

A TRADITIONAL LANGUAGE SCHOOL BY MEANS OF BUSINESS MODEL INNOVATION

CZECH - SLOVAKIA - CROATIA - LATVIA - POLAND

LL COURSES IN PROGRESS - PARTNERS MEETING IN KRAKÓW, POLAND

by Jana Chynoradska

In January 2022 TPM took place in Kraków in Poland. All Partners presented their first drafts of training programmes.

The LEARN & LEAD project aims at developing four innovative training programmes within the Learn & Lead Course Management structure. These courses will be part of the LL2 (language and content, using CLIL methodology) product portfolio and the LL3 (meaning people and business development) product portfolio.

Each course will have its own modules/parts. The length of each course will be 10 x 60 minutes.

Each course will be evaluated by the end-of-course online test. Each course will define one of the 8 Key EU Competences they develop. Key Competences for Lifelong Learning.

The Reference Framework sets out eight key competences:

- Literacy competence;
- Multilingual competence;
- Mathematical competence and competence in science, technology and engineering;
- Digital competence;
- Personal, social and learning to learn competence;
- Citizenship competence;
- Entrepreneurship competence;
- Cultural awareness and expression competence.

Within each programme, lessons will be developed for the language level B1+, proficiency level of employees/students who can participate more fully in a wider variety of working situations. It is the range of abilities required to function in most professional situations.

These levels relate to the Common European Framework (CEF) standard for language proficiency. Before starting a course, students will be assessed against this common framework, in order to allow them participation at the course. Based on the IOI of our TRANSFORMATION project There will be 4 different training courses developed.

There are 4 teams (partners who develop courses), each to be coordinated by the Learn & Lead coordinator from Harmony.



A TRADITIONAL LANGUAGE SCHOOL BY MEANS OF BUSINESS MODEL INNOVATION

CZECH - SLOVAKIA - CROATIA - LATVIA - POLAND

BUSINESS MODEL CANVAS - PARTNERS MEETING IN KRAKÓW, POLAND

by Agnieszka
Pędzimaż

TPM meeting of all partners was very thorough. Apart from discussing the training programmes, the partners presented their business models of their companies based on Canvas. Business Model based on Canvas consists of various areas on which a company should be based.

KEY PARTNERS

First the company should analyze questions about key partners: who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?

The next step in this area is motivation for partnership: optimization and economy, reduction of risk and uncertainty, acquisition of particular resources and activities.

KEY ACTIVITIES AND RESOURCES

The following area the company analyzes is what key activities and resources the company's value propositions require? Our distribution channels? Customer relationships? Revenue streams?

All questions are considered in terms of 3 activity categories : Production, Problem Solving, Platform/Network and and 4 types of resources: Physical, Intellectual (brand patents, copyrights, data), Human and Financial.

VALUE PROPOSITIONS

After considering the key partners, activities and resources the company needs to focus on what value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

CUSTOMER RELATIONSHIPS

The following questions we must consider What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?



A TRADITIONAL LANGUAGE SCHOOL BY MEANS OF BUSINESS MODEL INNOVATION

CZECH - SLOVAKIA - CROATIA - LATVIA - POLAND

CUSTOMER SEGMENTS

Finally we need to be certain who our customers are. For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform

CHANNELS

Significant aspects of Business Canvas are Channels: through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

COST STRUCTURE AND REVENUE STREAMS

The last area the company takes into consideration is money. What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

We need to ask ourselves the question: IS OUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), or Value Driven (focused on value creation, premium value proposition). and what are SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope.



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 transversal 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 administrative 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.

