHOTO GALLERY



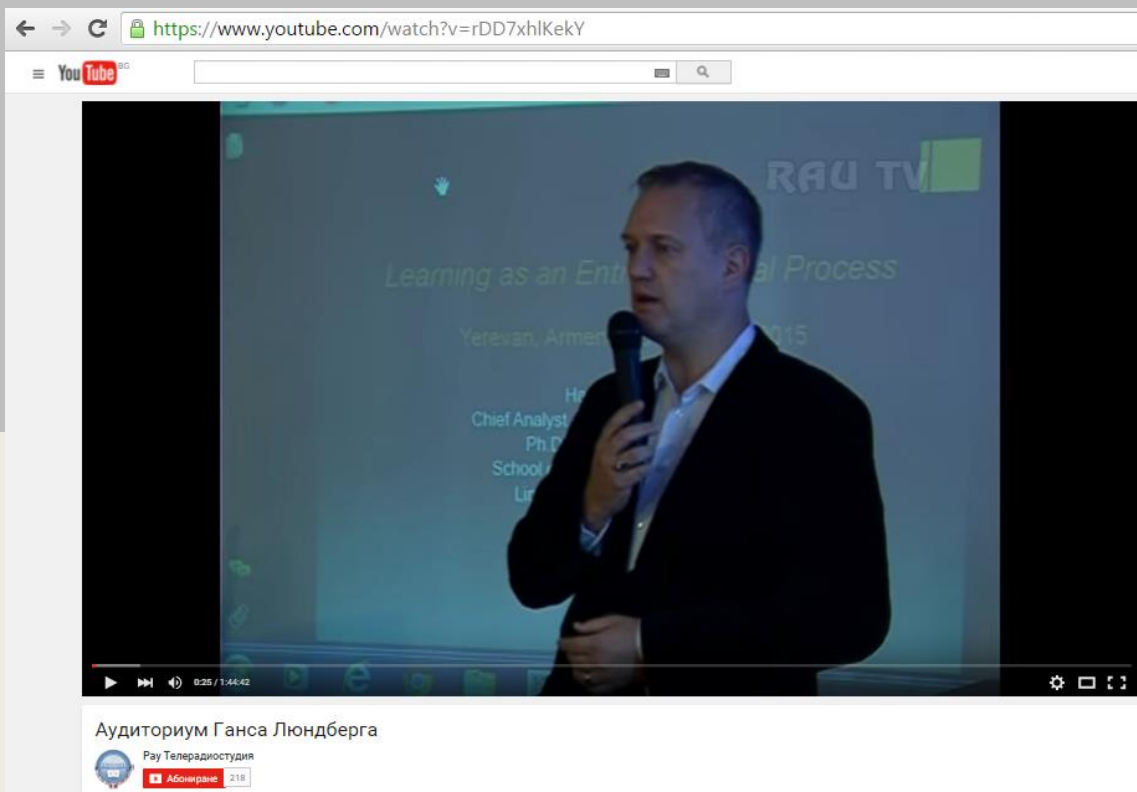
<http://international.rau.am/eng/galleries/358>

3) TV INTERVIEWS



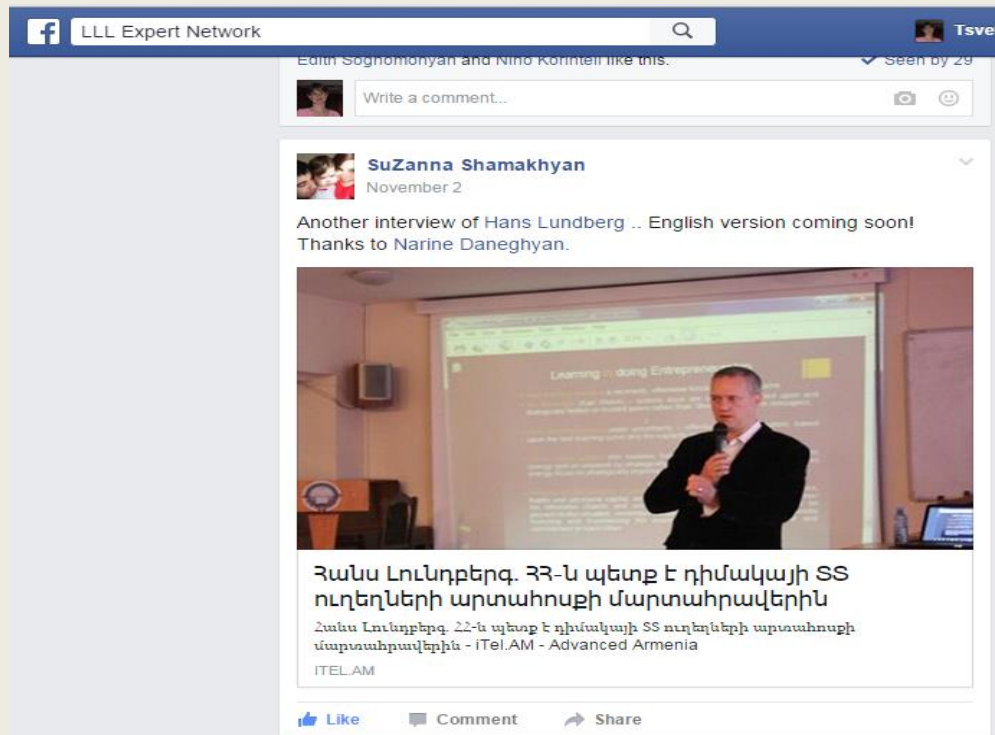
<http://civilnet.am/2015/10/25/integrating-entrepreneurship-lifelong-learning-jan-aidemark-hans-lundberg/#.VoUlevl95dh>

4) RAU TV



<https://www.youtube.com/watch?v=rDD7xhIKekY>

4) LLL EXPERT NETWORK ON FACEBOOK



Detailed information about the LeAGUe project: <http://tempusleague.eu/>

Contact: The general manager of the project:

Jan Aidemark, Coordinator, Linnaeus University (Sweden),

E-mail: jan.aidemark@lnu.se , telephone: +46 - 470-70 8892

Event Coordinator for Armenia:

Suzanna Shamakhyan, Russian-Armenian (Slavonic) University,
Yerevan (Armenia)

E-mail: s.shamakhyan@rau.am

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