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INCREASING THE MOTIVATION FOR LEARNING OF THE STUDENTS FROM THE PROFESSIONAL FIELD MECHANICAL ENGINEERING AT THE UNIVERSITY OF RUSE²

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Abstract: *The University of Ruse has a rich human and material resources for the implementation of quality education and good practical training for engineers. The accumulated experience at the university in the Bachelor's and Master's educational level from the Professional field Mechanical Engineering provides an opportunity to apply new approaches to the motivation of both future and current students. Recognizing motivation for learning as an extremely important factor aims at improving the students' success in acquiring knowledge to be applied to improve and further develop machine-building in our country.*

Keywords: *motivation for learning, Professional field Mechanical Engineering*

JEL Codes: *I20*

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