

# LLP Transfer of Innovation project

## Retail Management for Adults in Livelong Learning

### Meeting at The North Highland College, Thurso – April 21-25 2008

The 2nd project meeting was held at The North Highland College, Thurso, Scotland on April 21 – 25 2008..

The meeting was attended by:

Kirsten Friðriksdóttir, Verzlunarskoli Islands, Reykjavik, Iceland  
Alda Jóna Nóadóttir, Verzlunarskoli Islands, Reykjavik, Iceland  
Björn Garðarsson, Frædslumidstod atvinnulífsins, Reykjavik, Iceland  
Hanna Torp, University of Applied Sciences, Tampere, Finland  
Marianna Leikomaa, University of Applied Sciences, Tampere, Finland  
Pawel Kowalski, WSINF – Wyzsza Szkola Informatyk, Lodz, Poland  
Donald MacBeath, The North Highland College, Thurso, UK  
Jacky MacMillan, The North Highland College, Thurso, UK

The partners were welcomed by Jacky MacMillan and Donald MacBeath then went through the agenda. The meeting was chaired by Jacky MacMillan.

1. The following decisions were taken about the content of the courses:

The courses should be accredited by an official educational authority in each country.

The main target group is people on working in goods- and service retailing, but the course could also benefit small shop owners and people trying to get onto the labor market.

The course consists of modules, all together 60 ITCS.

The modules to be:

- i. Information technology
  1. general tools
  2. subtopic
  3. non windows specific
  4. spreadsheets
  5. wordprocessing
  6. e-mail communications
  7. presentation tools
  8. internet browsing tool
- ii. Management
  1. management theories
  2. organization types
  3. orders
  4. goal setting
  5. planning
  6. implementing
  7. information flow
  8. communications
  9. assuring quality
- iii. Marketing
  1. introduction

2. basic marketing terms
3. ideology
4. brand image
5. marketing communication
6. market research
- iv. Finance
  1. financial accounting
  2. financial planning
  3. staff payment
  4. financing investment
- v. Economics
  1. basic terms
  2. evaluation of needs
  3. purchasing decision
- vi. Human resource management
  1. selection and recruitment
  2. staff development
  3. motivation and rewarding
  4. information flow
- vii. Merchandising
  1. "planograms"
  2. product placement
  3. display techniques
  4. shop architecture
- viii. Business planning and development
  1. project management
  2. change management
  3. networking
- ix. Labour rights and safety and security
  1. EU regulations
  2. Country specific
- x. Buying and selling
  1. trade negotiations
  2. customer service
  3. selling skills
  4. feedback handling
  5. communication
    - a. written
    - b. spoken
    - c. non verbal
  6. presentation

2. The ICT tools were shown and discussed. All partners were very satisfied with the work that had been done at NHC.

Question whether it would be possible to change background color or size of fonts for dyslectic people.

3. Adaptation of modules.

Poland uses own material and writes the different modules according to the Mind Mapping (above). The descriptions of modules should be competence based (input from all partners put on Blackboard before May 10<sup>th</sup>). Pawel has the final decision about content and sequence of modules.

Each module (except the IT-module) should elaborate on how to set up or remodel an existing shop and should be tied in with the experience of the participants.

There will be input from the beginning from Finland in respect of learning styles, learning strategies and tasks. Input from others as we go on.

The material should be EU specific, rather than aiming at one country. After the basic package of modules are finished, they will be adapted to each country at the same time as the translations of them takes place.

Key factor to be: Easy to use – overall instructions to be clear – make this a positive e-learning experience.

40-50% of modules will be completed by January 2009.

4. National evaluation

Björn suggested a handbook and questionnaires for national evaluation. All was accepted and will be put on Blackboard.

5. Stakeholders meeting

It was decided to keep the stakeholders meetings until beginning of 2009 to have something to show of the project. The stakeholders meetings will be further prepared during the meeting in Tampere in November 2008.

6. Logo.

NHC came up with many logos. A few of them will be put on Blackboard to be voted on by the partners. The tag that was a part of many of the logos could be used for promotion (bookmark, leaflet etc.)

7. Article and promotional leaflet

The article will be written from the Mind Mapping headings.

Leaflet. The target group are stakeholders:

- a. How can the stakeholders benefit from the product
- b. What is being produced
- c. How can people use it
- d. How can you participate

Both the articles and leaflet will emphasize that this is a high-quality interactive e-learning experience, designed to enhance the skills and competences of adults working in the retail sector, designed by a team of experts.

8. Next meeting.

The next meeting to be held in Tampere, Finland during week 45 (arriving 3<sup>rd</sup> Nov. 2008 and continuing for 3-4 days.