



Business Strategy Development Training: BeSTrain

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Abstract

Strategic planning is considered one of the most important indicators for innovation and development processes, balanced growth and strengthening of an organisations profile. In most medium sized and larger enterprises the design and implementation of strategic development processes and strategic management is an important issue. Very often in these organisations, external consultants guide and support processes leading to the formulation of strategic plans. In most small and specifically micro enterprises there is a lack of strategic planning. Even if a business plan has been developed for these enterprises, it is less likely to demonstrate evidence of strategic thinking and planning when compared to larger businesses. The reasons for this are manifold including heavy involvement of decision-makers in the day-to-day business, less resources and lack of awareness in relation to the benefits of training, specifically in managerial topics, etc.

The BeSTrain project develops a learning programme on enterprise strategy and strategic management for two target groups: Teachers/trainers in vocational schools and decision-makers in small enterprises. The programme is based on a curriculum and (e-)learning content, which are flexible enough to address the specific needs of VET teachers and decision-makers of small enterprises (i.e. is flexible in terms of time and place), is adoptable and modular (i.e. addressing employees' different backgrounds, sectors, can be easily integrated in other teaching programmes etc.) and thereby reflects the practical needs of the target groups. Therefore, a blended learning approach is applied, containing on-line and face-to-face elements. For trainers, tutors, coaches and consultants the project provides guidelines on how to implement the training programme in order to meet the needs of the target groups.

Subject of the presentation are the main research findings as well as the approach to translate research and testing results into a practice oriented learning model which has been developed for the topic enterprise strategy but which simply can be transferred.