

## A TRADITIONAL LANGUAGE SCHOOL BY MEANS OF BUSINESS MODEL INNOVATION

CZECH - SLOVAKIA - CROATIA - LATVIA - POLAND

### INTERNATIONAL COOPERATION

by Agnieszka  
Pędzimaż

The situation and measures related to the pandemic situation complicated the activities of the Erasmus + project. Project actions lasted almost a year and meetings with all partners were only conducted remotely and digitally.

Finally on August 18 - 21, 2021 the first personal meeting with all partners at Faculty of Management and Economy of UNIVERZITA TOMASE BATI in Zlin was organized.

During the meeting the coordinator of the project - the Faculty of Economy and Management, UNIVERZITA TOMASE BATI VE ZLINE, presented the results of two questionnaires : Value proposition of language schools and Customer profile of language schools.

The Erasmus team has one more year to solve the new business model of the language school, which is going to be a fascinating outcome.



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### WHAT DO YOU KNOW AND WHAT CAN YOU LEARN ABOUT FINANCIAL MANAGEMENT IN YOUR TRAINING ORGANISATION/SCHOOL?

by Agnieszka  
Pędzimaż

If you struggle with some difficulties in your company, here it is, the perfect solution to the problem - the training at Tomas Bata University in Zlin (UTB).

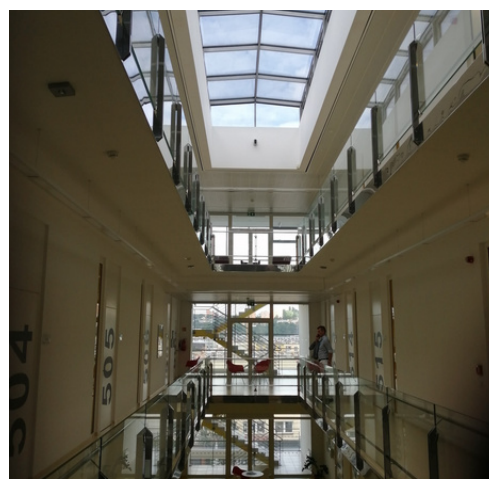
It aims to introduce the essentials of financial management to non-qualified financial managers to help them set up objectives, measure their performance, and plan profitable services.

The target group of the course are business owners, entrepreneurs, educational managers, heads of departments, team leaders, trainers

The programme covers the following topics:

1. Why do we need financial management?
2. How to generate a profit?
3. How to measure the costs?
4. Product profitability.
5. Cost-volume-profit analysis.
6. How to calculate the cost of a product?
7. How and why prepare a plan and a budget?

The trainer, Prof, Boris Popesko Ph.D., works as a professor of Business Administration at Tomas Bata University in Zlin. Currently holds the position of Deputy Dean for Research and Business Liaison. He has been appointed also as a visiting professor at the University of Essex, UK, Ton Duc Thang University, Vietnam and Al-Farabi Kazakh National University in Almaty, Kazakhstan. He professionally focuses on the issues of Business Administration, Entrepreneurship, Management Accounting and Decision and Performance Measurement and Management. He is the author of many research papers, journal articles and books. He is also active in management consulting and leads his own consulting company.





## ERASMUS + PARTNERS

by Agnieszka Pędzimąż

**Tomas Bata University in Zlín (TBU)** is a progressive and modern university following the current trends of higher education in Europe and in the world. With a current student population of more than 8,000, TBU ranks among medium-sized Czech universities. Rector of the University is Prof. Ing. Vladimír Sedlařík, Ph.D.. TBU is comprised of six faculties offering to students the possibility to study technology, economics, management, natural sciences, informatics, humanities, arts, logistics and health care. Since its establishment, hundreds of highly-qualified professionals have received education at the University. The University is named after Tomas Bata, a world-renowned entrepreneur and founder of the shoe industry in Zlín. He played a significant role in the transformation of life in the town of Zlín as well as in the whole Czech Republic and of its economy because he ingeniously connected business and society together. The proposed project will be managed at the Faculty of Management and Economics (FaME) of TBU. FaME is a research-rich, business-focused and internationally-oriented faculty with a global reputation for academic excellence. The Faculty is a modern educational and scientific institution that ranks among top economic faculties in the Czech Republic. Recently, FaME has been ranked as the best economics-oriented faculty in the Czech Republic in the field of Business and Economics based on the Times Higher Education University Index.



**HARMONY Academy** is an innovative language school with its own Centre of Innovation Learn&Lead. It operates in the whole Slovakia and has got learning partnerships formed both within Slovakia and the European Union. The company was set up back in 2000 and the founder of the school is its current Principal Manager and trainer Jana Chynoradska. The basic underlying pedagogical philosophy of the company is the STUDENT-CENTRED APPROACH. Over the years HARMONY has developed its own course management system in the developmental strategy of Learn&Lead.



## ERASMUS + PARTNERS

by Agnieszka Pędzimąż

**PLUS Academia** was established in 1997 as a reaction to the growing public interest in foreign languages in Bratislava. Originally as a university project of its founders, the company has gradually developed into one of the largest educational institutions in Slovakia focused primarily on corporate education. At present PLUS Academia provides high quality and comprehensive services in six separate departments – Language School, Business School, Testing and Certification, Online education, Translation and Interpretation and Foreign language studies. In addition to separate management teams, our company currently consists of more than 140 active lecturers and trainers who transfer their knowledge and experience annually approximately 3,500 students in a corporate environment.



**Biedrība Eurofortis** is a multi-cultural organization, established in Riga in 2011. It aims to facilitate continuous education in schools, enterprises and society, supporting the development of personal and professional skills. Taking an active part in European educational projects it ensures the availability of educational materials, tools and methods, as well as seminars, mobilities and other different training.



## ERASMUS + PARTNERS

by Agnieszka Pędzimaż

**Pučko otvoreno učilište Vinkovci** is an institution for adult education established in 2006 in Vinkovci with a branch-office in Vukovar, eastern Croatia. We primarily provide programmes for development of trasversal skills of adults (key competences) in the fields of foreign languages and digital competences. Apart from adults, we offer informal and popular foreign languages programmes for young learners and teenagers. Our staff currently comprises of 13 paid employees: teachers and adminstrative staff. This school year 420 students are taking part in our numerous educational programmes and courses.



**Centrum Edukacyjne Feniks Sp. z o.o.** is a language school founded in December 2007. At the beginning, the activity of the school was mainly focused on individual classes, mainly in French. We currently run courses (individual and group) for individuals and companies including children, adolescents and adults. Since 2015, we have been a licensed center of the Teddy Eddie method and since 2017 also the Savvy Ed method. Our Center is registered in the Register of Training Institutions kept by the Voivodship Labor Office under the number 2.12 / 00214/2010. In addition, in December 2010 Centrum Feniks cooperated with the Małopolska Teacher Training Center based in Krakow as part of the project Modernization of the training system for vocational schools staff in Małopolska financed by the European Union. As part of the above-mentioned program, we conducted training in English and German.



**Europejskie Centrum Językowe Summit** was established in 1998 and it was founded with a fascination for teaching foreign languages and teaching others. At the beginning as a very small school consisting of two teachers and 30 students, the school has gradually developed into much bigger organisation offering courses of English, German, Spanish, French, Italian or Russian. Currently ECJ Summit provides courses focusing on different age groups and all levels in three towns, Rabka-Zdrój, Mszana Dolna nad Nowy Targ. In addition to general course of foreign languages, we hold the status of Cambridge Pretesting Centre since 2006, which means that our students participate in pretests of Cambridge Exams and Preparation Centre.

