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The challenge for the LdV project INCO II

INCO II is based on the former LdV project InCo (Internationalisation Consulting) that was carried out from October 2004 until November 2006 by the project management of FH Joanneum GmbH with 7 project partners from different countries of the EU. During the InCo project a highly sophisticated **blended learning curriculum for internationalisation consultants focused on SMEs** was developed and successfully piloted. The existing InCo curriculum shall now be transferred and adapted to additional countries.

The importance of internationalisation consulting is obvious if you consider that SMEs make up 99% of all businesses in the EU which means that they provide 75 million jobs. On the other hand they lag behind in another very important factor of the European economy: in exports, i.e. EU internal and external trade.

Nevertheless SMEs are aware of the importance to take part in international markets to survive, to create jobs and, what is most important, to grow and expand.

Taking part in the transferred INCO II curriculum allows the participants to acquire up to date knowledge about **the main factors of internationalisation**. With this additional qualification individuals and SMEs upgrade their profiles in a highly relevant and expanding field.

The aim of the project INCO II

The project INCO II started in November 2009 with a Kick-Off-Meeting in Graz where the coordinator of the project, bit management Beratung GmbH, has its head quarter. The partners travelled to Graz from Slovenia, Spain, Turkey and Finland. All together we are 6 partners who want to adapt the InCo Curriculum to European needs executing it in three different countries: Slovenia, Spain and Turkey.

The existing InCo curriculum will be analysed, a **survey** to find out the needs of all partner countries will be made and finally the **INCO II curriculum** will be executed.

An important point during the whole project will be the **evaluation**. As it is a European LdV project international standards have to be followed and controlled by external institutions making sure that the final curriculum will correspond to European standards.

These three curricula will be organized in the autumn of 2010. The participants will be:

- management consultants and their clients (SMEs)
- employees in SMEs dealing with internationalisation
- graduates of universities

One additional part in the project is to implement a “**Certification Board**” having the function to disseminate the results of the whole project INCO II all over the EU and to keep international standards of the curriculum for the future.

Six partner institutions made the decision to develop the existing InCo curriculum to European needs

bit
management **bit management Beratung GmbH**

The institution:

bit management Beratung GmbH is part of the bit group, the largest private training provider in Austria and offers trainings and consultancy in diverse areas, like personality, leadership, team, sale, project management, logistics, business economies. We advise and support enterprises, public organizations and single persons to extend their know-how and their key qualifications for a strengthened market situation. We accompany our customers individually from the analysis of needs, putting into action in their company to final evaluation. Furthermore we accompany people from the business idea until the foundation in the form of individual coaching and special trainings in the area of finances, law, taxes and soft skills.

We accompany over 500 enterprises, non-profit organizations and training participants and about 6000 start-ups at our locations in Austria every year. Our solutions are flexible, oriented to the needs of the customer and observe the highest standards of quality. Our highly competent and committed employees think and act on their own responsibility with the needs of business in mind. Our innovative products make the lasting acquisition of knowledge and training an enjoyable and enriching experience.

We are part of the project INCO II because...:

“...bit management Beratung GmbH has more than 10 years experience in vocational training. Additionally we are having subsidiaries in different countries in Europe and in other

parts of the world. In many consulting interviews we heard from SMEs that they weren't sure how to expand in other countries even if they wanted to. We took these experiences and put them together.

As we were part of the first INCO project, where the FH Joanneum GmbH was the coordinator, we knew about the professionalism of the curriculum and the importance for the participants, who gave us a lot of good feedback. So we decided to transfer this important innovation to other countries. We found ideal partners for this aim and so the project started last November.

We are glad that this project was approved by the National Agency from Austria and that we are having such experienced partners in this project."



FH JOANNEUM Gesellschaft mbH

The institution:

Multinational corporation or local SME, public or private sector, enterprise or non-profit organization, industry or service - internationalization and globalization affect everyone.

The Department of International Management offers a broad framework where students learn how to deal with legal, economic and social problems in a global world and learn how to work in such an environment. To handle the challenges of a global economy and to work in an export oriented and international company, are two of the core competencies of our graduates. Furthermore the Department of International Management and especially its transfer centre, is recognized as a well known and innovative partner in the area of academic research and development as well as in international projects. Together with students and always with a close relationship to their partners, the highly specialized team of experts develops customized solutions for their clients. In order to meet the expectations, the project team has access to an international network of partner universities, international companies as well as research and development centers all over the European Union, the USA, the Balkan States, Latin America and South-East Asia.

We are part of the project INCO II because...:

"...INCO2" is the logical continuation of the good work started with the INCO project. Due to the crisis many things changed in the last months and the way of how doing business, especially internationally has developed accordingly. New didactical concepts and new ways of communication have grown popular. It will be interesting to adapt the curriculum to include these new perspectives and to update a very successful programme to meet the expectations of today. Working together with an experienced international consortium we expect to improve our own ways of teaching the internationalization topic to provide our students with the best possible learning experience."



Kadis, kadrovsko izobraževalni inženiring, d.o.o.

The institution:

Kadis (Slovenia) is a company, established in 1992, that offers a wide range of HR services to different clients, mainly Slovene SMEs. The services range from search and selection, development of human resources, different training programs, career guidance, assessment of various skills and competences, to HR-related legal counsel, payroll accounting and HR consulting services. We provide various training programs, from soft skills and competences, i.e. leadership, management, sales, team work etc. to ICT, business foreign languages and construction. The company has also been one of the main providers of employability skills training programs in the central Slovenia, thus closely cooperating with Employment service of Slovenia.

Kadis also runs an assessment centre for different competences and has developed its own psychological and competence tests. The team consists of psychologists, sociologists, social workers, economists and lawyers. The team also has experience in international setting, both in selection of HR and in training and consulting. Through numerous EU projects we are involved in development and upgrading of various services, from assessment and training to career guidance, continuously striving to serve our clients with top quality services.

We are part of the project INCO II because...:

“...As the largest (99,7% of all companies, with 64,7% of all employees), vital (they produce 54% of added value) and the most promising part of the Slovene economy, SMEs need help in their internationalization processes. Despite their potential they are very vulnerable, especially because of the global competition. Cooperation with former Yugoslav republics that was the most obvious way of spreading the companies’ activities in the past does not suffice anymore. Time is also of vital importance – in the past the companies have exported for a long time before they went international, now it is necessary to skip some steps. Therefore consultants can assist significantly in shortening the time needed to acquire new knowledge and skills and through this help the competitiveness of SMEs. A proven programme on internationalization that does not yet exist in Slovenia is thus the main reason why a project like this is highly interesting.”

CRM Consulting
for the professional management

CRM Consulting

The institution:

CRM Consulting (Turkey) is training and consulting company founded in 2002. The customer group consists of from both production and service sector, and from private and governmental institutes. CRM Consulting serves on national and international level.

CRM Consulting designs tailor made trainings based on trainees’ needs to create systematic change on their business lives and to increase their value added activities. Provides VET trainings for adults and higher level graduates. Strategic planning, knowledge management projects, VET trainings for labors, technicians and engineers in the manufacturing companies are among the services of CRM Consulting. CRM Consulting makes surveys in different scopes for its customers overall in Turkey such as to identify customer behaviours in a

market, public opinions for several social behaviour and analyse affects on opinions to decide the strategies to be implemented by its customers. For further information

We are part of the project INCO II because...:

"...Estimates vary but it is certain that SMEs account for an enormous amount of the Turkish economy, keeping between 95% and 99% of Turkish businesses, according to analysts. There are economic crises almost every five to eight years in Turkey. SMEs are becoming more and more dynamic with the feedback of crisis. They understand that globalisation is inevitable and they have to adapt much more.

However, SMEs suffer due to inadequate trained employees on internationalisation. Learning process for a new employee and for existing employees are important in SMEs which should be short and without mistake.

On the other hand, the consultancy sector has very limited roles on internationalisation of SMEs. At Turkey's membership application period, SMEs and consultancy firms need to internationalise themselves. This project outputs is going to empower the related competencies of SMEs and of our service quality to SMEs in the region."



Confederación de empresarios de Aragón (CREA)

The institution:

The Aragon Confederation of Businessmen (CREA/Spain) is a professional organization made up of the three Aragonese provincial confederations: Huesca (the Business Confederation of the Province of Huesca, or CEOS); Teruel (the Teruel Business Confederation, or CET); and Zaragoza (the Confederation of Businessmen of Zaragoza, or CEZ) and CEPYME

The three member confederations are comprised of the different sector federations and associations, plus businesses not belonging to any specific sector but lying within the Confederation's territory.

Thus CREA is one the most representative business organizations at the national level, grouping together close to 170 associations, which means that around 30,000 Aragonese businesses operate under its wing.

At the most highly representative business organization, CREA sits on the boards, committees and commissions of the entities and institutions governing the economic and social framework of our Community, and it is the voice of Aragonese business.

CREA's objectives are: to boost and collaborate on the balanced development of the region of Aragon, to represent and defend the group interests of Aragonese business. to promote unity among businessmen and their active participation in solving the region's problems and to promote the active presence of the Aragonese businessman into the European markets

We are part of the project INCO II because...:

“...Aragon’s Businessmen Confederation (CREA) represents more than 30.000 companies in Spain. For the Spanish companies, specially in the situation on economic and financial crisis, Internationalisation should be consider as an opportunity to find new clients and to spread the commercial activities beyond their frontiers.

There is a lack of know-how and experience enough in some Spanish companies related to internationalization. This is a greater gap in SMEs that have fewer opportunities to get knowledge of internationalization consulting with methods of self-training or face to face training.

INCO II is a tool which can help the companies to acquire expertise and “know how” needed to consider internationalisation as a challenge and to improve their business.”

WINNOVA
LÄNSIRANNIKON KOULUTUS OY

WinNova - West Coast Education Ltd

The institution:

Pori College (City of Pori), Rauma College (City of Rauma), Pori Adult Education Foundation (Pori Adult Education Centre) and Western Finland Federation of Municipalities in Vocational Adult Education (Innova) have merged. The name of the new educational company is Länsirannikon Koulutus Oy (West Coast Education Ltd) and the marketing name is WinNova.

WinNova provides education for vocational upper secondary qualifications, further and continuing education as well as other vocational adult education in the form of a limited liability company.

The first realised steps

As described in the lines above the project started in November 2009 with the Kick-Off-Meeting in Graz. In the two days of the meeting we agreed about the first important steps to make the project run.

- Making ourselves familiar with the status quo information about internationalization consulting in our countries.
- Adapting the existing InCo survey to the needs of our running project INCO II.
- Developing a corporate design for the project and installing the project homepage.

Take a look at the following link to get an impression of our work. Of course we were grateful for some feedback!

www.inco2.at
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