

## Business Strategy Entwicklung Training

LLP-LDV-TOI-2011-LT-0093

<http://www.adam-europe.eu/adam/project/view.htm?prj=8539>

## Projektinformationen

Titel: Business Strategy Entwicklung Training

Projektnummer: LLP-LDV-TOI-2011-LT-0093

Jahr: 2011

Projekttyp: Innovationstransfer

Status: laufend

Land: LT-Litauen

Marketing Text: Wir alle benötigen Werkzeuge, um zu überleben und navigieren Sie durch volatile Zeiten ... Dieses Projekt ist nicht einzigartig in seiner Absichten und Ziele, weder in der Zielgruppe, die wir gewählt haben.

Aber es ist anders, weil wir für KMU von heute und der Zukunft erreichen wollen (weil wir gezielt Lehrer und Schüler als auch).

BUT es will be exceptional und really different von anderen projects, who, um knowledge in strategic planning und development give an managers und andere people in business small aim. Die interaktive animierte praktisches Werkzeug, das von den Projektpartnern erstellt werden und erprobt durch das Projekt das Leben der Zeit wird eine zeitsparende Weise zu lernen. Es wird helfen, das theoretische Wissen zu festigen und deutlich verstehen die Bedeutung des strategischen Managements für eine kleine und Kleinunternehmen.

Zusammenfassung: Small and Micro Enterprises (SMEs) across the EU often struggle with various problems pertaining to their products, work force, costs and processes. Business strategic planning (BSP) knowledge can be used to reduce, or even eliminate, many of the problems which SMEs may face, allowing them to compete more effectively in the market. However, due to their nature, SMEs may not possess the necessary BSP skills required to tackle certain problems. Additionally, BSP training programmes are not adequately designed and failing to cater to the exact needs of SMEs.

Teachers who have worked in VET school for a longer period often lack innovative approach to BSP due to lack of possibilities to update their knowledge. The Business management curricula in VET sector needs to be constantly updated, so that schools would be able to provide local businesses with tools to implement new strategies in order to survive. In LT,CY,ES as a result of economic crisis, funds for qualifications of teachers in VET sector were cut to almost zero.

The project aimed to improve the knowledge and skills, rise qualification in business strategy development training and strategic management of teachers at VET institutions also trainers at business support organizations and SMEs, improve their access to training and increase the quality of teaching of entrepreneurship.

The specific aims of the project: to provide an innovative e-learning material and animated interactive practical (AIP) tool in BSP training; rise qualification (knowledge, skills) of VET teachers, trainers and tutors in BSP training and improve their access to innovative training and increase the quality of teaching.

The consortium consists of 5 partners from 4 EU countries (LT,CY,AT and ES) who have relevant competencies to implement the project. The partners have different backgrounds but all of them address the field of vocational training and education in companies, specifically small and micro companies which are very important in all participating regions (and in whole Europe).

The project BeSTrain examined the BSP training material created in the STRATEGY-TRAIN project, updated and amended it to the needs of the target group in LT,ES and CY. The training material additionally has new practical tasks and an AIP tool developed. The tool is created as an animated story with different options to choose from. This is a practical tool which helps consolidate the theoretical knowledge and to clearly understand the importance of the strategic management for a small and micro business. The results of the project were thoughtfully tested and then disseminated.

The results of the project brings a new innovative BSP training programme to the VET systems in LT,ES and CY allowing VET teachers and trainers, managers of the small and micro enterprises to improve their knowledge and skills in strategic management, improve their access to training and increase the quality of teaching.

## Projektinformationen

**Beschreibung:** According to Eurostat more than 90% European economic sector is dominated by small and micro enterprises, and VET institutions are the main smithery for specialists, who work in this sector. SME's across the EU often struggle with various problems pertaining to their products, work force, costs and processes. Business strategic planning (BSP) knowledge can be used to reduce, or even eliminate, many of the problems which SMEs may face, allowing them to compete more effectively in the market place. However, due to their size/nature, SMEs may not possess the necessary BSP skills required to tackle certain problems and may have to turn to external consultants. Such services are often prohibitively priced. Additionally, BSP training programmes are not adequately designed (mostly for medium and larger enterprises) thus failing to cater to the exact needs of SMEs. Teachers and professionals who have worked in VET school for a longer period often lack innovative approach to BSP due to lack of possibilities to update their knowledge. In LT, CY, ES e.g. as a result of economic crisis, funds for qualifications of teachers in VET sector were cut to almost zero. On the other hand, the teachers themselves need to be forced and encouraged to take some measures for change. The Entrepreneurship/Business management curricula in VET sector needs to be updated constantly, so that schools would be able to match job seekers with the labour market, and provide local businesses with tools to implement new strategies in order to survive. Being able to plan strategically provides a competitive advantage to enterprises. It allows analysing and developing medium and longer term concepts for entering new markets, developing new business models etc. which are bringing added value to the enterprise. Finally, it is one of the requirements to keep being innovative and to safe jobs of the individual employees. The project BeSTrain took actions to improve VET help to provide/update the entrepreneurial skills, knowledge and competences needed in the labour market. As such, they are an essential part of the EU's 'Education and Training 2020' work programme. However, achieving Europe 2020 goals the VET sector needs to be modernized to make it a more attractive and high-quality option, so that it provides young people with the right skills to find a suitable jobs and adults with an opportunity to update skills throughout their working life.

**Themen:** \* IKT  
 \* Sonstiges  
 \* Lebenslanges Lernen  
 \* Fernlehre  
 \* Unternehmen, KMU  
 \* Weiterbildung

**Sektoren:** \*\* Erbringung von Sonstigen Dienstleistungen  
 \* Erziehung und Unterricht

**Produkt Typen:** Homepage  
 Lehrmaterial  
 andere  
 Unterlagen für offenen Unterricht

**Produktinformation:** An Interactive game for Strategic management training programme

The Player is the main Character and is the Manager of the Company. Each part of the Curriculum is tied to a specific situation that has to be solved by the Player. There is a logical sequence of situations prepared in which the Character consistently finds itself. Each situation is chosen according to each part of the Curriculum content. The training Programme consists of 10 units/modules, thus there is one Game situation for each unit/module (10 Game situations which should be solved by the Player).

The Player starts the Game first by solving a task related to the "Unit 1" material, then – a task related to the "Unit 2", etc. In each situation, the Player must make certain, in his opinion correct, decisions.

In each situation, the Player will have to select from 5 to 10 times. When making each decision the Player will have more than one choice (more than one answer). Each

## Projektinformationen

response will be assessed with a certain amount of points, for example, an exactly right answer - 3 points, partially correct answer - 1 point and an incorrect answer - 0 points. The final goal of the player is to score as many points throughout the game (to try to collect the maximum amount of points).

At the end of the game the results of the Players can be saved and then compared to the results of other Players (rating scoreboard of players can be created).

The game foresees a certain minimum amount of points that can be collected by the player after scoring which he is congratulated for participating in the game, an achieved result is shown and he is offered to play again. If a player collects maximum points, he is congratulated and proposed to start managing his own business.

Projektwebseite: <http://bestrain.eu/>

## Vertragnehmer

Name: Marijampoles profesinio rengimo centras  
Stadt: Marijampole  
Land/Region: Lietuva  
Land: LT-Litauen  
Organisationstyp: Erstausbildung  
Homepage: <http://www.mprc.lt>

## Kontaktperson

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## Koordinator

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Homepage:

## Partner

### Partner 1

Name: Viesoji istaiga KTU regioninis mokslo parkas  
 Stadt: Kaunas  
 Land/Region: Lietuva  
 Land: LT-Litauen  
 Organisationstyp: Verband/nicht regierungsgebundene Organisation  
 Homepage: <http://www.ktc.lt>

### Partner 2

Name: Multidisziplinäres Institut für Europa-Forschung Graz  
 Stadt: Graz  
 Land/Region: Steiermark  
 Land: AT-Österreich  
 Organisationstyp: Forschungseinrichtung  
 Homepage: <http://www.merig.org>

### Partner 3

Name: IES Xabier Zubiri Manteo BHI  
 Stadt: Donostia - San Sebastian  
 Land/Region: Pais Vasco  
 Land: ES-Spanien  
 Organisationstyp: Weiterbildungseinrichtung  
 Homepage: <http://www.zubirimanteo.com>

### Partner 4

Name: X-Panel Ltd  
 Stadt: Aradippou  
 Land/Region: Kypros / Kibris  
 Land: CY-Zypern  
 Organisationstyp: andere  
 Homepage: <http://www.x-panel.eu>

## Projektdateien

BeSTrain\_Dissemination Plan\_BesTrain.pdf

[http://www.adam-europe.eu/prj/8539/prj/BeSTrain\\_Dissemination%20Plan\\_BesTrain.pdf](http://www.adam-europe.eu/prj/8539/prj/BeSTrain_Dissemination%20Plan_BesTrain.pdf)

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E\_book\_LT.pdf

[http://www.adam-europe.eu/prj/8539/prj/E\\_book\\_LT.pdf](http://www.adam-europe.eu/prj/8539/prj/E_book_LT.pdf)

Exploitation plan\_BesTrain.pdf

[http://www.adam-europe.eu/prj/8539/prj/Exploitation%20plan\\_BesTrain.pdf](http://www.adam-europe.eu/prj/8539/prj/Exploitation%20plan_BesTrain.pdf)

## Produkte

- 1 Leaflets
- 2 Dissemination and Exploitation Plan
- 3 TNA international report
- 4 E-book

## Produkt 'Leaflets'

Titel: Leaflets

Produkttyp: andere

Marketing Text:

Beschreibung: The Project aims to improve the knowledge, competences and skills, to raise qualification in business strategy development training and strategic management of teachers and trainers at VET institutions also trainers at business support organizations and SMEs.

The projects seeks to be visible to other organisations, to all those who are interested in strategy training. February 2012 BESTRAIN project leaflets were produced. You can read them in English, Greek, Lithuanian and Spanish.

Zielgruppe: To all who are interested in strategy training.

Resultat: Leaflets were produced in all partners languages: lithuanian, spanish, greek and english.

Anwendungsbereich:

Homepage: <http://bestrain.eu/products/leaflets>

Produktsprachen: Englisch

## Produkt 'Dissemination and Exploitation Plan'

Titel: Dissemination and Exploitation Plan

Produkttyp: andere

Marketing Text: Dissemination and exploitation of the results are one of the major activities within Leonardo da Vinci programme, jointly with transfer of innovation. BeSTrain has dedicated specific WP5 to this issue:  
spreading of excellence and dissemination of knowledge and exploitation of results in BeSTrain will be under control of WP5 "Dissemination and Exploitation".

Beschreibung: Information about the project progress and results will be disseminated not only to the target group – teachers at VET institutions also trainers at business support organizations and SMEs. A number of tools (e-book, website, leaflets, CDs, presentations, articles etc.) will be used for dissemination purposes. This will help:

- to raise awareness about the Business Strategy development;
- to inform and motivate the target groups and at the same time to get more information about target group's needs and expectations.

Zielgruppe: The potential users of project results – teachers (especially of business and entrepreneurship modules, but also profession teachers) at VET institutions also trainers at business support organizations and SMEs – will be addressed and involved in the valorization activities.

Resultat:

Anwendungsbereich:

Homepage: <http://bestrain.eu/products/dissemination-and-exploitation-plan>

Produktsprachen: Englisch

## Produkt 'TNA international report'

Titel: TNA international report

Produkttyp:

Marketing Text: The main purpose of the Training Needs Analysis (TNA) for the BeSTrain project is to highlight the specific needs in each partner country to adapt the existing material, giving the project team insightful results to carry on with the next steps.

Beschreibung: The major objective of this work package was to conduct a survey among VET teachers and trainers and SMEs in partner countries so as to determine their specific knowledge gaps on business strategies issues in order to adapt the training material produced to those needs and ensure appropriate and tailor-made solutions.  
In this section particular focus is given to the elaboration of a detailed analysis of the needs of SMEs and VET teachers and trainers in the participating countries/ regions as well as at mapping in detail recent approaches and good practices. The general analysis of training needs shows the existing shortfalls in vocational training in SMEs as well as reasons for this situation and how it could easily be overcome.

Zielgruppe: The project focuses on two differentiated target groups, Small /Micro Enterprises (SMEs) and Vocational Education Training (VET) teachers and trainers.

Resultat: The detailed analysis of needs provides the necessary empirical and theoretical background for the elaboration of the next steps of the BeSTrain project.

Anwendungsbereich:

Homepage: <http://bestrain.eu/products/tna-international>

Produktsprachen: Englisch

## Produkt 'E-book'

Titel: E-book

Produkttyp:

Marketing Text:

Beschreibung: asasas

Zielgruppe:

Resultat:

Anwendungsbereich:

Homepage:

Produktsprachen:

## Veranstaltungen

### Final partners meeting

Datum 11.09.2013

Beschreibung

Zielgruppe Project partners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation rasazyg@zeebra.lt

Zeitpunkt und Ort 09/09/2013-10/09/2013  
Kaunas Lithuania

### The third partners meeting

Datum 07.03.2013

Beschreibung

Zielgruppe Project partners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation rasazyg@zebra.lt

Zeitpunkt und Ort 05/03/2013-06/03/2013  
Tochni Cyprus

### Second Partners meeting

Datum 25.04.2012

Beschreibung Project meeting

Zielgruppe Project partners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation rasazyg@zebra.lt

Zeitpunkt und Ort 25/04/2012-26/04/2012 San Sebastian, Spain.

## Veranstaltungen

### Kick of meeting

Datum 17.11.2011

Beschreibung First parters meeting

Zielgruppe Project partners

Öffentlich Geschlossene Veranstaltung

Kontaktinformation rasazyg@zebra.lt

Zeitpunkt und Ort 17/11/2011-18/11/2011 Graz, Austria.