



Lifelong Learning Programme



WP4-HUN

First pilot series: Networked virtual business planning

University of Miskolc
Dr. László Berényi – Gábor Kerekes

CBVI Exploitation Event, Rome, 29. 01. 2013





WP4 PILOT Courses in Hungary

- 2 PILOT Courses with blended learning
 - I: Analysis of the business opportunities in a European dimension and challenges in their future entrepreneurial career
(tutored by Edit Lukács)
 - II: Giving a complex overview on the economic and legal environment for the SMEs in Hungary, while using modern pedagogic methods and tools
(tutored by Miklós Csiszárík)





WP4 HUN PILOT I. Outcomes

- 9 ERASMUS students from 6 countries and from different disciplines
- 9 complete reports on different topics
- Study Tours
- International Breakfast: FIVOSZ & AIESEC
- American professor Robert Hisrich Thunderbird School of Global Management Phoenix, ARIZONA
- Certificate





WP4 HUN PILOT II. Outcomes

- 16 MA students from Hungary
- Research activity on counties of Hungary
- Focus on business incubation
- 16 essays were written by students, cc. 500 pages
- Complex picture about entrepreneurship possibilities

STRENGTH	WEAKNESSES
<ul style="list-style-type: none"> ❑ Centres operating at different venues all over the country ❑ Appropriate infrastructural background ❑ Wide-scale services for supporting incubated SMEs. ❑ Well-trained, experienced management ❑ fund raising opportunities (mainly EU founding) ❑ Professional associations and networks for representing incubation houses. ❑ Establishment of new centres is well developed and disadvantaged regions ❑ Adaptation of EU experiences from the EU 	<ul style="list-style-type: none"> ❑ Limited size of area provided by incubation houses ❑ Lack of own and sponsoring resources ❑ Limited possibilities for expansion. ❑ Weak international relationships ❑ Weak representation of SMEs ❑ Lack of resources for investment. ❑ High rate of utilization, overloaded infrastructure ❑ Lack of normative support ❑ No preferences offered for support from national funds ❑ High rate of inefficient enterprises
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ❑ 2007-2013: National Development Plan ❑ 2007-2013: Cross-Border Cooperative Programme ❑ EU funds for incubation houses ❑ Regional collaborative frameworks ❑ Innovation monitoring system ❑ Networking for collaboration ❑ Establishment of new innovation centres ❑ Widening of support services, faster information transfer 	<ul style="list-style-type: none"> ❑ Effects of world-wide economic ❑ Decreasing availability of resources for national development ❑ Lack of regional (county-level) support ❑ Low number of innovative SMEs ❑ Liquidity problems, SMEs falling into bankrupt. ❑ Deepening gap between well-developed and disadvantaged regions.



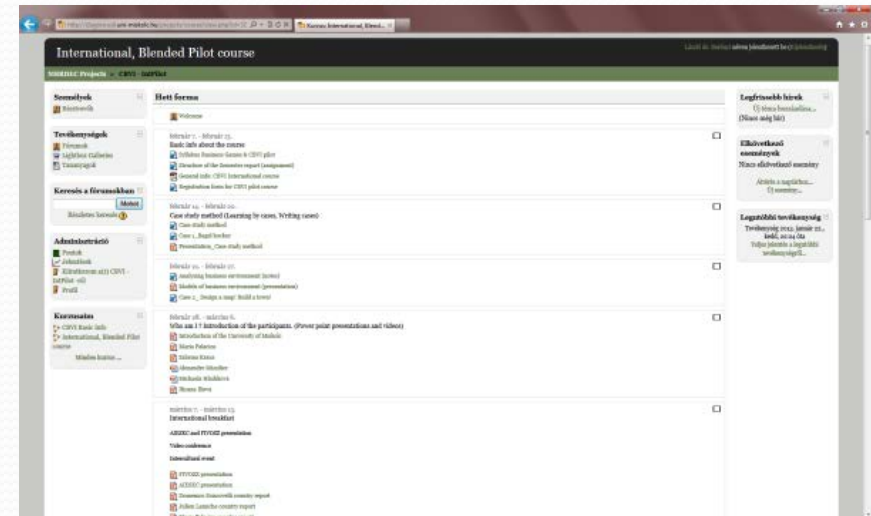


Education and Culture DG

Lifelong Learning Programme

IT Background

- Coordinated by Moodle (Gábor Kerekes)
- Moodle covers:
 - Learning materials
 - Case studies
 - Students' materials
 - Internal communication





Synergy: The Past



2006-2008

WP2: requirements of matchmaking portal (virtual internships)



2007-2009

WP4: Platform & Materials:

- text, presentations
- video-lectures
- case studies
- students' business plans



2009-2011

Social Renewal Operational Programme PP7: Technology Transfer Advisory Service



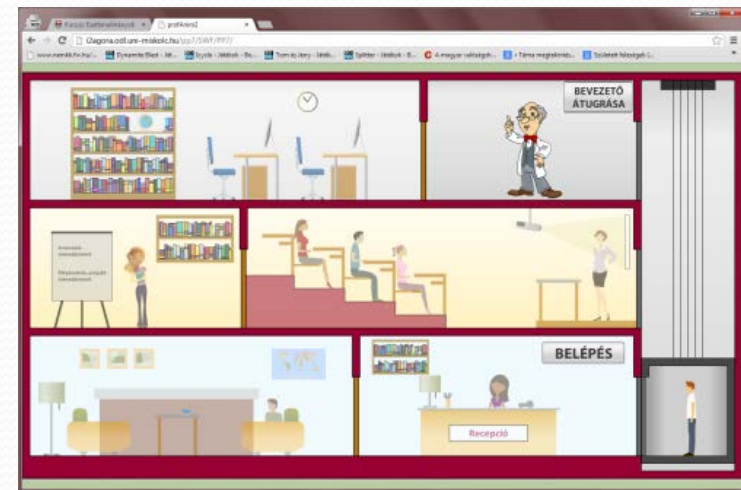


Technology Transfer Advisory Service

- Target Group: Enterprises
- Professional and Learning Materials:
 - Project Management
 - Innovation Management
- Case Studies:
 - Becoming a supplier
 - Rethinking energy-use (greening)
 - Establishing ISO EMS System
 - Market analysis (mobile phones)
 - Purchasing machines
 - Planning investment
- Animated Framework



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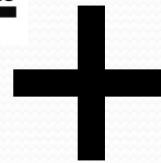


Synergy: success factors

- Moodle
- Technical support
- Program management
- International projects



ÉSZAK-MAGYARORSZÁGI REGIONÁLIS
TÁVOKTATÁSI KÖZPONT



- Experts in economics
- PILOT Students base
- Business partners





Synergy: success factors

HUN lessons

ENG lessons

Students' input

Team work

Video lessons

Case studies



ERASMUS Courses

BA/MA Courses

Special Adult Courses





Lifelong Learning Programme

Future Possibilities & Threats

- Established learning materials and methods for business planning
 - Determinative role of SME/family enterprises
 - Increasing number of ERASMUS Courses/Students
 - Linking with other courses
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- Need for knowledge transfer
 - Changes in higher-education
 - Sustaining interest & financial sources





Lifelong Learning Programme



Thank You for Your Attention!

- Further information:
 - edu.uni-miskolc.hu
 - www.emrtk.uni-miskolc.hu
 - <http://i2agora.odl.uni-miskolc.hu/pp7/SWF/PP7/>

- info.tavoktatas@uni-miskolc.hu

