Projects and Products Portal for Leonardo da Vinci

Easy Business – Blended learning als ein effektives Instrument für Entrepreneurshipkompetenzentwicklung

LLP-LdV-TOI-2009-HU-009

http://www.adam-europe.eu/adam/project/view.htm?prj=5595

Projektinformation

Titel:	Easy Business – Blended learning als ein effektives Instrument für Entrepreneurshipkompetenzentwicklung
Projektnummer:	LLP-LdV-TOI-2009-HU-009
Jahr:	2009
Projekttyp:	Innovationstransfer
Status:	abgeschlossen
Land:	HU-Ungarn
Marketing Text:	Das übertragene Produkt "Easy Business Blended Learning Programm - Stufe A "ist ein sehr modernes und innovatives pädagogisches Konzept, dass eine wesentliche Verbesserung der betriebswirtschaftlichen Kenntnissen anbietet und trägt somit zu einer höheren Effektivität und Produktivität der täglichen Geschäftsleben in den Unternehmen bei. Die breite Anerkennung des Programms stammt aus dessen praktischen Ausrichtung, unternehmerischen Inhalt und höhen Qualitätsstandards im E-Learning und Trainings.

Zusammenfassung:

The partners are going to localise the Easy Business blended learning into six target countries, namely to Hungary, Czech Republic, Poland, Italy, Romania and Turkey. Easy Business is the most recognised and most awarded learning programme for business administration in all German speaking countries. The wide recognition of the programme originates from its practical orientation, entrepreneurship content and high quality standards in e-learning and trainings. It is the only programme that is recommended for the preparation for the EBC*L exam (European Business Competence* Licence), the internationally recognised certification standard for business competence.

The Easy Business blended learning offers solution for many problems in the VET segment in the target countries, e.g. low participation rate, different quality of educational products or the limited scope of vocational educational programmes. It consists of Easy Business e-learning and unique training concept.

The partners are going to implement conditions for successful launch of the Easy Business blended learning into national VET systems. The partners translate and adapt the didactical texts to national languages and specifics taking into account the results of the analysis of educational needs. The partners provide six new national versions of Easy Business e-learning and a national pool of certified trainers will be established. National concepts of blended learning will be piloted and evaluated. The output will be placed into the national VET systems.

The partnership consists of one partner from Austria and six partners from target countries. The partnership will be coordinated from the Hungarian partner. The partners are professionals from various segments of vocational and educational training. They are connected within the European Business Competence* Licence network and have deep experience with business administration education.

Beschreibung:

The project aims to transfer the Easy Business blended learning concept - Level A from Austria to target countries. In the target countries, the blended learning concept, will be adapted to national conditions and translated into national languages to allow the people from target countries to participate in Easy Business education. Although the partners have to adjust the content slightly (e.g. regarding some national business law specifics), the character of the product will stay unaltered.

The national version will be pilot tested to ensure the highest level of practical orientation. If needed, the versions will be adapted after the pilot testing. The partners will then use the product to increase the level of participation in VET. Partners are persuaded that the character of the product can change the situation in the target countries, especially through the following:

- focus on labour market needs

Projektinformation

The blended learning concept and its content is based on requirements of companies from various sectors. It contains the practical knowledge about common processes in business that are needed to understand the functioning of a business. The learning form is adjustable to the needs of concrete target company and enables an effective way of acquiring of entrepreneurship competence.

- transparent content and educational aims
The content is based on the learning targets of the EBC*L system that is the only European system for certification of Business Administration knowledge. The e-learning is also recommended for a preparation for the EBC*L exam. The learning targets are public and every person can have a look on the content. The blended learning concept is clearly based on two levels – gaining the competence through e-learning and deepening the competence within a training course.

The partners hold the Easy Business blended learning for a best practice not only for its characteristics and quality standards, but also for its successful application by companies like Philips, T-Mobile, Siemens, Uniqua and others in various European countries.

At the end of the project, six national versions of the blended learning will be ready to complement the supply of educational products in the concrete country. The innovative content and method, added by strict quality standards, are precondition of the reaching of further project aims and of increasing the interest in VET by employers and employees.

Themen: *** Qualität
*** Lebenslanges Lernen
*** Fernlehre
** Arbeitsmarkt
** Unternehmen, KMU
* IKT

Sektoren: *** Erbringung von Sonstigen Dienstleistungen

Produkt Typen: Lehrmaterial
Programme/Curricula
Fernlehre
CD-ROM

Produktinformation: The partners will transfer and localise the Easy Business blended learning concept. It is based on holistic, motivating and practically oriented learning. It combines the advantages of e-learning with the advantages of traditional training courses.It is the only programme that is recommended for the preparation for the EBC*L exam (European Business Competence* Licence), the internationally recognised certification standard for business competence.

The Easy Business blended learning offers solution for many problems in the VET segment in the target countries, e.g. low participation rate, different quality of educational products or the limited scope of vocational educational programmes. It consists of Easy Business e-learning and unique training concept.

Projektwebseite: http://www.ebcl.hu/Aktualitások/LeonardoProgram.aspx

Vertragnehmer

Name:	EBC*Licensing Magyarorszag Kft.
Stadt:	Budapest
Land/Region:	Észak-Magyarország
Land:	HU-Ungarn
Organisationstyp:	Erstausbildung
Homepage:	http://www.ebcl.hu

Kontaktperson

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Homepage:	

Koordinator

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Stadt:	Budapest
Land/Region:	Észak-Magyarország
Land:	HU-Ungarn
Organisationstyp:	Erstausbildung
Homepage:	http://www.ebcl.hu

Kontaktperson

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Homepage:	

Partner

Partner 1

Name: ASOCIATIA 'EUROED'
Stadt: Bucuresti
Land/Region: Bucuresti
Land: RO-Rumänien
Organisationstyp: andere
Homepage: http://www.euro-ed.ro

Partner 2

Name: KEA Wirtschaftstraining GmbH
Stadt:
Land/Region: Wien
Land: AT-Österreich
Organisationstyp: andere
Homepage: http://www.easybusiness.at

Partner 3

Name: E.N.AD.I.L. Ente Nazionale per lADdestramento e lIstruzione dei Lavoratori
Stadt:
Land/Region: Lazio
Land: IT-Italien
Organisationstyp: andere
Homepage: http://www.enadil.it

Partner 4

Name: EuroProfis s.r.o.
Stadt:
Land/Region: Praha
Land: CZ-Tschechien
Organisationstyp: andere
Homepage: http://www.europrofis.cz

Partner

Partner 5

Name:	HYDRA Uluslararasi Proje ve Danismanlik A.S
Stadt:	
Land/Region:	Ankara
Land:	TR-Türkei
Organisationstyp:	andere
Homepage:	http://www.hydra.com.tr

Projektdateien

EB_Folder_eng_ansicht.pdf

http://www.adam-europe.eu/prj/5595/prj/EB_Folder_eng_ansicht.pdf

Easy Business - Blended Learning folder

Produkte

1 Easy Business blended learning programme Level A

2 Report of analysis of needs

3 Translated e-learning texts adapted to national conditions

4 Easy Business E-learning - National Versions

5 E-learning Functionality Report

6 Translated training texts adapted to national conditions

7 Database of potential trainers

8 Train the Trainer seminars

9 Evaluation of Train the Trainer courses

10 National blended learning concepts

11 Pilot Testing Documents

12 Report From Pilot Testing

13 Evaluation of pilot testing

14 Actualised web sites

15 Dissemination - flyers

16 Conference

17 Project plan

18 Regular reports

19 Partner project meetings

20 Exploitation strategy

Produkt 'Easy Business blended learning programme Level A'

Titel:	Easy Business blended learning programme Level A
Produkttyp:	Fernlehre
Marketing Text:	The Easy Business blended learning programme Level A is the most innovative blended leanring concept in Europe aimed at increasing of business management knowledge.
Beschreibung:	Easy Business blended learning programme Level A combines a modern didactical approach with practical oriented content in business administration. The whole blended learning concept is based on strict quality standards. These both two characteristics made the e-learning solution to the winner of many awards and the blended learning concept is recommended by the Council for Business Competence in Europe e.V.
Zielgruppe:	The target group are people with no or scarce knowledge in business management. In the project, the target group are the employees of companies.
Resultat:	The product has been translated to six new languages and is now in the process of adapting to national conditions and in the process of pilot testing.
Anwendungsbereich:	The transferred product aims at the core knowledge of business administration and is primarily aimed at vocational educational needs of companies and their employees.
Homepage:	
Produktsprachen:	Tschechisch Polnisch Rumänisch Ungarisch Italienisch Türkisch

Produkt 'Report of analysis of needs'

Titel:	Report of analysis of needs
Produkttyp:	Verfahren zur Analyse und Prognose des Berufsbildungsbedarfes
Marketing Text:	
Beschreibung:	The report summarises the main findings from the analysis of educational needs in the target countries. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Englisch

Produkt 'Translated e-learning texts adapted to national conditions'

Titel:	Translated e-learning texts adapted to national conditions
Produkttyp:	
Marketing Text:	The e-learning texts were translated and adapted to national conditions. The texts were controlled by an independent professional, e.g. a professor of Business Administration. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Beschreibung:	
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Tschechisch Polnisch Italienisch Rumänisch Türkisch

Produkt 'Easy Business E-learning - National Versions'

Titel:	Easy Business E-learning - National Versions
Produkttyp:	
Marketing Text:	
Beschreibung:	The adapted translations were implemented into the e-learning software. Images, self checks and sound recordings in all national languages were added. Six national versions of the Easy Business eLearning were finalised. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Polnisch Rumänisch Tschechisch Ungarisch Italienisch

Produkt 'E-learning Functionality Report'

Titel:	E-learning Functionality Report
Produkttyp:	
Marketing Text:	
Beschreibung:	Report from testing of functionality of the national e-learning versions in the partner organisations. It was basis for the finalisation of the eLearning particular langauge versions and secured the high quality level. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Englisch

Produkt 'Translated training texts adapted to national conditions'

Titel:	Translated training texts adapted to national conditions
Produkttyp:	
Marketing Text:	
Beschreibung:	The material used for the classroom part of the Blended Learning Concept (i.e. training texts, slides, guidelines etc.) were translated and adapted to national conditions. The texts were controlled by an independent professional, e.g. a professor of Business Administration in order to fulfill quality standards. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Tschechisch Italienisch Ungarisch Türkisch Rumänisch

Produkt 'Database of potential trainers'

Titel:	Database of potential trainers
Produkttyp:	
Marketing Text:	
Beschreibung:	The database contains the names and CVs of potential Easy Business trainers. The Easy Business trainers have to fullfil certain conditions and the partners have therefore to maintain a database of potential suitable trainers. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Rumänisch Ungarisch Polnisch Tschechisch

Produkt 'Train the Trainer seminars'

Titel:	Train the Trainer seminars
Produkttyp:	
Marketing Text:	
Beschreibung:	Train the Trainer courses were held in order to familiarise trainers with the training materials, didactical approaches of Blended Learning and best practices. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Evaluation of Train the Trainer courses'

Titel:	Evaluation of Train the Trainer courses
Produkttyp:	
Marketing Text:	
Beschreibung:	The Train the Trainer courses were evaluated from both sides. The mentor gave feedback to individual trainers and the participants evaluated the seminar as a whole, its approach and potential. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'National blended learning concepts'

Titel:	National blended learning concepts
Produkttyp:	
Marketing Text:	
Beschreibung:	After the training material and the e-learning software are transferred into all target countries, the partners developed a concept about how to first implement them in their countries. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Pilot Testing Documents'

Titel:	Pilot Testing Documents
Produkttyp:	
Marketing Text:	
Beschreibung:	The pilot testing of the transferred Easy Business blended learning was necessary to test the impact and effectiveness of the concept and to gain the feedback from the participants. The pilot testing was realised in all countries except of Austria. The pilot testing documents include attendance sheets, questionnaires, feedback reports and guide through the testing process. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Report From Pilot Testing'

Titel:	Report From Pilot Testing
Produkttyp:	
Marketing Text:	
Beschreibung:	About the process of pilot testing a report in each target country was written. The document includes all qualitative and quantitative parameters to sufficiently describe the process. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Evaluation of pilot testing'

Titel:	Evaluation of pilot testing
Produkttyp:	
Marketing Text:	
Beschreibung:	The pilot testing of a product would not make sense without its evaluation. The partners evaluated the ratio of successfully passed EBC*L exams and background documents like questionnaires, feedback reports etc. The results from the evaluation were very important for the exploitation strategy and possible changes in the blended learning concept. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Actualised web sites'

Titel:	Actualised web sites
Produkttyp:	Homepage
Marketing Text:	
Beschreibung:	The partners laid a big emphasis on the dissemination activities directed not only to VET stakeholders and professionals, but also to the wider public. The websites of the partners were one of the means how to disseminate the information about the project and its results. Partners regularly actualised the websites and published all information that was new or interesting for the target group. The websites also fulfilled the requirements of the visual identity of the EU and also of the Easy Business brand. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Dissemination - flyers'

Titel:	Dissemination - flyers
Produkttyp:	
Marketing Text:	
Beschreibung:	The partners produced the folders to disseminate the information about the project and especially about the Easy Business blended learning. As the product is a unique concept in the terms of its quality and impact on the target group in the European scope, the most partners decided to keep the corporate identity of the product and to design the folders in very similar way. Simultaneously, the partners reflected the needs and characteristics of the target group in their particular countries. The partners fulfilled the requirements of the Easy Business corporate identity. As in some countries it would be not cost effective to change the whole lay out because of the EU visual identity, the partners decided to produce also stickers with the LLP logo and to stick it at the produced folders. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	employers, general public, VET institutions
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Polnisch Italienisch Ungarisch Tschechisch Rumänisch

Produkt 'Conference'

Titel:	Conference
Produkttyp:	
Marketing Text:	
Beschreibung:	The partners organised informative events to introduce the transferred product and the project to VET stakeholders, employers, state authorities and public. The form of the informative events was chosen to be the most appropriate. Some partners connected the informative days with the pilot testing itself, some partners presented the project in various fairs or events or organised a separate conference. The partners received positive feedback from the participants and used the possibility to get also informal hints and suggestions for the future market utilisation of the transferred product. The spreading of information increased substantially the impact and exploitation possibilities. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	employers, VET institutions, public institutions, general public
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Project plan'

Titel:	Project plan
Produkttyp:	
Marketing Text:	
Beschreibung:	The project plan was one of the crucial documents for the project management. It was developed by the Austrian partner in cooperation with all partners to summarise the most important points from the view of project management and project tasks. The project plan was discussed in detail in the first project meeting and all partners received it in a paper form and also electronically. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	partners of the project
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Englisch

Produkt 'Regular reports'

Titel:	Regular reports
Produkttyp:	
Marketing Text:	
Beschreibung:	The partners communicated very intensively and regularly about the project achievements in particular countries and especially when cooperating in concrete tasks (e.g. proof reading of the translations, testing of the eLearning functionality etc). The partners shared the information also through regular content and financial reports. The reports contained the most important information from the project tasks done and was also important from the risk management point of view. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	partners of the project
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Englisch

Produkt 'Partner project meetings'

Titel:	Partner project meetings
Produkttyp:	
Marketing Text:	
Beschreibung:	One of the project management tools were the partners meetings where all the partners took part (if possible). The meetings were held in Budapest, Rome, Bucharest and Vienna (the dates of the meetings are in the tables above). The partners used the meetings to share the knowhow and inform each other about the project results and situation in the particular countries. The partners discussed also very intensively the future market potential in the countries and the suitable ways of the results exploitation. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	

Produkt 'Exploitation strategy'

Titel:	Exploitation strategy
Produkttyp:	
Marketing Text:	
Beschreibung:	The partners laid an emphasis on the enormous market potential of the Easy Business blended learning. They discussed very detailed the future exploitation of the results. The main points from these discussions are summarised in their exploitation strategies. The strategy includes the main points how to get to various target groups, communication tools are the most suitable and other topics. Although the partners discussed the exploitation commonly, the strategies reflect the situation in the particular VET markets that is different in each country. For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zielgruppe:	
Resultat:	
Anwendungsbereich:	
Homepage:	
Produktsprachen:	Englisch

Veranstaltungen

28.4.2011 4th partner meeting Wien

Datum	28.04.2011
Beschreibung	Project meeting for the partners.
Zielgruppe	All partners
Öffentlich	Geschlossene Veranstaltung
Kontaktinformation	For more information, please, contact Mag. Günter Schmatzberger: g.schmatzberger@easybusiness.at.
Zeitpunkt und Ort	April 28th and 29th, 2011 Wien - Springerschloss hotel

EASY BUSINESS - BLENDED LEARNING: as an effective tool for entrepreneurship competence development

Datum	14.04.2011
Beschreibung	- Project background, goals and experiences - New educational methods at EBC*L trainings (e-learning, blended learning) - Experiences from the German speaking countries, Hungarian references - EBC*L News (Level C, Program accreditation on national level, trainer workshops) - EBC*L Programs in 2011(national exam day, Champions League) - Open round-table discussion Participation on the event is free of charge!
Zielgruppe	- Bachelor and VET Training Institutions, in the field of business and entrepreneurial assessment - EBC*L Exam Centres - Professional Organizations
Öffentlich	Öffentliche Veranstaltung
Kontaktinformation	More information and registration form is under our website: www.ebcl.hu
Zeitpunkt und Ort	14th April 2011 Budapest Leövey Klára Gimnázium 1096 Budapest, Vendel u. 1. Hungary

Veranstaltungen

3rd Partner Meeting

Datum	11.11.2010
Beschreibung	Project meeting for the partners. Topics: Train the Trainer courses, how to find trainers - Pilot testing, how to find companies: sales arguments, marketing letters, telephone guidelines etc. - Distribution and pricing models for the e-Learning software - Project reporting - Marketing ideas for the software (while it is still free of charge and ideas for later use) - Dissemination: Do you want/need folders, flyers, websites... - Error checks: How to improve the e-learning software
Zielgruppe	All partners
Öffentlich	Geschlossene Veranstaltung
Kontaktinformation	nikolett(dot)gulacsi(at)ebcl(dot)hu
Zeitpunkt und Ort	11th November 2010 - 12th November 2010 Bucharest, Romania "Le Boutique Hotel Moxa"

Veranstaltungen

2nd Partner Meeting

Datum	12.07.2010
Beschreibung	Project meeting for the partners. Topics: Review of activities - activities - outputs - challenges Next steps for - 3 months - 6 months Recap of administration - how to declare outputs - dissemination - reports - project finance, eligibility Easy Business Blended Learning concept - Easy Business: a ground breaking training concept - marketing - target groups - “Train the Trainer” Pilot testing - to do’s, project requirements and other goals
Zielgruppe	All partners
Öffentlich	Geschlossene Veranstaltung
Kontaktinformation	nikolett(dot)gulacsi(at)ebcl(dot)hu
Zeitpunkt und Ort	12th July 2010 - 13th July 2010 Holiday Inn - Rome Rome Eur – Parco dei Medici V.le Castello della Magliana 65

Veranstaltungen

1st Partner Meeting

Datum	27.01.2010
Beschreibung	Project set up meeting Topics: 27th January (Wednesday) welcome word and programme project plan and quality plan - activities - outputs - time schedule review of activities next steps for - 3 months - 6 months coordination of activities administration - how to declare outputs - dissemination 28th January (Thursday) project finance in generall - generall rules, eligibility - main categories of costs - finance handbook costs categories in detail - detailed information about each category - rules for reporting, financial tables - possible problematic points
Zielgruppe	Project partners
Öffentlich	Geschlossene Veranstaltung
Kontaktinformation	Nikolett Gulácsi nikolett(dot)gulacsi(at)ebcl(dot)hu
Zeitpunkt und Ort	27th January 2010 - 28th January 2010 Budapest