



LEONARDO DA VINCI - TRANSFER OF INNOVATION

**SME 2.0 – PROACTIVE NETWORKING IN BUSINESS
MANAGEMENT OF EUROPEAN SMES**

SME 2.0 CURRICULUM MODULES, SYLLABUSES



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1	Information and Knowledge Management.....	3
2	Project Management	5
3	Online Marketing	7
4	Human Resource Management.....	9
5	Medium related skills in Business Management of SMEs	11

Information and Knowledge Management

Document and Workflow Management, Enterprise Content Management, Information Life Cycle Management, Knowledge Base Management

EQF: Level 4

SCQF: Level 5

Rationale

This module aims to provide an overview of fundamental ideas about knowledge and dig into the aspects of knowledge relevant to a small or medium enterprise. We will focus mainly on three topics: knowledge management in a new, web-enabled environment which integrates several new technologies (Living Lab), knowledge management in virtual communities, collaborative learning. In the chapter related to collaborative learning we will become acquainted with the main features of popular, free learning management software.

Learning objectives

The course helps the students

- to understand the basic aspects of knowledge management.
- to choose some relevant knowledge management techniques and tools.
- to manage a simple knowledge management project by using online IT tools

Your project task: your company wants to start a new product and you have the task to carry out a marketing research. You have to gather information on the web, systematize them and create a presentation of the results.

Learning outcomes – competences

Participants will be able

- to explain the main objectives of knowledge management within a web-enabled Living Lab
- to develop and understanding of the main elements of information management systems- such as: file management, network services, Internet tools, virtual communication
- to examine the possibilities provided by the Internet for information management
- to explore software, applications, tools used for information management
- to use free web 2.0 tools for gathering, managing and sharing online information for business processes, for defining new projects, for developing new concepts
- to manage knowledge-related support services to cooperate in virtual communities
- to use collaborative learning tools and learning management systems

Knowledge

- Definition of knowledge and knowledge management
- Knowledge management within a web-enabled Living Lab
- Knowledge management in virtual communities
- Collaborative learning

Medium related skills

1. Browser (Firefox, Chrome)
2. Mail (Gmail, Yahoo)
3. Search (Google search, Google Alert)
4. RSS (Google Reader, RSS Feed Reader)
5. Office tools (MS Word, MS Excel or OpenOffice or FreeOffice equivalent)
6. Office online collaborative tools (Google Drive/GoogleDoc)
7. Dashboard (Netvibes, Widgami)
8. Blog (Wordpress, Blogger)
9. Knowledge base (Wikipedia)
10. Social bookmarking (Diigo)
11. Microblog (Twitter, Tumblr)
12. Social networking (FaceBook, Google Groups)
13. Time scheduling (Google Calendar)
14. Online notepad (Evernote)
15. CRM
16. Wiki (for example Wikispace)
17. eLearning environment (such as Moodle)

Soft skills

Personal Communication skills

Interviewing skills

Moderation skills

Ability to gather information

Ability to analyse information

Ability to classify information

Presentation skills

Analytical thinking

Ability to work in a team

Project Management

EQF: Level 4**SCQF:** Level 5

Scope/time/cost/management, activities, objectives, artefacts, project management tools, systems and approaches. quality, human resource, risk, procurement management

Rationale

This module aims to provide an overview of the features of a project and the initial and immediate issues that arise in managing a project. You will then gain an appreciation of the range of planning techniques available and the situations in which it is appropriate to use them. The module will introduce some of the key techniques that help managers to monitor and control projects, and consider what approaches work best in particular circumstances. Finally, the module will examine the particular issues that arise in bringing a project to a close, and ways of evaluating a project on its completion. The key components of project closure will be identified and discussed and their importance in ensuring that the aims and objectives of a project have been successfully attained will be explored.

Learning objectives

The course helps the students

- to understand the basic aspects of project management.
- to learn how to plan and manage a simple project.
- to use the IT tools of project management.

Your task

Elaborate a project/business plan, present/publish the project vision, create the documentation, for running the project.

Learning outcomes - competences

Participants will be able

- to identify the core features of a project and to identify project stakeholders,
- to present spectacular project plans and virtual presentation of implementation, progress and carried out activities,
- to make graphic representations of project tasks, context and time scheduling (Gantt diagram) by using spread sheet software or special software tools,
- to select and use online collaboration tools for managing project,
- to cooperate with partners online and co-ordinate the surface for that purpose,
- to prepare and share basic documents online used for project management,
- to support communication activities with online tools and choose the right tool for this purpose,
- to use network tools for project implementation and monitoring.

Knowledge

1. Project Planning
2. PM applications and software

3. Project Management
4. Communication
5. Context and time scheduling

Medium related skills

1. Browser (Firefox, Chrome)
2. Mail (GMail, Yahoo)
3. Search (Google search, Google Alert)
4. RSS (Google Reader, RSS Feed Reader)
5. Office tools (MS Word, MS Excel or OpenOffice or FreeOffice equivalent)
6. Presentation (PowerPoint, Prezi, MindMap)
7. Project management software (MS Project, OpenProject)
8. Project management system (Redmine)
9. File and information sharing (Google Docs, Google Drive, DropBox, Google Groups)
10. Communication tools (Skype, VideoConferencing)

Soft skills

Personal Communication skills

Interviewing skills

Moderation skills

Ability to gather information

Ability to analyse information

Ability to classify information

Presentation skills

Analytical thinking

Ability to work in a team

Online Marketing

Enterprise Marketing Automation, Market Research, Online Shops, Order Management, Customer Relationship Management (CRM). Call Centre Management, Help Desk Management, Online Customer Support, Service Organization Management

EQF: Level 3

SCQF: Level 5

Rationale

This module aims to provide an overview of fundamental ideas about online marketing relevant to a small or medium enterprise. We will focus mainly on the topics which are related to the daily marketing activities of an average SME, such as marketing newsletters, online adverts, search engines, social media marketing etc.

Learning objectives

The course helps the students

- to develop an understanding of the main elements of Online Marketing - such as: websites, content management system, learning management system, blog, and social networks
- to examine the possibilities provided by the Internet for Online Marketing
- to explore and to use and software, applications, web 2.0 tools for Online Marketing

Learning outcomes - competences

Participants will be able

- to know the possibilities of mobile tools
- to build simple personal websites
- to build simple company websites with the use of content management systems
- to build professional private or company blogs and publish content by using a well-known blogmotor
- to compile company newsletters and to carry out a simply e-mail marketing campaign.
- to create, publish and share promotion materials
- to share different types of public content on the Internet by using marketing orientated content sharing systems
- to create and publish personal or company e-portfolio
- to recognize and evaluate to marketing opportunity in the social media tools and social networks. They will be able to use these for marketing purposes

Your task:

Promotion of a new product/service: create marketing materials, publish them on the web by using online tools. Planning and establishing a simple website for the company

Knowledge

1. Using email as marketing tool
2. Online adverts
3. Affiliate marketing
4. Search engine marketing and optimization
5. Marketing in social media
6. Other online marketing techniques

Medium related skills

1. Browser (Firefox, Chrome)
2. Mail (GMail, Yahoo)
3. Search (Google search, Google Alert)
4. RSS (Google Reader, RSS Feed Reader)
5. Office tools (MS Word, MS Excel, or OpenOffice or FreeOffice equivalent)
6. Dashboard (Netvibes, Widgami)
7. Social networking (FaceBook, Google Groups, LinkedIn)
8. Presentation (PowerPoint, Prezi, MindMap)
9. Microblog (Twitter, Tumblr)
10. Media sharing (Youtube, Vimeo, Picasa, Flickr, Slideshare)
11. Movie creator (Windows Live Movie Maker, Animoto)
12. Content management system (Wordpress)
13. Optimization (SEO tools)
14. Online statistic (Google Analytics)
15. Online campaign (Google Adwords)

Soft skills

Personal Communication skills

Interviewing skills

Moderation skills

Ability to gather information

Ability to analyse information

Ability to classify information

Presentation skills, Ability to work in a team

Analytical thinking

Human Resource Management

Recruitment, Skills Management, Resource Planning and Scheduling, Time Reporting, Employee Appraisal Solutions, Personnel Administration and Workforce Management

EQF: Level 3

SCQF: Level 5

Rationale

This module aims to provide an overview of the main tasks related to human resource management. The module will introduce the basic elements of human resource management – including developing policies, dealing with grievances and redundancies and worker protection. The module will also examine the processes for recruitment, interviewing and selection and the processes for preparing, creating, delivering and evaluating training. Finally, the module will examine the tools and techniques for communication and collaboration, including the use of these tools and techniques for gathering feedback and empowering employees.

Learning objectives

The course helps the students

- to understand the basic aspects of Human Resource Management and to map skills and competences in an organization.
- to understand the process for identifying the need for a particular employee/ set of skills/ knowledge in an organization
- to apply strategies for recruitment, selection, interviewing and testing processes in an organization.
- to identify the need for training and deliver the necessary training via the most effectual method.
- to gather employee and customer feedback and enhance the working environment using tools for communication, collaboration and time management. **Learning outcomes - competences**

Participants will be able

- to search select gather and classify information
- to identify existing workplace policies
- to modify workplace policies based on relevant information
- to map skills and competencies in the workplace

Knowledge

1. Human Resource Management Basics
2. Staffing and Workplace Policies
3. Retention of workers
4. Grievances and dealing with them
5. Redundancies
6. Worker Protection and laws affecting employment
7. Skill/ Competency Mapping

Your task

1. Identify a position in the organization (real or imagined) and develop a recruitment strategy based on a set of skills/ competencies
2. Develop a recruitment advertisement and identify a number of methods through which to promote this
3. Develop an interview and conduct an interview /series of interviews via the appropriate method (this can be done using your own employees)
4. Develop a selection strategy and apply this to the interviews taken

Medium related skills

1. Browser (Firefox, Chrome)
2. Mail (GMail, Yahoo)
3. Search (Google search, Google Alert)
4. RSS (Google Reader, RSS Feed Reader)
5. Office tools (MS Word, MS Excel, or OpenOffice or FreeOffice equivalent)
6. File and information sharing (Google Docs, Google Drive, DropBox, Google Groups, Scribd, Issuu)
7. Media sharing (Youtube, Vimeo, Picasa, Flickr, Slideshare)
8. Online survey (Surveymonkey)
9. Social networking (FaceBook, Google Groups, LinkedIn)
10. Mindmapping (MindMeister)
11. Learning Management System (Moodle)
12. Communication (Skype)

Soft skills

Personal Communication skills (including sensitivity and tactfulness)

Interviewing skills

Moderation skills

Ability to gather information

Ability to analyse information

Ability to classify information

Presentation skills

Analytical thinking

Ability to work in a team

Medium related skills in Business Management of SMEs

<p style="text-align: center;">Information and Knowledge Management</p> <ul style="list-style-type: none"> • Browser (Firefox, Chrome) • Mail (GMail, Yahoo) • Search (Google search, Google Alert) • RSS (Google Reader, RSS Feed Reader) • Office tools (MS Word, MS Excel or OpenOffice or FreeOffice equivalent) • Office online collaborative tools (Google Drive/GoogleDoc) • Dashboard (Netvibes, Widgami) • Blog (Wordpress, Blogger) • Knowledge base (Wikipedia) • Social bookmarking (Diigo) • Microblog (Twitter, Tumblr) • Social networking (FaceBook, Google Groups) • Time scheduling (Google Calendar) • Online notepad (Evernote) • CRM • Wiki (for example Wikispace) • eLearning environment (such as Moodle) 	<p style="text-align: center;">Project Management</p> <ul style="list-style-type: none"> • Browser (Firefox, Chrome) • Mail (GMail, Yahoo) • Search (Google search, Google Alert) • RSS (Google Reader, RSS Feed Reader) • Office tools (MS Word, MS Excel or OpenOffice or FreeOffice equivalent) • Presentation (PowerPoint, Prezi, MindMap) • Project management software (MS Project, OpenProject) • Project management system (Redmine) • File and information sharing (Google Docs, Google Drive, DropBox, Google Groups) • Communication tools (Skype, VideoConferencing)
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