



BeFlex Plus

Project Number 134538LLP120071BEERASMUSEMHE

1. Case study title

COMPETENCY DEVELOPMENT OF BUSINESS MANAGEMENT AND COOPERATION

2. Institution(s):

Kaunas University of Technology, LT Alytus Business Advisory Centre, NGO, LT Institute of Economic and Social Development, foundation, PL

3. Objectives, purposes and context:

General project objective – consolidate Alytus and Pomeran region trade communities, stimulating trade management and cooperation competency.

Particular project objective in achieving general objective was:

- Stimulate understanding and information of crossborder cooperation in business society through training programme activities This project sought to stimulate members of near border regions' business communities participate in EU programs supporting communities' initiatives in solving business sector problems, form and develop local ant regional business organizations' business management competencies guide by EU practice;

Methodology of project realization as good practice was assimilated by project partners and that lead to different organization of further trainings of representatives of business communities and business development processes. In realization process of the project meetings of partners, trainings to develop business management and cooperation competencies, conference seminar were organized and representatives of business communities from Lithuania and Poland learned about of business development and exchanged with good practice.

This project sought to stimulate Lithuania and Poland crossborder organizations representing business communities to cooperate in solving actual crossborder business problems. Business organizations were one of the projects' target groups, and project activities were directly targeted to development and cooperation of business organizations in two Baltic sea region states. Results of the project insured long term development and cooperation of business organizations.

The other objective of the project was to increase role of business communities in solving actual problems of local community. Project activities and organized training stimulated cooperation of business and educational organizations in realizing future activities.

4. Role of universities and ULLL in the collaboration/partnership:

Partners of the project performed market examination according to project in order to determine number of needed training services in Alytus and Pomeran regions. Results of examinations show that in Alytus region information on these themes is most needed for businessmen:

- Management of human resources;
- Marketing bases;
- Enterprises' finance management;
- Trade planning;
- International marketing;
- Polish tax system ;
- Juridical environment of trade development in Poland.

In Pomeran region businessmen need information on these themes:

- Management of human resources;
- Marketing bases;
- Trade planning;
- Trade in the region: nowadays and future in Lithuania;
- Trade etiquette;
- Lithuanian tax system.

Examination results allow determine projects' target group and establish program of training seminars. When forming training groups maximum attention was paid to preservation of principal of equal opportunities. Special attention in forming groups was paid to disabled students of trade specialities.

Activities planed in the project met the needs of region businessmen:

- Trade management general training in Lithuanian and Polish near border regions (theoretical and practice training) ;
- Composite training in trade management and gaining competence in cooperation;
- Conference seminar. Project activities were realized using modern and effective educational methodology and IT technologies. Methodological material of theoretical training was prepared by using the newest scientific literature. Trade games methodology and means were used in practice training.

5. Activities of the partnership:

The University main activities were related with preparation and realisation of the training courses.

6. Role of the Bologna reforms:

The participants of the training courses got certificates which proved about qualification and professional skills improved during the courses.

7. Recommendations for dissemination:

The course for ULLL must be planed to combine theoretical lectures with practical tasks.

8.Contact information:

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