

619299-EPP-1-2020-1-LB-EPPKA2-CBHE-JP

Project Information

Reference Number	619299-EPP-1-2020-1-LB-EPPKA2-CBHE-JP
Application Title	Development of new master program in GLOBal Supply chain Management for Southern Mediterranean
Application Acronym	GLOB-SM
Action Code	CBHE-JP
Project Start Date	15-janv.-2021
Project End Date	14-janv.-2024
Duration (months)	36
Grant Requested	746.280,50
EUD Consultation	YES

Coordinator

Name of Organisation	American University of Beirut
Street	BLISS STREET
City	BEIRUT
Country	Lebanon
Website	

International Dimension

Regional Focus	Intra-Regional
Involved Regions	R3
Application Country	LB
Partner Countries	LB (2), JO (2)
Programme Countries	FR (1), BE (1)

Project Characteristics, Aims and Objectives

Project Type	Multi-country project
Specific Activity	Curriculum development
Subject/Thematic Area	Agriculture, forestry, fisheries and veterinary
CBHE Actions	Improve the level of competences and skills in HEIs by developing new and innovative education programmes
	Improve the quality of higher education and enhance its relevance for the labour market and society
CBHE Aims and Objectives	Contribute to the cooperation between the EU and the eligible Partner Countries (and amongst the eligible Partner Countries)
	Support the modernisation, accessibility and internationalisation of the higher education field in the eligible Partner Countries

Project Summary

The motivation to develop a master program on “Global Supply Chain Management” is primarily driven by (1) the global trends in supply chain management; (2) its unique contribution to food security, maritime industry and humanitarian relief programs in the Middle East; (3) the institutional capacity of the partner universities to implement the proposed program and the European partners’ excellence in the field of supply chain management. With the increased use of digital technologies and the expanding scope of business operations, supply chain management stands at the forefront of the global economy, making national boundaries irrelevant and companies and countries ever closer. Supply chain management is particularly important in the Middle Eastern context as the region is heavily dependent on international trade for imports and exports and cultural issues play a major role in business practices. In such a highly competitive and globalized market environment, companies need well-educated supply chain management professionals who can easily understand cross-cultural issues and make supply chain decisions that have increasingly become less standardized, more complex, highly dynamic, and talent intensive.

GLOB-SM will advance CBHE objectives of supporting modernization, accessibility and internationalization of higher education institutions by developing a highly demanded, technology intensive, and need based curriculum that is new for not only Lebanon and Jordan , but also the whole of Middle East and implementing innovative strategies and tools. Being the only program of its kind in the MENA Region, the program will not only contribute to enhancing the local and regional competences on the management of supply chain, but will also enhance the employability of graduates by providing an international standard high quality education in the field.

Project Partnership

Role	Region	Participant Organisation Name	Country
Contractor	R3	American University of Beirut	LB
Partner	R3	Princess Sumaya University for Technology	JO
Partner	R3	TALAL ABU GHAZALEH UNIVERSITY COLLEGE FOR INNOVATION	JO
Partner	R3	UNIVERSITE SAINT-JOSEPH	LB
Partner	EU	GROUPE KEDGE BUSINESS SCHOOL	FR
Partner	EU	UNIVERSITEIT ANTWERPEN	BE