



Project No: 101236849-ERASMUS-EDU-2025-CBHE-STRAND-2

Transforming Business Education with AI in WB: Innovating Education for the Next Generation of Entrepreneurs

TBEAI

WP 1. – Deliverable D1.2

Project Quality Monitoring Plan (QMP)

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Abstract:	This document presents the Quality Monitoring Plan (QMP) for the TBEAI@WB project. It defines the quality assurance and quality control framework, including procedures for monitoring project activities, evaluating deliverables, and ensuring compliance with project objectives and standards. The document outlines roles and responsibilities, key performance indicators, risk management strategies, and communication mechanisms to support effective project implementation and continuous improvement.
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Abbreviations and acronyms

Abbreviation	Illustration
TBEAI@WB	Transforming Business Education with AI in the Western Balkans
QMP	Quality Monitoring Plan
WP	Work Package
KPI	Key Performance Indicator
QA	Quality Assurance
QC	Quality Control
UBT	University for Business and Technology
UAMD	Aleksander Moisiu University of Durrës
EU	European Union
AI	Artificial Intelligence
MSc	Master of Science
HEI	Higher Education Institution

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1. Introduction

1.1 Purpose of the Quality Monitoring Plan

The Quality Monitoring Plan (QMP) is developed within the framework of the project Transforming Business Education with AI in the Western Balkans: Innovating Education for the Next Generation of Entrepreneurs (TBEAI@WB). The purpose of this document is to establish a structured approach for ensuring high-quality implementation of project activities, outputs, and deliverables throughout the project lifecycle.

The QMP defines the principles, procedures, and responsibilities related to quality assurance and quality control within the project. It provides the consortium with a common framework to monitor progress, evaluate performance, and ensure that all activities are carried out in accordance with the objectives and standards defined in the Grant Agreement.

This document supports the effective coordination of project activities and contributes to achieving the expected outcomes of the project. In addition, it ensures transparency, accountability, and continuous improvement in project management and implementation.

1.2 Scope of the Document

This Quality Monitoring Plan applies to all project partners participating in the TBEAI@WB project. It covers the entire duration of the project and provides guidelines for monitoring and evaluating the implementation of project activities, deliverables, and milestones.

The document defines the mechanisms and procedures that will be used to monitor project performance, ensure compliance with the project objectives, and maintain high standards in the development of project results. Attention is given to monitoring deliverables, coordinating work package activities, and evaluating the effectiveness of project outcomes.

The QMP also outlines the procedures for internal quality control, partner collaboration, reporting mechanisms, and the use of monitoring indicators to measure project progress and impact.

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1.3 Relationship with the Project Management Structure

The Quality Monitoring Plan is closely linked to the overall project management structure and governance of the TBEAI@WB project. Quality assurance activities are integrated within the project management framework and are implemented in coordination with the Steering Committee, Work Package Leaders, and project partners.

Work Package 1 (WP1) focuses on project management and quality assurance and is responsible for establishing the procedures and mechanisms necessary to ensure high-quality project implementation. Within this framework, specific roles and responsibilities are defined for monitoring project activities, reviewing deliverables, and ensuring compliance with agreed standards.

The implementation of this plan will contribute to the timely completion of project tasks, effective coordination between partners, and continuous monitoring of project performance.

1.4 Structure of the Document

This document is structured to provide a comprehensive overview of the quality monitoring mechanisms implemented within the project.

Following the introduction, the document presents the quality management framework, including the principles and objectives guiding quality assurance within the project. Subsequent sections describe the roles and responsibilities of project partners, quality control procedures, monitoring mechanisms, and key performance indicators used to measure project progress.

In addition, the document outlines the risk management approach and evaluation mechanisms designed to ensure the sustainability and effectiveness of project results. The final sections summarize the key aspects of the quality monitoring system and provide recommendations for continuous improvement throughout the project lifecycle.

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2. Quality Management Framework

2.1 Principles of Quality Management

Quality management within the TBEAI@WB project is based on a set of principles designed to ensure the effective implementation of project activities, the timely delivery of results, and the achievement of project objectives. The quality management framework ensures that all activities and deliverables are implemented in accordance with the standards and expectations defined in the project proposal and the Grant Agreement.

The main principles guiding the quality management framework include transparency, accountability, collaboration, efficiency, and continuous improvement. These principles are essential for maintaining a high level of coordination among project partners and ensuring that the project delivers sustainable and impactful results.

Transparency is ensured through clear communication between partners, regular reporting mechanisms, and open access to relevant project documentation. Accountability is achieved by clearly defining roles and responsibilities within the consortium, ensuring that each partner contributes effectively to the project implementation.

Collaboration among partners is another key principle of the project's quality framework. Given the transnational nature of the consortium, effective cooperation and coordination among institutions are essential for ensuring consistency in project activities and outputs.

Finally, the principle of continuous improvement ensures that the project consortium regularly reviews its progress and identifies opportunities to improve the implementation of project activities.

2.2 Quality Assurance and Quality Control

The quality management system of the TBEAI@WB project is based on two complementary processes: **quality assurance** and **quality control**.

Quality assurance focuses on establishing procedures and guidelines that help ensure that project activities are implemented according to agreed standards. These procedures include planning, monitoring, evaluation, and reporting mechanisms designed to support effective project management.

Quality control, on the other hand, focuses on verifying that project outputs and deliverables meet the required standards and objectives. This includes internal reviews of deliverables, feedback from partners, and validation by the responsible work package leaders before submission.

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The combination of quality assurance and quality control mechanisms ensures that potential issues are identified early and corrective measures can be implemented in a timely manner. This approach contributes to improving the overall quality and reliability of project results.

2.3 Quality Management Structure

The quality management structure of the project is designed to ensure effective coordination between partners and the consistent monitoring of project activities. Several bodies within the project consortium are responsible for supporting the implementation of the quality management framework:

Steering Committee

The Steering Committee is responsible for overseeing the overall progress of the project and ensuring that the project objectives are achieved. The committee provides strategic guidance, monitors project performance, and ensures that major decisions are taken in a transparent and collaborative manner.

The Steering Committee meets regularly during the project implementation and reviews progress reports, deliverables, and key project milestones.

Work Package Leaders

Work Package Leaders are responsible for the implementation and coordination of activities within their respective work packages. They ensure that tasks are completed on time and that deliverables meet the required quality standards.

Work Package Leaders also play an important role in monitoring progress and providing feedback to partners involved in specific tasks.

Quality Board

A dedicated Quality Board will be established to support the implementation of quality monitoring procedures. The committee will include representatives from key project partners and will be responsible for monitoring project quality, reviewing deliverables, and ensuring compliance with the quality management procedures.

The Quality Board will also support the development of recommendations and corrective actions if challenges or delays are identified during project implementation.

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2.4 Continuous Monitoring and Improvement

Continuous monitoring is a key element of the project's quality management framework. Monitoring activities include regular internal reviews, partner meetings, progress reports, and feedback mechanisms.

These activities enable the consortium to track project progress, identify potential risks, and ensure that corrective actions are implemented when necessary. Feedback collected from project stakeholders is used to improve the quality and relevance of project outputs throughout the project lifecycle.

3. Quality Objectives

3.1 General Quality Objectives

The overall objective of the Quality Monitoring Plan is to ensure that the TBEAI@WB project is implemented in an efficient, transparent, and high-quality manner. The quality management system aims to support the successful achievement of the project goals by establishing clear procedures for monitoring project progress, evaluating results, and ensuring compliance with the standards defined in the Grant Agreement.

The general quality objectives of the project include ensuring effective coordination among partners, maintaining high academic and technical standards in project activities, and ensuring that all deliverables are produced on time and meet the required quality criteria.

In addition, the quality management framework aims to support collaboration between partners from the Western Balkans and the European Union, facilitating the exchange of expertise and best practices in the field of artificial intelligence and business education.

Through the implementation of the Quality Monitoring Plan, the project consortium aims to maintain a consistent level of quality across all work packages and ensure that the project results contribute effectively to the modernization of higher education in the Western Balkans.

3.2 Specific Quality Objectives

In addition to the general quality objectives, the project defines a set of specific quality objectives aligned with the expected results and activities of the project. One of the key objectives is to ensure the successful development and implementation of the new Master of Science program in Artificial Intelligence in Business at Aleksander Moisiu University of Durrës. This includes maintaining high academic standards in curriculum design, teaching methodologies, and student engagement.

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Another important objective is to ensure the successful development and modernization of courses at partner universities in the Western Balkans. These courses will integrate artificial intelligence tools and innovative teaching methodologies designed to enhance students' learning experience and improve their readiness for the labour market. The project also aims to ensure the successful establishment of AI Business Hubs at partner institutions, which will serve as platforms for research, innovation, and collaboration between academia and industry. Furthermore, the project seeks to ensure the effective implementation of capacity-building activities, including training programs for academic staff and students. These activities will support the development of new competencies related to artificial intelligence and digital transformation in business education. Finally, the project aims to ensure the effective dissemination of project results and the sustainability of project outcomes beyond the project duration.

3.3 Quality Objectives Related to Project Deliverables

A key aspect of the quality management framework is ensuring the high quality of project deliverables. Each deliverable produced within the project must comply with the requirements defined in the Grant Agreement and must reflect the expected standards of academic and professional reporting. To ensure this, specific procedures will be implemented for the preparation, review, and approval of deliverables. These procedures include internal reviews by work package leaders, feedback from project partners, and final validation before submission. The deliverable development process will follow a structured timeline to ensure that each document is completed, reviewed, and finalized before the official submission deadline. In addition, standardized templates and guidelines will be used to ensure consistency across project deliverables and facilitate the review process.

3.4 Quality Objectives for Collaboration and Communication

Effective collaboration and communication among project partners are essential for achieving the project objectives and ensuring the quality of project outputs. The project consortium will implement clear communication channels and coordination mechanisms to support collaboration between partners. These mechanisms include regular online meetings, internal communication platforms, and shared document repositories. Regular project meetings and progress reviews will allow partners to monitor the implementation of activities, discuss potential challenges, and identify appropriate solutions. Through effective collaboration and communication, the consortium aims to ensure that all partners contribute actively to the project implementation and that the project objectives are achieved in a coordinated and efficient manner.

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4. Roles and Responsibilities

4.1 Project Coordinator

The Project Coordinator plays a central role in ensuring the overall implementation and quality of the project. The coordinator is responsible for overseeing project progress, ensuring that project objectives are achieved, and maintaining effective communication among consortium partners.

The coordinator also ensures that all deliverables and milestones are submitted according to the timeline defined in the project work plan and in compliance with the requirements of the European Commission. In addition, the coordinator monitors the implementation of project activities, supervises financial management, and facilitates collaboration among project partners.

The coordinator works closely with Work Package Leaders and consortium partners to ensure that project activities are implemented efficiently and that any potential risks or delays are addressed in a timely manner.

4.2 Work Package Leaders

Work Package Leaders are responsible for the coordination and implementation of the activities within their respective work packages. They ensure that the tasks within the work package are implemented according to the project plan and that deliverables are completed on time and meet the required quality standards. Work Package Leaders coordinate the contributions of project partners involved in the work package and monitor the progress of activities. They also review draft deliverables and provide feedback to ensure that the outputs meet the expected quality standards before submission. Regular communication between Work Package Leaders and project partners helps ensure effective coordination and timely completion of project activities.

4.3 Role of UBT in Quality Monitoring

Within the framework of Work Package 1, the University for Business and Technology (UBT) plays a key role in supporting the quality management and monitoring processes of the project.

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As co-leader of WP1, UBT is responsible for contributing to the development and implementation of the Project Quality Monitoring Plan (QMP). This includes supporting the establishment of quality monitoring procedures, coordinating quality review activities, and ensuring that the project outputs meet the required quality standards.

UBT will also contribute to the monitoring of project deliverables, the preparation of quality monitoring reports, and the implementation of internal evaluation mechanisms. In addition, UBT will support the development of quality assurance policies related to the integration of artificial intelligence tools in business education.

Through these activities, UBT plays an important role in ensuring that the project is implemented effectively and that the expected outcomes are achieved.

4.4 Responsibilities of Project Partners

All project partners share responsibility for ensuring the successful implementation of the project and maintaining the quality of project activities and outputs. Each partner is responsible for completing the tasks assigned to them within the project work plan and contributing actively to the development of project deliverables. Partners are also expected to participate in project meetings, provide feedback on project outputs, and support collaboration among consortium members. In addition, partners are responsible for ensuring that their institutional teams follow the quality procedures established within the project and contribute to the monitoring and evaluation activities defined in the Quality Monitoring Plan. Active participation and cooperation among project partners are essential for ensuring the successful implementation of the project and achieving its objectives.

4.5 External Quality Expert

In order to ensure an independent evaluation of project activities and outcomes, the project consortium will engage an external quality expert. The role of the external expert is to provide objective assessments of the project implementation and to support the consortium in maintaining high quality standards. The external expert will review selected project deliverables, evaluate the effectiveness of project activities, and provide recommendations for improving the implementation of the project. The expert will also contribute to the evaluation of training activities, teaching materials, and other project outputs. The involvement of an external evaluator strengthens the credibility of the project and ensures that the quality monitoring process is transparent and aligned with international best practices.

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5. Quality Control Procedures

5.1 Deliverable Preparation Process

The preparation of project deliverables follows a structured process designed to ensure high-quality outputs and timely submission. Each deliverable is assigned to a responsible partner and a work package leader who coordinate the preparation and development of the document. The responsible partner prepares the initial draft of the deliverable according to the project guidelines and the deliverable template provided by the consortium. The draft document is then shared with the relevant partners for review and feedback. The development of deliverables involves collaboration between partners to ensure that the content reflects the expertise and contributions of the consortium members. During this process, partners may provide additional input, data, or recommendations to improve the quality and completeness of the deliverable. A clear timeline is followed during the deliverable preparation process to ensure that sufficient time is allocated for review, revision, and final approval before the official submission deadline.

5.2 Internal Review Process

Before submission, all deliverables undergo an internal review process to ensure that they meet the required quality standards and project objectives. The internal review process involves several steps. First, the draft deliverable is reviewed by the Work Package Leader, who assesses the structure, content, and compliance with the project requirements. The Work Package Leader may request revisions or clarifications if necessary. Following this initial review, the draft deliverable is shared with selected project partners who provide additional feedback and recommendations. This collaborative review process helps identify potential improvements and ensures that the deliverable reflects the contributions of the consortium. The internal review process ensures that deliverables are accurate, consistent, and aligned with the objectives of the project.

5.3 Deliverable Approval Procedure

Once the internal review process is completed and all necessary revisions have been made, the deliverable enters the approval stage. During this stage, the final version of the deliverable is reviewed by the project coordination team to ensure that it meets the expected standards and complies with the requirements of the European Commission. If necessary, minor revisions may be requested before final approval is granted. Once the deliverable has been approved, it is prepared for submission to the relevant authority according to the project reporting procedures. This structured approval process ensures that all project outputs meet the required quality standards before being officially submitted.

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5.4 Monitoring of Project Activities

Quality control procedures also include the monitoring of project activities to ensure that tasks are implemented according to the project timeline and objectives. Monitoring activities are carried out through regular project meetings, progress reports, and continuous communication among partners.

Work Package Leaders are responsible for overseeing the implementation of tasks within their respective work packages and reporting progress to the project coordination team. This structured monitoring process allows for the early identification of potential delays or challenges and supports timely corrective actions.

Through consistent monitoring, the consortium ensures that project activities remain aligned with planned objectives, quality standards, and expected outcomes, contributing to the overall effectiveness of project implementation.

5.5 Corrective and Preventive Measures

In cases where challenges or delays occur during project implementation, corrective and preventive measures will be implemented to ensure that the project continues to progress according to the planned schedule. Corrective measures may include revising task assignments, adjusting timelines, or increasing coordination between partners to address specific challenges. Preventive measures may involve improving communication, strengthening monitoring procedures, or providing additional support to partners responsible for specific tasks. The implementation of corrective and preventive measures ensures that the project remains on track and that the quality of project outputs is maintained.

6. Monitoring and Evaluation

6.1 Monitoring Strategy

Monitoring is an essential component of the project management and quality assurance framework. It supports the tracking of project activities, assessment of progress, and identification of potential challenges, ensuring alignment with the planned schedule and project objectives.

The monitoring process allows the consortium to track the progress of tasks and deliverables, identify potential challenges, and implement corrective actions when necessary. Continuous monitoring also supports effective coordination among project partners and ensures transparency in project implementation.

Monitoring activities will be conducted throughout the entire project lifecycle and will involve regular reporting, partner meetings, and progress assessments.

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6.2 Internal Monitoring Mechanisms

Internal monitoring mechanisms are designed to ensure that project activities are implemented efficiently and that project outputs meet the required standards.

The internal monitoring process will include regular progress reports prepared by Work Package Leaders and shared with the project coordination team. These reports will provide information about the progress of activities, challenges encountered during implementation, and any corrective measures that may be required.

In addition, internal monitoring will be supported through regular project meetings, both online and in person. These meetings will provide an opportunity for partners to discuss project progress, share experiences, and coordinate future activities.

The internal monitoring process also includes the use of digital tools and shared platforms to facilitate communication and document management among project partners.

6.3 Evaluation of Project Activities

Evaluation activities play an important role in assessing the effectiveness and impact of project implementation. The evaluation process will focus on measuring the quality of project outputs, the effectiveness of project activities, and the overall contribution of the project to its objectives.

Evaluation activities will include the assessment of training activities, teaching materials, developed courses, and other project outputs. Feedback will be collected from academic staff, students, and project partners participating in project activities.

Evaluation results will be used to identify areas for improvement and to support the continuous enhancement of project activities and outcomes.

6.4 External Evaluation

In addition to internal monitoring and evaluation, the project will involve an external evaluation process carried out by an independent expert. The external evaluator will assess the progress and effectiveness of the project and provide recommendations for improving project implementation.

The external evaluation will focus on several aspects of the project, including the quality of deliverables, the effectiveness of project management procedures, and the sustainability of project results.

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The involvement of an external evaluator ensures transparency and strengthens the credibility of the project's quality assurance framework.

6.5 Feedback and Continuous Improvement

Feedback from project stakeholders is an important element of the monitoring and evaluation process. The project consortium will collect feedback through surveys, questionnaires, and discussions with project participants.

Students participating in the developed courses and training activities will be invited to provide feedback on the quality of teaching materials, learning methods, and overall learning experience. Academic staff participating in training activities will also provide feedback regarding the effectiveness of the capacity-building activities.

The information collected through these feedback mechanisms will support the continuous improvement of project activities and help ensure that the project results remain relevant and sustainable.

7. Key Performance Indicators (KPIs)

7.1 Introduction to Key Performance Indicators

Key Performance Indicators (KPIs) are essential tools used to monitor the progress and effectiveness of project implementation. Within the TBEAI@WB project, KPIs are used to measure whether the planned activities and objectives are being achieved successfully.

KPIs provide measurable indicators that allow the project consortium to evaluate the progress of project tasks, assess the quality of deliverables, and identify areas that may require additional attention or improvement.

The indicators defined for this project are aligned with the objectives and expected results described in the project proposal and work plan. They cover various aspects of project implementation, including curriculum development, training activities, infrastructure development, dissemination activities, and collaboration between project partners.

Monitoring these indicators throughout the project lifecycle will support evidence-based decision-making and ensure that the project remains on track to achieve its objectives.

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7.2 Project Performance Indicators

The following indicators will be used to measure the overall progress of the project and ensure that project activities are implemented effectively.

Table 1. The table of the list of Milestones.

Indicator	Description	Measurement Unit	Target Value
Deliverables completed	Number of project deliverables completed and submitted	Number	19
Project meetings organized	Number of consortium and steering committee meetings	Number	6
Project reports produced	Number of monitoring and evaluation reports produced	Number	≥4
Partner participation rate	Level of partner engagement in project activities	Percentage	≥90%

7.3 Capacity Building Indicators

Capacity building is a key component of the project. The following indicators will be used to monitor the success of training activities and the development of human capacities.

Table 2. Capacity Building Indicators

Indicator	Description	Measurement Unit	Target Value
Academic staff trained	Number of academic staff participating in training activities	Number	60
Students trained	Number of students participating in project training activities	Number	120
Training sessions organized	Number of training sessions delivered within the project	Number	≥4
Mobility activities	Number of mobility activities implemented	Number	7

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7.4 Curriculum Development Indicators

The project aims to modernize business education by integrating artificial intelligence into academic programs. The following indicators will be used to monitor the development and implementation of educational programs.

Table 3. Curriculum Development Indicators

Indicator	Description	Measurement Unit	Target Value
New Master's program developed	Establishment of MSc program in AI in Business	Number	1
Courses developed or updated	Number of courses integrating AI methodologies	Number	10
Teaching materials developed	Teaching materials and resources produced for new courses	Number	≥10
Students enrolled in programs	Students participating in developed or updated courses	Number	≥200

7.5 Infrastructure Development Indicators

The establishment of AI Business Hubs is another key objective of the project. The following indicators will be used to monitor infrastructure development activities.

Table 4. Infrastructure Development Indicators

Indicator	Description	Measurement Unit	Target Value
AI Business Hubs established	Number of hubs created in partner institutions	Number	6
Equipment installed	Hardware and software installed for AI hubs	Number	≥6
Research activities supported	Number of research activities supported by AI hubs	Number	≥10

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7.6 Dissemination and Networking Indicators

Dissemination and networking activities are essential for ensuring the visibility and sustainability of the project results.

Table 5. Dissemination and Networking Indicators

Indicator	Description	Measurement Unit	Target Value
Workshops organized	Number of workshops and training events organized	Number	≥6
Networking events	Events involving academia, industry, and stakeholders	Number	≥5
Publications produced	Scientific publications and reports related to project activities	Number	≥5
Project dissemination activities	Events, seminars, and conferences promoting project results	Number	≥10

7.7 KPI Monitoring and Reporting

KPIs will be monitored regularly throughout the project lifecycle to ensure that project activities are aligned with expected outcomes.

Work Package Leaders will collect KPI data and report progress during project meetings. These indicators will be included in internal monitoring reports and will support decision-making processes. Any deviations from planned targets will be analysed, and corrective measures will be implemented where necessary. This structured monitoring approach ensures that the project remains aligned with its objectives and delivers expected results.

8. Risk Management

8.1 Risk Management Approach

Risk management is an important component of the project quality monitoring framework. The purpose of risk management within the TBEAI@WB project is to identify potential risks that may affect the successful implementation of project activities and to develop strategies for mitigating their impact.

The project consortium will adopt a proactive approach to risk management by identifying possible risks early in the project lifecycle and implementing appropriate mitigation measures. This approach will help

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ensure that potential challenges are addressed in a timely manner and that project implementation remains aligned with the planned schedule and objectives.

Risk management activities will be coordinated within Work Package 1, which focuses on project management and quality assurance. Work Package Leaders and project partners will play an active role in identifying potential risks and proposing mitigation strategies.

The risk management process will involve continuous monitoring of project activities, regular communication among partners, and periodic review of risk mitigation measures.

8.2 Risk Identification

Several potential risks have been identified that may affect the implementation of the project. These risks relate to project coordination, partner engagement, infrastructure development, and the timely completion of project deliverables.

Risk identification is an ongoing process, and additional risks may be identified during the project implementation. The project consortium will regularly review potential risks during project meetings and monitoring activities.

8.3 Risk Assessment

Each identified risk is evaluated based on two main criteria: **likelihood** and **impact**. Likelihood refers to the probability that a risk may occur, while impact refers to the potential effect that the risk may have on project implementation.

Based on these criteria, risks can be categorized as low, medium, or high. This classification helps the project consortium prioritize risk management actions and allocate appropriate resources to address potential challenges.

8.4 Risk Mitigation Strategies

The following table presents the main risks identified for the project, along with their potential impact and the mitigation strategies that will be implemented.

Table 6. The main risks identified for the project, along with their potential impact and the mitigation strategies

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Risk No.	Risk Description	Likelihood	Impact	Mitigation Strategy
R1	Delay in deliverable preparation	Medium	Medium	Regular monitoring of deliverable timelines and early review procedures
R2	Low partner engagement	Low	Medium	Strengthening communication and coordination between partners
R3	Delays in equipment procurement for AI hubs	Medium	Medium	Early planning of procurement procedures and monitoring of procurement timelines
R4	Difficulties in organizing training activities	Low	Medium	Flexible scheduling and use of online training formats
R5	Delay in accreditation of the new MSc program	Low	High	Early preparation of accreditation documentation and coordination with relevant authorities
R6	Partner withdrawal from the consortium	Low	High	Redistribution of tasks among remaining partners and coordination with the European Commission

8.5 Risk Monitoring

Risk monitoring will be carried out throughout the entire project lifecycle. The project consortium will regularly review the identified risks and evaluate whether the mitigation measures are effective.

Work Package Leaders will monitor risks related to their specific work packages and report any potential issues during project meetings. The project coordination team will also monitor the overall project progress and ensure that any emerging risks are addressed promptly.

Through continuous risk monitoring and effective communication among partners, the consortium aims to minimize the potential impact of risks and ensure the successful implementation of project activities.

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9. Continuous Quality Improvement

9.1 Continuous Improvement Approach

Continuous improvement is ensured through the systematic use of monitoring results, evaluation findings, and stakeholder feedback. This approach allows the project consortium to adapt activities and enhance the effectiveness and impact of project outcomes.

9.2 Feedback Mechanisms

Feedback mechanisms are essential for identifying opportunities for improvement and ensuring that project activities meet the needs of stakeholders.

Feedback will be collected from different groups involved in the project, including academic staff, students, and project partners. Surveys, questionnaires, and discussion sessions will be used to gather feedback regarding training activities, teaching materials, and the implementation of project outputs.

The information collected through these feedback mechanisms will help the consortium identify strengths and weaknesses in project implementation and develop recommendations for improving future activities.

9.3 Lessons Learned

The project consortium will document lessons learned during the implementation of the project. These lessons will provide valuable insights into the effectiveness of project management approaches, collaboration mechanisms, and capacity-building activities.

Documenting lessons learned will help the consortium improve future project activities and contribute to the sustainability of project results. These insights may also support future collaborations between project partners and other stakeholders in the field of artificial intelligence and business education.

The documentation of lessons learned will also support knowledge sharing within the consortium and contribute to the long-term impact of the project.

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10. Quality Assurance Methodology

10.1 Quality Assurance Approach

This section builds upon the quality assurance and monitoring principles introduced in previous sections by providing a more detailed methodological framework. While earlier sections outline the general approach to quality management, this chapter focuses on the practical implementation of quality assurance procedures, tools, and monitoring mechanisms.

Quality assurance is a key component of the project management framework and aims to ensure that the activities and outputs of the TBEAI@WB project are implemented in accordance with the planned objectives and expected standards. The quality assurance methodology adopted in this project is based on a structured and systematic approach that integrates monitoring, evaluation, and continuous improvement mechanisms.

Through the implementation of clear procedures and monitoring mechanisms, the consortium will ensure that all partners contribute effectively to the project implementation.

The quality assurance approach also promotes transparency and collaboration among project partners. Regular communication, internal review processes, and shared documentation will allow partners to monitor progress and ensure consistency across project activities.

10.2 Quality Assurance Procedures

Several procedures will be implemented to ensure the quality of project outputs and activities. These procedures include the planning of project activities, internal reviews of deliverables, monitoring of progress, and evaluation of project results.

Each deliverable produced within the project will follow a structured development process that includes drafting, internal review, and final approval. Work Package Leaders will be responsible for coordinating the preparation of deliverables and ensuring that the outputs meet the required quality standards.

Internal review procedures will allow project partners to provide feedback and recommendations before the final submission of deliverables. This collaborative process will help ensure that project outputs are accurate, consistent, and aligned with the objectives of the project.

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10.3 Monitoring of Quality Assurance Activities

Monitoring plays an essential role in ensuring the effectiveness of quality assurance activities. The project consortium will regularly review the progress of project activities through internal monitoring mechanisms, including project meetings, progress reports, and feedback from project partners.

Work Package Leaders will monitor the implementation of tasks within their respective work packages and report progress to the project coordination team. This process enables the early identification of potential challenges and supports the timely implementation of corrective measures when necessary.

Through continuous monitoring, the consortium ensures that project activities remain aligned with the planned schedule, quality standards, and overall project objectives.

10.4 Quality Assurance Tools and Methods

The project consortium will use a variety of tools and methods to support quality assurance activities. These include internal review templates, monitoring tables, progress reports, and feedback surveys.

Digital collaboration platforms will be used to share documentation and facilitate communication among project partners. These tools will allow partners to monitor project progress and contribute to the review and evaluation of project outputs.

In addition, surveys and questionnaires will be used to collect feedback from participants involved in training activities, course development, and other project activities. The information collected through these tools will support the continuous improvement of project activities.

10.5 Continuous Quality Improvement

Continuous quality improvement is an integral part of the quality assurance methodology and supports the ongoing enhancement of project implementation. The project consortium will regularly review the effectiveness of quality assurance procedures and assess whether the defined processes contribute to achieving the expected project outcomes.

Improvement is achieved through the analysis of monitoring results, evaluation findings, and feedback collected from project partners and stakeholders. Lessons learned during project implementation are documented and used to refine processes, enhance coordination, and improve the quality of project outputs.

This continuous improvement approach ensures that the project remains adaptable to emerging challenges and opportunities, while maintaining a high level of quality and consistency throughout its lifecycle.

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10.6 Data Protection and Ethical Considerations

The TBEAI@WB project will ensure that all project activities comply with applicable data protection regulations and ethical standards. The consortium is committed to responsible data management practices and the protection of personal data collected during the implementation of the project.

Personal data may be collected during project activities such as training sessions, workshops, surveys, and dissemination events. This may include basic information such as names, institutional affiliations, and contact details of participants. All personal data will be collected only when necessary for the implementation of project activities.

The consortium will ensure that all data is processed in accordance with the principles of data protection, including transparency, data minimization, and confidentiality. Personal data will be stored securely and will only be accessible to authorized members of the project consortium.

Whenever surveys or questionnaires are conducted, participants will be informed about the purpose of data collection and their consent will be obtained before any personal information is processed.

The project consortium will also ensure that all data used for reporting and monitoring purposes is anonymized whenever possible. This approach helps ensure compliance with ethical standards and protects the privacy of individuals participating in project activities.

11. Data Management and Storage

11.1 Data Management Principles

Effective data management is essential for ensuring transparency, accountability, and efficient collaboration among project partners. Within the TBEAI@WB project, data management procedures will be implemented to ensure that all project-related data is collected, stored, and processed in a secure and structured manner.

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The project consortium will follow key data management principles including data accuracy, confidentiality, accessibility, and responsible data handling. These principles ensure that project data supports the implementation of project activities while protecting sensitive information.

All partners involved in the project will follow the agreed procedures for managing and sharing project data.

11.2 Types of Project Data

Several types of data may be generated during the implementation of the project. These include administrative data, project documentation, monitoring data, and evaluation data.

Administrative data may include information related to project coordination, financial reporting, and partner communication. Project documentation includes deliverables, reports, meeting minutes, and project management documents.

Monitoring and evaluation data may include survey responses, training participation records, feedback from stakeholders, and performance indicators used to monitor project progress.

This data supports the monitoring and evaluation activities defined in the Quality Monitoring Plan.

11.3 Data Storage and Access

Project data and documentation will be stored in a shared digital repository accessible to authorized project partners. This repository will allow partners to share documents, collaborate efficiently, and ensure that project information is easily accessible when needed.

Access to the repository will be restricted to authorized project members in order to protect sensitive information and maintain data confidentiality.

To ensure the reliability and security of stored data, regular backups will be performed and data will be organized using clear folder structures and standardized file naming conventions.

11.4 Data Protection and Confidentiality

The project consortium will ensure that all personal data collected during project activities is processed in accordance with applicable data protection regulations.

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Personal data may be collected during training activities, workshops, surveys, and dissemination events. In such cases, participants will be informed about the purpose of data collection and their consent will be obtained before processing any personal information.

Sensitive information will be protected and access will be limited to authorized project members.

11.5 Long-Term Data Availability

At the end of the project, relevant project documentation and materials will remain available to project partners for reporting, dissemination, and sustainability purposes.

Public project outputs such as reports, teaching materials, and dissemination materials may be made available through the project website or institutional repositories in order to support knowledge sharing and ensure the long-term impact of the project.

Proper data management practices will therefore contribute not only to the effective implementation of the project but also to the sustainability and visibility of project results.

11.6 Data Backup and Security

To ensure the security and integrity of project data, regular data backup procedures will be implemented. All project data will be stored in secure environments with restricted access.

Backup systems will be used to prevent data loss and ensure that information remains available throughout the project lifecycle. These measures contribute to the reliability and sustainability of project data.

12. Quality Assurance Workflow for Deliverables

Deliverable Preparation and Review Process

The preparation and approval of project deliverables follows a structured workflow designed to ensure high-quality outputs and compliance with the project requirements. This workflow allows the consortium to maintain consistency in reporting and ensure that all deliverables undergo proper review before submission.

The deliverable development process includes several stages, involving collaboration between responsible partners, Work Package Leaders, and the project coordination team.

Table 7. Step-by-Step Deliverable Workflow

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Step	Activity	Responsible Actor	Description
1	Deliverable drafting	Responsible Partner	Initial draft of the deliverable is prepared according to the project template
2	Internal partner contribution	Task partners	Partners contribute inputs, data, and feedback
3	Work Package review	WP Leader	WP leader reviews the draft and suggests improvements
4	Internal quality review	Quality monitoring team	Document is checked for structure, clarity, and compliance
5	Final revision	Responsible Partner	Final version is prepared incorporating feedback
6	Approval	Project Coordinator	Final approval before submission
7	Submission	Coordinator	Deliverable submitted to the European Commission

Deliverable Quality Control Criteria

Before submission, each deliverable will be evaluated based on several quality criteria to ensure that the document meets the required standards.

Table 8. Quality Criteria for the evaluation of the deliverable

Quality Criterion	Description
Relevance	Deliverable addresses project objectives
Clarity	Structure and writing are clear and coherent
Completeness	All required sections are included
Accuracy	Data and information are correct
Consistency	Deliverable aligns with project activities

12.1 Quality Monitoring by Work Package

WP1 – Project Management and Quality Assurance

Table 9. Quality Monitoring of Work Package 1

Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
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Project coordination and reporting	UAMD	Progress & financial reports, coordination meetings	Monthly / Biannual	Effective implementation and coordination
Steering Committee (SC) meetings	All partners	Meeting minutes and decision tracking	Twice per year (plus additional scheduled SCs)	Strategic oversight and decision-making
Quality Monitoring Plan (QMP) implementation	UBT	Internal QA review, KPI tracking, surveys	Continuous	Quality ensured across WPs
External quality evaluation	UNIBL	External expert assessment reports	Periodic	Independent evaluation of project performance

WP2 – Innovating Master's Curriculum for the Future of Business Education

Table 10. Quality Monitoring of Work Package 2

Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
Research on existing curricula and best practices	WBU, UNIBL (co-leads)	Internal evaluation and benchmarking	Once	Research report
EU study visits and curriculum workshops	All partners	Workshop reports and feedback	Per visit (M5, M7)	Defined MSc curriculum
Development and validation of MSc curriculum	WBU, UNIBL + partners	Academic review and peer validation	Iterative	Final MSc curriculum
Translation and submission for accreditation	UAMD	Compliance check and submission monitoring	Once	Submitted curriculum for accreditation
Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
Curriculum research and benchmarking	WBU, UNIBL (co-leads)	Internal evaluation, desk research validation	Once	Research report on best practices

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EU study visits and curriculum design	All partners	Workshop reports and feedback	Per visit (M5, M7)	Defined MSc curriculum
Curriculum development and finalization	WBU, UNIBL, partners	Academic review and peer validation	Iterative	Final MSc AI curriculum
Curriculum translation and submission	UAMD	Compliance check and submission validation	Once	Submitted curriculum for accreditation

WP3 – Enriching Infrastructure Capacity

Table 11. Quality Monitoring of Work Package 3

Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
Preparation of procurement documentation (equipment & specifications)	WP3 Leader (UL) + WB partners	Internal review and compliance check	Once	Approved procurement documentation
Procurement of hardware and software	WP3 Leader + WB partners	Procurement monitoring and financial verification	Per procurement process	Equipment purchased
Installation of AI Business Hubs	WB partners	Site verification and technical validation	Once	Installed infrastructure
Configuration and testing of infrastructure	WB partners + EU partners	Technical validation and testing reports	Once + follow-up	Functional AI Business Hubs
Use of infrastructure for teaching and research	All partners	Monitoring of usage and activities	Continuous	Active use in education and research

WP4 – Building human capacities for Innovating Education for the Next Generation

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Table 12. Quality Monitoring of Work Package 4

Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
Academic staff trainings (3 sessions)	EU partners	Training evaluation surveys and attendance reports	After each training	Improved academic capacities
Development of teaching materials	HEIs partners	Peer review and academic validation	Continuous	High-quality teaching materials
Development of courses (existing and new MSc)	HEIs partners	Academic review and alignment check	Iterative	Updated and new courses
Definition of student admission criteria	UAMD	Internal validation and compliance review	Once	Defined admission criteria

WP5 – Implementation of the Master of Science Study Programme

Table 13. Quality Monitoring of Work Package 5

Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
Student enrolment	UAMD + WB partners	Enrolment data and reporting	Annual	Enrolled students
Accreditation of MSc programme	UAMD	Documentation review and authority validation	Once	Accredited programme
Student training and learning activities	EU + WB partners	Participation reports and feedback	Continuous	Skilled students
Industry engagement (lectures, internships, workshops)	Consortium partners	Event reports and collaboration records	Continuous	Strengthened academia-industry cooperation
Student feedback and programme evaluation	All partners	Surveys and evaluation reports	Continuous	Improved programme quality

WP6 – Dissemination/Sustainability

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Table 14. Quality Monitoring of Work Package 6

Activity	Responsible Partner	Monitoring Method	Frequency	Expected Result
Dissemination and Sustainability Strategy (DSS)	AAB + partners	Internal review and KPI tracking	Once + updates	Approved DSS
Website and communication tools	Consortium	Website monitoring and analytics	Continuous	Active online presence
Dissemination events (workshops, info days, etc.)	All partners	Event reports and participation data	Continuous	Increased visibility
Communication materials (logo, templates, media)	Consortium	Internal validation and usage monitoring	Once + updates	Consistent project branding
Stakeholder engagement and exploitation	All partners	Partnership records and feedback	Continuous	Long-term impact and cooperation

13. Quality Indicators per Deliverable

In order to ensure the high quality of project outputs, the consortium will monitor the quality of each deliverable using a set of predefined indicators. These indicators help assess whether deliverables meet the objectives of the project and comply with the expected standards.

Each deliverable will be evaluated based on criteria such as relevance, completeness, clarity, and alignment with the project objectives. Work Package Leaders and the project coordination team will be responsible for reviewing deliverables before submission.

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The following table presents the main deliverables and the indicators that will be used to assess their quality.

Deliverable Quality Assessment Process

Each deliverable will be evaluated according to the defined quality indicators before submission. The evaluation process will involve internal review by the responsible Work Package Leader, feedback from project partners, and final validation by the project coordination team.

This structured approach ensures that all deliverables meet the expected quality standards and contribute effectively to the objectives of the project.

Table 15 . Table of the Deliverables

Deliverable	WP	Description	Quality Indicators	Verification Method	Responsible Partner	Due Month
D1.1 Project Management Plan	WP1	Project management framework and procedures	Clear structure, defined roles, compliance with project objectives	Internal review	Aleksander Moisiu University of Durrës (UAMD)	M3
D1.2 Quality Monitoring Plan	WP1	Quality assurance framework for the project	Comprehensive QA methodology, clearly defined KPIs and monitoring procedures	Internal & peer review	University for Business and Technology (UBT) & UAMD	M4

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D2.1 Curriculum Needs Analysis	WP2	Analysis of needs for AI integration in business education	Data reliability, stakeholder involvement, clarity of analysis	Surveys & expert review	WP2 Leader	M6
D2.2 MSc Programme Design	WP2	Development of MSc programme in AI in Business	Academic quality, curriculum coherence, compliance with standards	Academic board review	UAMD	M9
D3.1 MSc Programme Application Documentation	WP3	Preparation of documentation for MSc accreditation/application	Completeness, compliance with accreditation standards	Internal & external review	WP3 Leader	M12
D4.3 Second Training Academic Staff	WP4	Implementation of training activities for academic staff	Participation rate, feedback quality, learning outcomes	Evaluation reports & surveys	UL	M15
D4.4 Third Training Academic Staff	WP4	Advanced training activities for academic staff	Learning outcomes achieved, participant satisfaction	Surveys & internal evaluation	IPS	M17
D5.1 Writing Common Articles in Business and AI	WP5	Development of joint scientific publications	Quality of content, dissemination impact	Peer review	IBU	M36

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D5.2 Academic Accreditation	WP5	Accreditation of MSc programme	Compliance with accreditation standards	External validation	UAMD	M36
D6.1 Project Website and Promotion Materials	WP6	Development of project website and dissemination materials	Visibility, outreach, stakeholder engagement	Monitoring data	AAB	M3
D6.2 Dissemination and Sustainability Strategy (DSS)	WP6	Development of dissemination and sustainability strategy	Feasibility, long-term impact	Internal review	AAB	M6

In addition to deliverables, the project includes a set of key milestones as defined in the Grant Agreement. While deliverables represent formal outputs requiring submission and evaluation, milestones indicate the successful completion of critical project activities.

Milestones are subject to quality monitoring through verification of their achievement based on predefined criteria. These criteria include evidence such as reports, attendance lists, training materials, meeting documentation, and signed agreements.

Unlike deliverables, milestones do not require formal submission; however, their completion is validated through internal monitoring processes and documentation review. This ensures that all key project activities are implemented in accordance with the planned timeline and objectives.

Table 16. Table of the milestones

Milestone	WP	Description	Verification Method	Due Month
MS1 Kick-off and Cooperation Agreement signed	WP1	Project kick-off meeting and cooperation agreements among partners	Attendance list, agenda, photos, signed agreements, feedback questionnaires	M4
MS2 Closing Event	WP1	Final project event and dissemination of results	Attendance list, agenda, photos, event materials	M34

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MS3 New MSc curriculum translated and application documentation prepared	WP2	Preparation and translation of MSc curriculum and submission documents	Curriculum documentation, submission proof, publication on website	M8
MS4 Equipment Purchase	WP3	Procurement of equipment for AI infrastructure	List of equipment, technical specifications, procurement documentation	M11
MS5 Establishment of AI Business Hubs	WP3	Setup and operationalization of AI hubs at partner institutions	Infrastructure setup, photos, videos, operational evidence	M11
MS6 Training of teachers and staff from EU experts	WP4	Training of academic staff	Number of participants, agenda, photos	M15
MS7 Student training and workshop	WP5	Student training activities and workshops	Participant lists, presentations, attendance records	M34
MS8 Guest lecturers	WP5	Delivery of guest lectures	Teaching materials, attendance lists, agendas	M35
MS9 MoUs with industry and government	WP5	Establishment of partnerships with stakeholders	Number of signed MoUs	M36

The milestones listed above are monitored as part of the project implementation process and are aligned with the verification criteria defined in the Grant Agreement.

13.1 Deliverable Quality Assessment Process

Each deliverable will be evaluated according to the defined quality indicators prior to submission. The evaluation process includes several steps, ensuring that deliverables meet the required standards and are aligned with project objectives.

First, the responsible partner prepares the initial draft of the deliverable. The draft is then reviewed by the Work Package Leader, who assesses the structure, content, and compliance with project requirements. Feedback is provided to the responsible partner for revision.

Following this, the deliverable may undergo additional internal review by project partners, depending on the nature and importance of the document. This collaborative process ensures that the deliverable reflects the contributions of the consortium and meets the expected quality standards.

Finally, the deliverable is validated by the project coordination team before submission to the European Commission.

This structured assessment process ensures consistency, transparency, and high quality across all project deliverables.

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14. Communication and Coordination Strategy

14.1 Objectives of Communication and Coordination

The communication and coordination strategy of the TBEAI@WB project aims to ensure effective collaboration among consortium partners, facilitate the smooth implementation of project activities, and support the achievement of project objectives.

The strategy is designed to promote transparency, timely information exchange, and active engagement of all project partners. It also supports decision-making processes and ensures that all partners are aligned with the project goals and timelines.

Effective communication is particularly important in transnational projects, where partners operate in different institutional and geographical contexts. Therefore, the consortium will implement structured communication mechanisms to ensure consistency and efficiency in project implementation.

14.2 Internal Communication Mechanisms

Internal communication within the consortium will be organized through a combination of formal and informal channels.

Formal communication will include regular consortium meetings, Steering Committee meetings, and Work Package meetings. These meetings will provide a structured platform for discussing project progress, reviewing deliverables, and making strategic decisions.

Informal communication will take place through email exchanges, online collaboration platforms, and shared digital workspaces. These tools will allow partners to communicate efficiently on a day-to-day basis and support the implementation of project activities.

All important decisions and discussions will be documented through meeting minutes, ensuring transparency and accountability within the consortium.

14.3 Communication Tools and Platforms

To support effective communication and coordination, the project consortium will utilize a range of digital tools and platforms.

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A shared digital repository will be used for storing project documentation, including deliverables, reports, and meeting minutes. This repository will ensure that all partners have access to up-to-date project information.

Online collaboration tools will be used to facilitate communication, document sharing, and task coordination among partners. These tools will support real-time communication and enhance the efficiency of project implementation.

In addition, video conferencing tools will be used to organize regular online meetings, ensuring continuous communication among partners regardless of geographical location.

14.4 Coordination Structure

The coordination of project activities will be ensured through a clearly defined governance structure involving the Project Coordinator, Work Package Leaders, and project partners.

The Project Coordinator, Aleksander Moisiu University of Durrës (UAMD), will oversee the overall coordination of the project and ensure that communication flows effectively among all partners.

Work Package Leaders will be responsible for coordinating activities within their respective work packages and ensuring that partners contribute effectively to the implementation of tasks.

UBT, as co-leader of WP1, will play a key role in supporting communication related to quality monitoring and reporting activities.

This structured coordination approach ensures clarity of responsibilities and supports efficient project implementation.

The following figure presents the communication and coordination structure of the TBEAI@WB project.

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PROJECT COMMUNICATION AND COORDINATION STRUCTURE

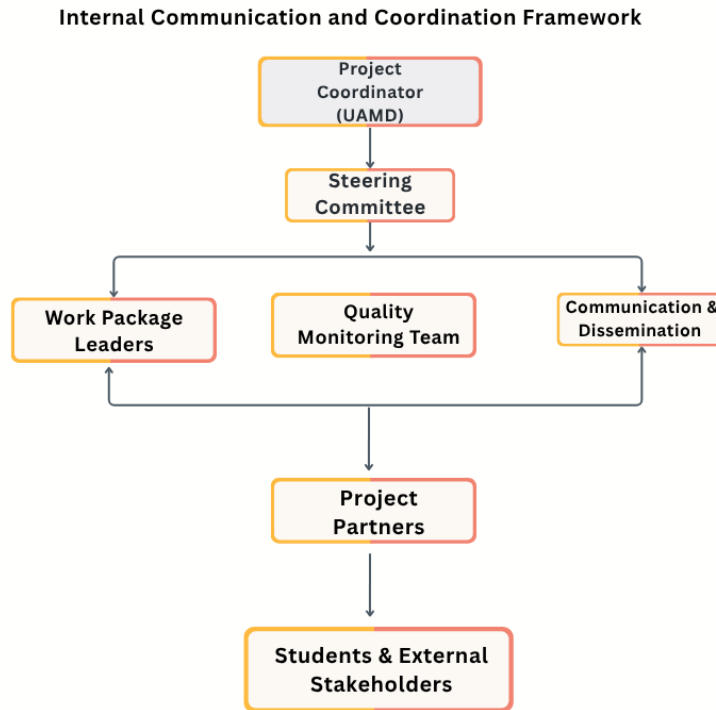


Figure 1. Project communication and Coordination Structure

14.5 Communication with External Stakeholders

In addition to internal communication, the project consortium will engage with external stakeholders, including academic institutions, industry representatives, policymakers, and students.

Dissemination activities such as workshops, conferences, and training events will provide opportunities to share project results and engage with relevant stakeholders.

The project website and social media platforms will also be used to communicate project activities and outcomes to a wider audience.

This external communication strategy supports the visibility and impact of the project and contributes to the sustainability of its results.

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14.6 Monitoring and Improvement of Communication

The effectiveness of communication and coordination mechanisms will be regularly monitored throughout the project.

Feedback from project partners will be collected to assess the effectiveness of communication tools and processes. Any challenges or gaps identified will be addressed through adjustments to the communication strategy.

This continuous improvement approach ensures that communication remains effective and supports the successful implementation of project activities.

14.7 Communication Risks and Mitigation

Potential risks related to communication include delays in information exchange, misunderstandings between partners, and limited engagement in project activities.

To mitigate these risks, the consortium will ensure clear communication protocols, regular meetings, and the use of shared communication platforms. Work Package Leaders will monitor communication within their respective areas and ensure that partners remain actively engaged.

In addition, meeting minutes and regular updates will ensure that all partners are informed and aligned with project activities. These measures will support effective coordination and reduce the likelihood of communication-related challenges.

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15. Conclusions

The Quality Monitoring Plan (QMP) provides a comprehensive and structured framework for ensuring the successful implementation of the TBEAI@WB project. By defining clear procedures for quality assurance, quality control, monitoring, and evaluation, the document establishes a common reference point for all consortium partners and supports the achievement of the project objectives.

The implementation of the QMP ensures that project activities are carried out in a consistent, transparent, and efficient manner. Through clearly defined roles and responsibilities, the project consortium can maintain effective coordination among partners and ensure that each work package contributes to the overall success of the project.

The integration of monitoring mechanisms, key performance indicators, and structured evaluation processes allows the consortium to track progress, assess performance, and identify areas for improvement. This systematic approach supports evidence-based decision-making and enables timely corrective actions when needed.

In addition, the inclusion of risk management procedures and continuous improvement strategies ensures that potential challenges are addressed proactively. This contributes to maintaining the quality of project outputs and ensuring that deliverables meet the required standards defined in the Grant Agreement.

The communication and coordination mechanisms outlined in this document further strengthen collaboration among partners and support effective engagement with external stakeholders. These mechanisms enhance the visibility, impact, and sustainability of project results.

The data management and data protection procedures described in the QMP ensure that project data is handled responsibly and securely, in accordance with applicable regulations and ethical standards. This contributes to the credibility and integrity of the project.

Overall, the Quality Monitoring Plan is a key tool for guiding the implementation of the TBEAI@WB project and ensuring that its objectives are achieved successfully. Through continuous monitoring, evaluation, and collaboration, the consortium aims to deliver high-quality results that contribute to the modernization of business education in the Western Balkans and support the integration of artificial intelligence into higher education systems.

The QMP will remain a living document throughout the project lifecycle, allowing for updates and improvements based on lessons learned and evolving project needs. This ensures that the project maintains flexibility while preserving a strong commitment to quality and excellence.

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Annex 1 – Deliverable Review Template

This annex provides a standardized template for reviewing project deliverables before submission. The template supports internal quality assurance and ensures that all deliverables meet the required standards.

Deliverable Title:

Deliverable Number:

Work Package:

Responsible Partner:

Reviewer:

Date of Review:

Review Criteria:

- Relevance to project objectives
- Structure and clarity
- Completeness of content
- Accuracy of information
- Alignment with project activities

Reviewer Comments:

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Recommendations for Improvement:

.....

Final Decision:

- ☐ Approved
- ☐ Approved with revisions
- ☐ Revisions required

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Annex 2 – Quality Monitoring Checklist

This checklist is used to monitor the implementation of quality assurance procedures throughout the project lifecycle.

- ☐ Deliverables are prepared according to the project template
- ☐ Internal review process is completed before submission
- ☐ Feedback from partners is incorporated
- ☐ Deadlines are respected
- ☐ KPIs are monitored and reported
- ☐ Risks are identified and mitigation measures applied
- ☐ Communication among partners is effective
- ☐ Documentation is stored in shared repository

Comments:

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Annex 3 – Deliverable Timeline and Planning Table

This annex presents the indicative timeline for the preparation, review, and submission of project deliverables within the TBEAI@WB project.

The table outlines the main deliverables, their corresponding work packages, responsible partners, and key milestones related to drafting, internal review, and final submission. This structured planning approach supports effective coordination among project partners, ensures timely completion of deliverables, and allows sufficient time for quality assurance and validation procedures.

Table 17. Table of the Deliverable Timeline and Planning

Deliverable	WP	Responsible Partner	Draft Preparation	Internal Review	Final Submission
D1.1 Project Management Plan	WP1	UAMD	Month 2	Month 3	Month 3
D1.2 Quality Monitoring Plan	WP1	UBT & UAMD	Month 3	Month 4	Month 4
D2.1 Curriculum Needs Analysis	WP2	WP2 Leader	Month 5	Month 6	Month 6
D2.2 MSc Programme Design	WP2	UAMD	Month 8	Month 9	Month 9
D3.1 MSc Programme Application Documentation	WP3	WP3 Leader	Month 11	Month 12	Month 12
D4.3 Second Training Academic Staff	WP4	UL	Month 14	Month 15	Month 15
D4.4 Third Training Academic Staff	WP4	IPS	Month 16	Month 17	Month 17
D5.1 Writing Common Articles in Business and AI	WP5	IBU	Month 34	Month 35	Month 36
D5.2 Academic Accreditation	WP5	UAMD	Month 34	Month 35	Month 36
D6.1 Project Website and Promotion Materials	WP6	AAB	Month 2	Month 3	Month 3
D6.2 Dissemination and Sustainability Strategy (DSS)	WP6	AAB	Month 5	Month 6	Month 6

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Annex 4 - Quality Assurance Roles and Responsibilities Matrix

This annex provides an overview of the roles and responsibilities related to quality assurance within the TBEAI@WB project.

The matrix clarifies the involvement of key project actors in quality monitoring processes, including their responsibilities and reporting lines. It supports transparency, accountability, and effective coordination by clearly defining how quality assurance activities are implemented across the project consortium.

Table 18. Table of the Roles and Responsibilities related to Quality Assurance

Role	Responsibility	Involvement in Quality Assurance	Reporting
Project Coordinator (UAMD)	Overall project coordination and supervision	Final approval of deliverables and oversight of QA processes	Reports to European Commission
WP Leaders	Coordination of work packages and tasks	Review and validation of deliverables within their WP	Report to Project Coordinator
(WP1 Co-leader)	Quality monitoring and support	Development and implementation of QA procedures, monitoring activities	Internal quality reports
Project Partners	Implementation of project activities	Contribution to deliverables and participation in QA processes	Report to WP Leaders
Quality Board	Quality oversight and monitoring	Internal review, recommendations, and quality verification	Reports to Project Coordinator
External Quality Expert	Independent evaluation	External assessment of deliverables and project performance	Evaluation reports to consortium

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