

SHE in EUROPE

Blended Learning and Founding

ibis acam Bildungs GmbH, Austria

Together with its partners from Bulgaria, Germany, France, Slovakia, the Czech Republic and Hungary the training company ibis acam will complete the project „SHE in EUROPE“ by the end of 2009.



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Blended Learning for Foundresses



Education and Culture DG
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EQUAL Project „Initiative.Women.Founding“

In large parts of Europe women are strongly underrepresented among company founders. Self-employment, however, especially offers women an important and further to be developed alternative to engage in the labor market. For this reason the EQUAL-Project „Initiative.Women.Founding“ (2005-2007) aims at analyzing the demands and improving the consultation of potential foundresses.

A result of this effort is the software „The Self-Employed Woman. From Dream to Reality“. Apart from providing basic information it serves as a self-test, which helps interested women to assess their aptitude for self-employment. Moreover, the software is suitable for being used in consultation and advanced training on the issue of founding.

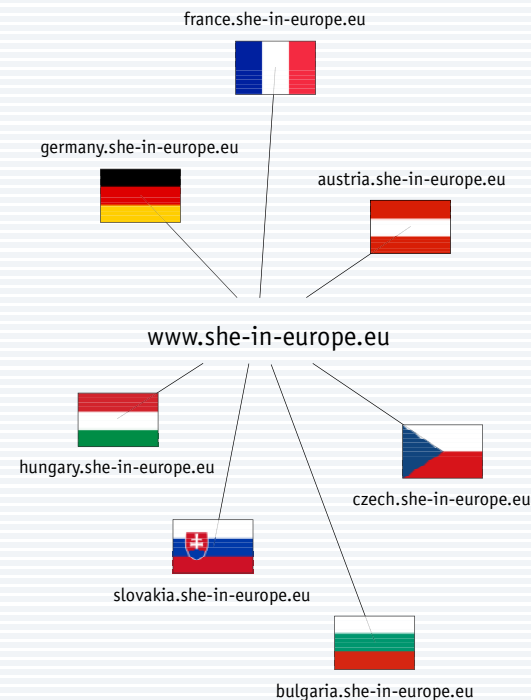
The software has been developed with regards to contents and didactics for the needs and interests of women and has been tried in test groups. It is designed as an e-learning instrument, but should be preferably used in the context of blended learning courses, combining online private study with face-to-face teaching.

Target groups for the software are mainly career service and start-up centres as well as potential foundresses.

Leonardo da Vinci Project „SHE in EUROPE“

„SHE in EUROPE“, as a transfer project, intends to pass down, to complete and to implement the knowledge developed in the EQUAL project „Initiative.Women.Founding“ relating to the promotion of business start-ups by women to new transnational partner institutions.

Competitive disadvantages of women within the European Union which originate to information deficiencies are balanced by knowledge transfer.



Blended and Distance Learning

- ▶ The Software „The Self-Employed Woman. From Dream to Reality“ shall be translated, adapted, and tested in blended learning courses by a group of at least 12 women per partner country, i.e. a total of at least 96 women.
- ▶ All course participants shall be able to access the software over the Internet, starting from a public website which also provides continuously updated information related to the software's content.
- ▶ New products to be developed in the project „SHE in EUROPE“ will be an information and exchange platform „SHE HOME“, based on the findings from the blended learning courses, as well as an transnational distance learning course on „Web 2.0 for Foundresses“.



German homepage of the software „The Self-Employed Woman. From Wish to Reality“, developed with support from Webduction, Vienna, www.webducation.cc.