

## **INTERNATIONALIZATION CONSULTING (INCO) – European Cooperation for the Growth of Small and Medium Sized Enterprises**

### **Pilot courses started**

On the basis of the findings of their Internet-based survey, project partners identified the needs of small and medium sized enterprises and consultants for a curriculum in the field of internationalization. The consortium determined the contents of INCO-curriculum in the following modules:

- *Business English*
- *Essentials of Internationalization Consulting*
- *Intercultural Management*
- *International Project Management*
- *International Strategies of Market Entry*

To make participation and studying easier, INCO-course was intended to be organized in a *blended learning* format. That is, learning material was divided between presence learning blocks and self study, which might be scheduled according to learners' individual timetable during the course period. In this system, self-study is aided by a web-based learning management system and e-learning contents.

After registration period at the end of 2005, testing of the curriculum began in January 2006. Even in the pilot session right now, syllabuses for all topics have been formed and modules are being taught by acknowledged professionals from all Europe. Lecturers, who do not only give lessons at presence blocks but are available for student questions during the whole course, are the following:

- *Dr Joseph Pistrui* – associate professor, Instituto de Empresa, Madrid, Spain;
- *Dr Paolo Vergnani* – univ. professor, Bologna University, Ferrara University, Italy;
- *Dr Mihány Görög* – prof. habil. at the Faculty of Economics, Corvinus University, Budapest, Hungary;
- *Dr Vito Bobek* – associate professor at the Faculty of Economics and Business, University of Maribor, Slovenia;
- to convey as much practical and up-to-date information as possible, experienced professionals in economic consulting and international law also take part in lecturing: *Dr Ilse Ennsfellner MSc, Gregor Merlini MSc, Martin Pecher LLB.*

Pilot course locations are Budapest, Graz and Rome. Pilot applicants came from various countries (Austria, Germany, Hungary, Italy, Luxembourg, Macedonia, Norway, Poland, Slovakia, Spain). In the first 4.5-day presence blocks in January, altogether 56 people took part.

The test period will now continue with the second intensive “learning weeks” in April-May, and end-term exams in May (latest in June). Although participants are only halfway through the course, and web based training is commencing only now, the consortium has already received valuable feedbacks, and is happy to announce that the pilot has proven a great success by now. Participants appreciate the following:

- Many examples which can be used in daily life;
- Refreshing & enriching English technical language;
- Networking possibilities;
- New and useful information;
- Structured information and complex solutions;
- Good dynamics, group discussions and decision-making;
- Different trainers with varied approaches.

Pilot results will greatly influence the future format of INCO-curriculum. The consortium is planning to finalize the syllabus, content and testing methods in the second half of 2006, with the intention of maximizing practical information on internationalization, providing for more direct evaluation and coherence among all modules. In the near future, there will be opportunities to take the INCO-course in other locations all over the European Union.



Education and Culture

**Leonardo da Vinci**



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