



Development and Implementation of MDTV Curricula (DIMTV)

WP2.5 - Activity 2.5.1 Report

Formalizing collaboration with industry partners

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Dissemination level: Department / Faculty; Institution; Local; National

Lead Organization: UAMD

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1. Introduction

Increased competition and globalization are increasingly motivating companies to collaborate with educational institutions. For this reason, the cooperation between companies and universities in Albania and Kosovo is increasing compared to previous years. Based on the labor market analysis related to the field of multimedia (**Deliverable 1.1**) it was noted that universities must prepare specialists and experts in the field of multimedia. The liberalization of the radio and television market raised concerns about the lack of technical staff employed in the sector.

Therefore, it is very important that students can perform internships on radio and television as the theoretical knowledge obtained in different courses can be practiced in real work environments. To help students who will graduate in the field of multimedia, WB universities built modern laboratories to cover multimedia and ICT courses in the framework of the DiMTV project.

Engaging in research has a major impact on society and is an ongoing challenge for universities. Today we are living in a time where the pace of technological change is quite high and leading to a constant need for new competencies and skills. The adequacy of the competencies offered by the universities must be compatible with the companies so that the latter can recruit new students. However, oftentimes collaboration is not at all easy to manage due to the different dynamics of industry and education.

Another very important reason for the academy to cooperate with the industry is to create scientific knowledge and obtain industrial data. On the other hand, collaboration with universities is essential for companies, as universities can assist in joint research projects to develop solutions to their various problems.



2. Signed MoUs

Within the DiMTV project, the partners from the Western Balkans have signed memorandums of understandings (MoUs) agreements with each other, with European partners, and with the industry. This will not only foster further collaborations but also help UAMD, Epoka, UBT, and UP universities build their collaboration networks according to the expertise they cover.

In addition to institutional benefits, Western Balkan universities have signed cooperation agreements with various multimedia companies in the private and public sectors. These collaborations will help universities send undergraduate and graduate students to conduct professional internships at these companies. This will not only help universities to prepare students for the job market but will also help companies to recruit more prepared students in the future. Furthermore, industry representatives have often been invited to universities to share their experiences and knowledge with students.

Table 1 lists all the agreements signed during the implementation of the DiMTV project but this list will be added in the coming years as this is also part of the internationalization strategy and the Plan for achieving sustainability and academic continuity.

Table 1 List of MoUs signed during the implementation of the DiMTV project

No.	MoUs	Description
1	VSB - Technical University of Ostrava (VSB-TUO) - UAMD	Institutional agreement
2	University of Prishtina (UP) - UAMD	Institutional agreement
3	VSB - Technical University of Ostrava (VSB-TUO) - UAMD	Staff and student exchange - International Credit Mobility (ICM)
4	Universiteti i Tartu (UT) - UAMD	Staff and student exchange - International Credit Mobility (ICM)
5	Ora News - Universteti Epoka	The agreement provides internship opportunities for EPOKA University students

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6	RTSH - UAMD	The agreement provides opportunities for professional practice in the premises of RTSH for UAMD University students
7	ABC News - UAMD	The agreement provides opportunities for professional practice in the premises of ABC News for UAMD University students
8	AR Production - UAMD	The agreement provides opportunities for internships in the premises and laboratories of the school and outside it, collaborations and professional practices for the realization of various productions
9	New Americans Media	The agreement will enable professional internships in the university facilities and laboratories as well as in the field.
10	Radio – Televizioni Tema - UP	The agreement provides opportunities for professional practice in the premises of Radio-Television for students of the University of Prishtina
11	Radio Ferizaj - UBT	The agreement provides the exchange of experiences and the creation of opportunities for UBT students to practice on Radio Ferizaj, while UBT within the programs and training will provide opportunities to participate under the policies set by the institution.
12	Radio Fontana - UBT	The agreement provides the exchange of experiences and the creation of opportunities for UBT students to practice on Radio Fontana, while UBT within the programs and training will provide opportunities to participate under the policies set by the institution.
13	Radio Vizioni - UBT	The agreement provides the exchange of experiences and the creation of opportunities for UBT students to practice on Radio Vizioni, while UBT within the programs and training will provide opportunities to participate under the policies set by the institution.