

# MASTER



SMEs constitute about 95% of all enterprises in Poland. However, training sector analysis highlight a stronger and wider portfolio and solutions for large firms. Comparing with other European countries Polish firms participate in trainings with much lower frequency, mainly due to scarce financial resources and viewing trainings as an additional cost. Yet, especially, in the case of micro enterprises competencies are vital for further development. 36% of Polish SMEs declares the process of recruiting people with desired competencies problematic. The rationale for MASTER (Multichannel Adaptive System Training for micro, small and medium Enterprises) project is related to micro and small to medium enterprises training and development needs and their difficulties (strongly related to their dimensions and internal structures) in designing, managing and funding training systems for their employees. MASTER aims to support the development of vocational training of SMEs workers

using new programs and new training opportunities, the identification of specific instruments to study the vocational training needs.

Distance learning technologies can support the learning processes by linking disperse sectorial SMEs systems, cutting training costs (logistics) and promoting continuous collaborative learning opportunities. Starting from innovative EU project, MASTER will implement a distance learning adaptive and multichannel system (and services and contents) for SMEs to support individual and organisational development (also in terms of creating new, innovative and ubiquitous learning opportunities), promote a systematic fit among competences need and labour market, sustain enterprises and network competitive advantage. The ontology-driven approach (based on adaptive test engine and systemic methodological framework) ensures active support of the whole learning cycle by

dynamic mapping of SMEs competences needs and gaps, according to their target markets and, consequently, to create dynamically adaptive courses. MASTER intends to transfer, enlarge and adapt (according to the socio-economical context and need) results, tools and competences of partner previous experiences in these domains, (eLearning and mLearning for SMEs; ontologies; blended training) of innovative EU project TrainSME (MERIG) integrated with Studio and ContSense (Corvinno). The project takes in account also the results of other specific Polish projects to focus strongly on achieving improved collaboration between VET and business sectors. Main expected results and outputs are: (i) a multichannel training system for vocational and educational training using web and mobile technology; (ii) training and educational services based on an integrated methodology mix

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Master has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**Consortium:**

TechIN (PL), DIDA (IT), FHJ (AT), MERIG (AT), Covinno Technology Transfer Centre (HU), SOOIPP (PL), INNOVA (IT), FUA (IT)

Scope	Overall project value (EUR)	Proportion carried out by FHJ (%)	No. of staff months provided	Name of client	Origin of funding	Dates (start/end)
EU	€ 395,442 €	10,3 %	~ 10 man months	European Commission	Leonardo da Vinci, Own	Dec 2010 – Nov 2012