Projects and Products Portal for Leonardo da Vinci

Business Strategy development Training

LLP-LDV-TOI-2011-LT-0093

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

Project Information

Title: Business Strategy development Training

Project Number: LLP-LDV-TOI-2011-LT-0093

Year: 2011

Project Type: Transfer of Innovation

Status: running

Country: LT-Lithuania

Marketing Text: We all need tools to survive and navigate through volatile times...This Project is not unique in its aims and goals, neither in the target group, that we have chosen.
Still, it is different, because we aim to reach SME's of present day and of the future (because we target teachers and students as well).
The products of BESTRAIN are exceptional and really different from other projects, aiming to give knowledge in strategic planning and development to managers and other people in small business.
The interactive animated practical tool, which is created by project partners and piloted through the project life time, is a time saving way to learn. It helps to consolidate the theoretical knowledge and to clearly understand the importance of the strategic management for a small and micro business.

Summary: 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.

Description: According to Eurostat more than 90% European economic sector is dominated by small and micro enterprises, and VET institutions are the main smithery for

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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.

Themes:
* ICT
  * Others
  * Lifelong learning
  * Open and distance learning
  * Enterprise, SME
  * Continuous training

Sectors:
** Other Service Activities
  * Education

Product Types:
website
teaching material
others
material for open learning

Product information:
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 salving 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 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 -

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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.

Projecthomepage: http://bestrain.eu/

Project Contractor

Name:	Marijampoles profesinio rengimo centras
City:	Marijampole
Country/Region:	Lietuva
Country:	LT-Lithuania
Organization Type:	initial training
Homepage:	http://www.mprc.lt

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Coordinator

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Partner

Partner 1

Name: Viesoji istaiga KTU regioninis mokslo parkas
City: Kaunas
Country/Region: Lietuva
Country: LT-Lithuania
Organization Type: association/non-governmental organisation
Homepage: http://www.ktc.lt

Partner 2

Name: Multidisziplinares Institut fur Europa-Forschung Graz
City: Graz
Country/Region: Styria
Country: AT-Austria
Organization Type: research institution
Homepage: http://www.merig.org

Partner 3

Name: IES Xabier Zubiri Manteo BHI
City: Donostia - San Sebastian
Country/Region: Pais Vasco
Country: ES-Spain
Organization Type: continuing training institution
Homepage: http://www.zubirimanteo.com

Partner 4

Name: X-Panel Ltd
City: Aradippou
Country/Region: Kypros / Kibris
Country: CY-Cyprus
Organization Type: others
Homepage: http://www.x-panel.eu

Project Files

BeSTrain_Dissemination Plan_BesTrain.pdf

http://www.adam-europe.eu/prj/8539/prj/BeSTrain_Dissemination%20Plan_BesTrain.pdf

bestrain_en_leaflet.pdf

http://www.adam-europe.eu/prj/8539/prj/bestrain_en_leaflet.pdf

Bestrain_esp_leaflet.pdf

http://www.adam-europe.eu/prj/8539/prj/Bestrain_esp_leaflet.pdf

Bestrain_gr_leaflet.pdf

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E_book_ES_Bestrain.pdf

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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

Products

1 Leaflets

2 Dissemination and Exploitation Plan

3 TNA international report

4 E-book

Product 'Leaflets'

Title:	Leaflets
Product Type:	others
Marketing Text:	
Description:	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.
Target group:	To all who are interested in strategy training.
Result:	Leaflets were producted in all partners languages: lithuanian, spanish, greek and english.
Area of application:	
Homepage:	http://bestrain.eu/products/leaflets
Product Languages:	English

Product 'Dissemination and Exploitation Plan'

Title: Dissemination and Exploitation Plan

Product Type: others

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”.

Description: 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.

Target group: 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.

Result:

Area of application:

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

Product Languages: English

Product 'TNA international report'

Title:	TNA international report
Product Type:	
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.
Description:	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.
Target group:	The project focuses on two differentiated target groups, Small /Micro Enterprises (SMEs) and Vocational Education Training (VET) teachers and trainers.
Result:	The detailed analysis of needs provides the necessary empirical and theoretical background for the elaboration of the next steps of the BeSTrain project.
Area of application:	
Homepage:	http://bestrain.eu/products/tna-international
Product Languages:	English

Product 'E-book'

Title:	E-book
Product Type:	
Marketing Text:	
Description:	asasas
Target group:	
Result:	
Area of application:	
Homepage:	
Product Languages:	

Events

Final partners meeting

Date	11.09.2013
Description	
Target audience	Project partners
Public	Closed event
Contact Information	rasazyg@zeebra.lt
Time and place	09/09/2013-10/09/2013 Kaunas Lithuania

The third partners meeting

Date	07.03.2013
Description	
Target audience	Project partners
Public	Closed event
Contact Information	rasazyg@zebra.lt
Time and place	05/03/2013-06/03/2013 Tochni Cyprus

Second Partners meeting

Date	25.04.2012
Description	Project meeting
Target audience	Project partners
Public	Closed event
Contact Information	rasazyg@zebra.lt
Time and place	25/04/2012-26/04/2012 San Sebastian, Spain.

Events

Kick of meeting

Date	17.11.2011
Description	First parters meeting
Target audience	Project partners
Public	Closed event
Contact Information	rasazyg@zebra.lt
Time and place	17/11/2011-18/11/2011 Graz, Austria.