

RESULTS

IDENTIFICATION OF:

- Entrepreneurs state of knowledge about business models
- Business models used in enterprises
- Competences necessary for the effective use of business models

*

DESIGN OF:

- The training content, which enables the acquisition of skills and competences
- The methodological guide for adult educators

*

DEVELOPMENT OF:

- The e-learning platform, together with the training programme, will allow entrepreneurs, entrepreneurs-to-be, adult educators and others who are interested in business models to gain skills and knowledge on business models in an engaging and attractive way



PROJECT PARTNERS



University of Applied Sciences and Arts of Southern Switzerland

SUPSI



L-Università ta' Malta

CONTACT US

Project Coordinator:

ludmila.walaszczyk@itee.radom.pl

www.businessmodels.eu



www.facebook.com/probm2

This project has been funded with support from the European Commission. This leaflet reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



UNDERSTANDING AND DEVELOPING BUSINESS MODELS IN THE GLOBALISATION ERA (ProBM 2)

www.businessmodels.eu



Erasmus+

WHY ProBM 2?

More and more enterprises are established every year, but less than 40% of them survive the first 5 years. The main problem is that many entrepreneurs-to-be do not value the power of business models and they appear not to pay enough attention to this stage of company creation where enterprise strategy is designed.

✱

If you are an entrepreneur, an entrepreneur-to-be, an adult educator or simply someone who is interested in the topic of business models, the ProBM 2 project is for you.

PROJECT INFORMATION

NAME: Understanding and Developing Business Models in the Globalisation Era

NUMBER: 2019-1-PL01-KA204-064951

DURATION: 24 months

FUNDED: Erasmus+ Programme of the European Union

KEY ACTION: Cooperation for innovation and the exchange of good practices – Adult Education



GOALS

To increase the awareness of entrepreneurs and entrepreneurs-to-be that business models are extremely important at the stage of creating an enterprise strategy, particularly when linked to a more holistic worldview that incorporates socio-political issues, citizenship and globalisation.

✱

To increase the skills and knowledge of adult educators and training providers in teaching business models, with attention also being directed towards globalisation issues.