

eBCM VET



The eBusiness Community Model – Vocational Education and Training Project



Education and Culture

Leonardo da Vinci

The eBCM – VET Project



The eBusiness Community Model – Vocational Education & Training Project, eBCM-VET

Subproject of the ETeB Work Programme

Funded by EU Leonardo da Vinci Community Vocational
Education and Training Action Programme

Project period: 2 years, starting in November 2005

Overall budget : 432.449 €

Project Partners



Estonian Information Technical Society, EITS - a non-for profit organization standing for interests of IT practitioners and promoting IT literacy in society at large



TIEKE - The Finnish Information Society Development Centre - a non-profit organization for accelerating information society development process



Chamber of Commerce and Industry in Romania, CCIR - a non-governmental, public-interest, self-sufficient organisation aiming to promote Romanian trade and industries



The Commercial Union of Reykjavik, VR – a union for shop and office workers in Reykjavik

Icelandic Standards, IST - the national standards body of Iceland.

HK - a Danish workers union (a silent partner)

Responding to Challenges

Enterprises and organizations are increasingly taking ICT into use in their operations, streamlining their business processes and communication, i.e. becoming eBusinesses or eOrganizations.



For the individual employee this calls for acquiring new skills and knowledge, the change being seen either as an opportunity for advancement or a threat to job security.



For eBusiness and the human capital to develop effectively, people and organizations need to be aware of and understand the new work methods, the technical platform and to believe in the potential benefits.



The eBCM-VET project will address these challenges by developing an eBusiness vocational education and training Programme in a holistic way by referring to the eBusiness Community Model, eBCM.



eBCM – VET Specific Objectives



Analyze and respond to the need for education and training in the field of eBusiness within target public and private communities



Design relevant education and training methods and respective materials



Select and utilize in a pilot project the technique and venue for delivering the knowledge and experience to the target group



Target Group & Final and Potential Users



Individuals working in the value chain of trading and distribution of products and services for business use



These are office workers and managers that in one way or another need to use electronic communication and information processing technology in their work or work related activity



The results of the project will be transferable to office workers and managers that are faced with a working environment calling for skills beyond their present knowledge and capabilities, perceived or real



Target Sectors & Final and Potential Sectors



Companies operating business to business (B2B) and business to government (B2G), i.e. import, export, manufacturing, warehousing, sourcing and distribution companies



The results of the project will be transferable to office workers and managers in other commercial and governmental sectors, being insurance, banking, travel and tourism, business and governmental service



Impact – Short Term & Long Term



Short term impact is raised awareness for what kind of eBusiness vocational training and education is needed for the target group and sectors

The available methods, knowledge and materials for fulfilling that need



Recognized methodology for assessing status of the current and final target group and sectors, with respect to eBusiness knowledge and readiness



Guidance for how to advance the knowledge and skills level of the target group to reach the benchmarks raised within the respective sectors



The **long term impact** is the social and economical benefits from the increased capabilities of target group in the area of eBusiness, with improved efficiency of business processes and increased net output of the sectors

Project Status

6th Nov 2007

7th Nov 2005



WP01
Need Analysis

WP02
Education and
Training Programme

WP03
Pilot Education
and Training

Presentation
of results in
BUCHAREST
18. October

Need Analysis – Overall



“There is both interest and demand for training in eBusiness among office workers and managers in the Business – to – Business supply chain.



Their interest is directed at gaining a better understanding of the whole eBusiness picture; the complications and payback, both for them as individuals and their organizations, of utilizing information and communication technology at all different levels of operations and business.”



(Jan – Feb 2007 Newsletter)



Need Analysis – Overall



- Most participants were positive towards eBusiness and seemed to realize the potentials in the use of ICT in business
- In general it seems like eBusiness can be improved in the participating countries
- Both managers and employees welcome a comprehensive training on the subject
- Training material must cover all basic facts of what eBusiness consists of, what kind of work processes eBusiness incorporates in different situation, how the eBusiness chain works in practice and the roles and importance of each link in the chain (different jobs/employees)
- Training within companies was preferred by almost all participants

Need Analysis – Overall



- Schools within the public system might have a role in basic training and in facilitating better understanding of the importance and impacts of e-Business



- Web-based training is possible and in some countries a preferred method



- Many agree on that it is best to use written material along with web-based training



Learning Objectives



LO/01 General introduction of eBusiness

LO/02 Change management

LO/03 Timing to enter eBusiness

LO/04 Infrastructure

LO/05 Laws and regulations

LO/06 The necessity to synchronise

LO/07 Contracts

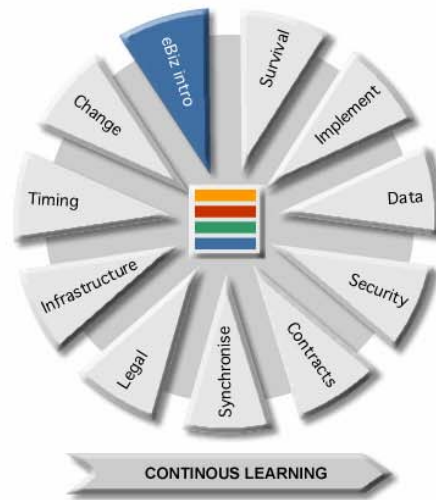
LO/08 Security

LO/09 The value and management of good data

LO/10 eBusiness implementation

LO/11 ICT "Survival" knowledge

Continuous learning



1 2 3 4 5 6 7 8 9 10 11

GENERAL INTRODUCTION OF eBUSINESS

- What is eBusiness?
- Key principles of eBusiness
- Benefits and opportunities
- Challenges and hindrances

The Internet as a fundamental platform of worldwide eBusiness has emerged both as the world's major distribution channel for goods and services and as its platform for international cooperation between business partners.

eBCM Mindset: AWARENESS AND MOTIVATION - LEARNING OBJECT #01

<http://ebcm-vet.net/>

Thank You!

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