



## Retail Management in Lifelong Learning

Newsletter 4, May 2009

The project *Retail Management for Adults in Lifelong Learning* (RetAiL) aims to create a flexible programme of learning which can be fitted in with the working day. While the modules form a whole study programme, they can be studied individually as well. The learning methods of the programme have been selected to fit into the adult learning strategies.

The fourth project meeting of the Leonardo da Vinci Transfer of Innovation Project Retail Management in Lifelong Learning was held in Reykjavik, Iceland on April 1<sup>st</sup> and 2<sup>nd</sup> 2009.

The purpose of the meeting was to get an overview of how the project is coming along.

1. **The modules.** In this project we are working with 10 learning modules: Buying and selling, Economics, Financing, IT-skills, Labour rights, Management 1 and 2, Marketing and Merchandising.

One module (Management) has been developed and is ready to be translated. The other modules will be developed by May 11<sup>th</sup> 2009 and will then be translated into Icelandic and Finnish. Each module will be about 40 hours of learning, working with texts, websites, task and assignments.

2. **The teachers' guide.** The preliminary version will be finished before June 11<sup>th</sup> 2009. The final guide will be ready by end of September.
3. **The piloting of the modules** will be done by all involved institutions from autumn 2009.

At the end of the meeting the project group was invited by Iceland Chamber of Commerce, which is one of the project's supporters. The project group was given an overview of the Icelandic economy situation as seen by the Chamber. The overview was given by Finnur Oddson, managing director. In his overview Finnur explained how Iceland has been hit by the global financial crises and what Icelandic government are doing to ease the affect of the crisis on Icelandic economy and families. At the end the project group had lively discussions with Finnur about symptom of the Icelandic economy in world wide perspective.

The homepage of the project is <http://leoretail.com/>

Co - ordinator: Kirsten Friðriksdóttir - [kirsten@verslo.is](mailto:kirsten@verslo.is)