

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

CZECH - SLOVAKIA - CROATIA - LATVIA - POLAND

### NEW PRODUCT DEVELOPMENT

by Agnieszka  
Pędzimaż

The continuation of Erasmus + project took place in Ryga in October 2021. This time the Management Meeting focused on the Intellectual Output in which a new product development is going to be the outcome.

In order to prepare the new product, the project coordinators from UTB presented the school's and client's perspective of language learning.

At the first part of TPM the partners discussed the barriers that clients encounter when studying a foreign language. Due to the questionnaires received from different clients, we found out that lack of time, boring lectures and feeling embarrassed are the main barriers. Moreover, the research showed that there are two main clients' expectations from language learning: personal development and meeting new people.



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The schools' perspective based on the questionnaires showed that the attitude to teaching is changing. Schools would like to teach online or conduct courses in company where foreign languages are necessary.

The target groups that schools wish to teach are adults, high school students and pupils. What's more, the research showed very interesting point that schools and customers are aiming at one common direction which is personal development.

After detailed analysis and thorough discussion, it is time to think about the topic and area in which 4 various courses are going to be developed in blended learning.

Thanks to the research conducted among students/clients and schools, the Erasmus partners – responsible for creating the new product – already know that Personal Development is the main goal for new courses.





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### EXCELLENCE CULTURE

by Vanda  
Novokšonova

The development of a culture of excellence in organizations of all sizes and sectors is currently supported by EFQM and EFQM model. EFQM is a non-profit association that unites everyone who thinks of the organization as a whole, who want to develop it continuously and who aims to create an organization that is better day by day.

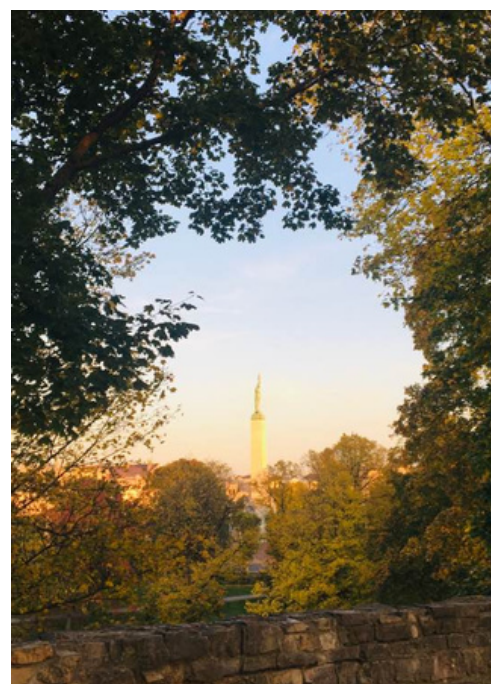
The EFQM model is an organizational governance framework used by many in Europe, by organizations of all sectors and sizes. This model is either being used as the sole management tool of the organization or in a combination with other standards or frameworks such as ISO, Six Sigma, Lean, etc.

The reasons for using the EFQM model are various, but the most common are listed here:

- Long-term development of the organization;
- Increase of the organization's ability to adapt to change;
- Arranging and understanding the structure of the organization;
- Improving communication in a team;
- Improving results;
- Process optimization;
- Increasing motivation;
- Opportunity to be recognized as an outstanding organization by receiving an EFQM certificate.

What does an organization need to do to successfully implement and maintain the EFQM Model?

- 1) Learning about the EFQM Model
- 2) Implementation of the EFQM Model (including the performing organization self-assessment)
- 3) Maintaining the EFQM culture - implementing development projects and re-evaluating after a certain period of time - is a never-ending process.
- 4) Applying for international EFQM recognition (optional)



## ERASMUS + PARTNERS

by Agnieszka Pędzimaj

**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.



**Tomas Bata University in Zlín**

**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.



**Harmony**  
*ty vlepšom ja*

## 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.

