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Learn – Innovate – Sell – Succeed (LISS24)

Capacity Building in Higher Education (CBHE), Erasmus+ Programme

Project No.: 101128310 Duration:2023–2026

About the Project

The LISS24 project (2023–2026) aims to enhance B2B sales and innovation capacity in Armenian and Georgian universities by strengthening teaching, research, and collaboration with industry. The project promotes sustainable university–business cooperation and contributes to student employability and institutional development.

Project Objectives

The primary goal of the project is to strengthen the capacity of Armenian and Georgian universities to produce highly skilled, business-oriented engineers ready for emerging international markets. European best practices are adapted to local business cultures, with companies actively involved in planning, funding, implementing, and assessing university-level engineering education.

Specific Objectives

- Enhance B2B sales and innovation capacity through professionalized training at Bachelor's, Master's, and in-service levels, aligned with industry needs.
- Renew the assessment culture via B2B sales and innovation competitions and Sales Labs, improving multicultural competencies and performance evaluation.
- Increase private investment in higher education by organizing showcase events and leveraging Sales Labs to generate new business opportunities.

Core Contents

Enhancing B2B Sales Competency

- Initial B2B sales training for lecturers
- Participation in a European Sales Competition in Helsinki, Finland
- Development of new courses and course content on B2B sales
- Organization of university-level sales competitions

Sales Laboratories

- Initial training and site visits to a European Sales Lab
- Purchase of laboratory equipment

- Launch and operation of Sales Labs

Enhancing Innovation Competency

- Innovation facilitator training for lecturers
- Innovation courses and workshops
- University-level innovation competitions

International Sales and Innovation Competitions

Consortium Partners

- Turku University of Applied Sciences (TUAS) – Coordinator, Finland
- Universitat Politècnica de València (UPV), Spain
- Fachhochschule Wiener Neustadt (FHWN), Austria
- Kungliga Tekniska Högskolan (KTH), Sweden
- National Polytechnic University of Armenia (NPUA)
- Armenian National Agrarian University (ANAU)
- National University of Architecture and Construction of Armenia (NUACA)
- Akaki Tsereteli State University (ATSU), Georgia
- Shota Rustaveli State University (RSU), Georgia
- Georgian Technical University (GTU)

More Information

Official LISS24 website: <http://liss24-am.liss24.com/>

LISS24 LinkedIn: <https://www.linkedin.com/company/learn-innovate-sell-succeed-liss24-Project>

Erasmus+ Programme Guide (Introduction): <https://erasmus-plus.ec.europa.eu/programme-guide/erasmus-programme-guide/introduction>

Contact person at GTU: Faculty Dean. Associate Professor **Boris Gitolendia**, Dean of the Faculty of Transport Systems and Mechanical Engineering. **Email:** boris.gitolendia@gtu.ge



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