

STRATEGY-TRAIN

Programme



Lifelong Learning Programme

Project Duration

11/2008 – 10/2010 (24 months)

Project Partners

AT	MERIG, Multidisciplinary European Research Institute Graz
AT	FH Joanneum Gesellschaft mbH / MIG
BG	Stara Zagora Regional Economic Development Agency
FI	Levón Institute at the University of Vaasa
GE	Landesinitiative Neue Kommunikationswege Mecklenburg-Vorpommern e.V.
GR	ATLANTIS Consulting S.A.
IE	WESTBIC, Business and Innovation Centre
PT	AidLearn, Consultoria em Recursos Humanos, Lda.

Project Description

Project Aims

The STRATEGY-TRAIN project intends to develop a learning programme on enterprise strategy and strategic management for decision-makers in small enterprises. The programme will be based on a combined learning model, curriculum and (e-)learning content, which is flexible enough to address the specific needs of small enterprises (i.e. is flexible in terms of time and place), is adoptable and modular (i.e. addressing employees' different backgrounds, sectors, etc.) and reflects the practical needs of the decision-makers. Therefore, a blended learning approach will be applied, containing on-line and face-to-face elements. For trainers, tutors, coaches and consultants the project will provide guidelines on how to implement the training programme in order to meet the needs of the target groups.

Results

The main outcomes of the STRATEGY-TRAIN project phases are:

- Cross-cultural analysis: The basis for the development of the learning model and content is an analysis of the needs of small and micro enterprises in all participating countries as far as strategic planning and innovation management practices are concerned.
- Learning model: A blended learning model combining on site and e-learning components will be set up which transfers the results of the analysis to the context of training.
- STRATEGY-TRAIN curriculum: A modular curriculum for strategy training and additional instructions for those trainers / coaches delivering the face-to-face training will be formulated.
- Learning content: Learning materials will be produced, which will include different modules so that they can be used as a whole programme or as single components to address specific needs. The final learning content will be available online (e-learning) in the six partner languages.
- Pilot testing of products: The main products including the curriculum, instructions and learning content will be tested in four countries with the assistance of selected SMEs.