

Retail Management in Lifelong Learning

A Leonardo da Vinci Transfer of Innovation Project consisting of the following partners:

- Verzlunarskóli Íslands, Reykjavík, Iceland
- Fraedslumidstod atvinnulífsins, Reykjavík, Iceland
- TAMK – University of Applied Sciences, Tampere, Finland
- WSINF – Wyższa Szkoła Informatyk, Łódź, Poland
- The North Highland College, Turso, United Kingdom.

The project

The aim of the project is to transfer and implement an existing written material for teaching retailing management into an ICT-based learning material based on modules for open learning environment targeted for adult learners.

Target group

The target group is adults working in retail management without much formal education who wish to enhance their education at the same time as being on the labour market. This is a group that in the ever greater globalization need to enhance both their education and develop their personal capabilities.

Learning Material

The material will be training in retail administration and management and people management for them to be able to supervise their staff. This added access to ITC-based lifelong learning will lead to added knowledge in the field of vocational training in retail and will add to the growth and employment rates in a field, where the turnover in manpower is very high. After completing this education the target group will have good basic education to continue their business management education at university level.

Objective

The objective of this project is to develop ICT-based material for teaching and learning retail management in open learning environment. The material will be training in retail administration and management and people management.

Languages

The material will be based on existing written material, transferred into ITC-based material in English, and translated into Icelandic, Polish and Finnish.



The first project meeting was held in Reykjavík on November 14 – 17 2007.

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