



Tempus

# **Recommendations: Good Practice Approaches to LLL**

***FH JOANNEUM - Austria:***

***SUMMER BUSINESS SCHOOL***

LOGIC:

Implementing the lifelong learning Concept in SNA-  
Responding to the changing needs of dynamic  
economies

*Deliverable D1.4*

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**Title:** SUMMER BUSINESS SCHOOL at FH JOANNEUM - University of Applied Sciences

**General information** (such as e.g. established since, core numbers, objective/mission statement, target groups)

Since 15 years, FH JOANNEUM is offering an annual SUMMER BUSINESS SCHOOL with a wide range of seminars to different topics such as IT/Project Management, PR/Media and Soft Skills/Personality Development. Through this, our University of Applied Sciences is able to transfer its extensive knowledge through their staff and invited guest speakers to all persons that are interested in continuing education & lifelong learning in more detail and practical form for their personal development. So far, approximately 1.850 participants have been enrolled in courses at the SUMMER BUSINESS SCHOOL. In 2013, all participants evaluated the seminars with "Very good" on average.

**More detailed description of the action** (number of attendees/participants, focus/course offer, duration, pricing, financing, promotion/marketing etc.)

The courses take place for a duration of 3 weeks in September each year. Fees are required to attend the SUMMER BUSINESS SCHOOL, but for FH JOANNEUM staff it is free of cost. The seminars last either one day (for 290€), two days (for 390€) or a half day (for 170€). The two-day seminar fee for Adobe Photoshop is 430€. The seminar fee is determined by the length of the seminar, the Adobe Photoshop course is an exception. Staff of other universities, pupils, students and graduates of FH JOANNEUM receive a discount. Similarly, there are discounts offered for employees of companies that are partner institutions of the SUMMER BUSINESS SCHOOL. In return, the SUMMER BUSINESS SCHOOL is promoted within their networks.

The SUMMER BUSINESS SCHOOL brochure is sent to companies & businesses in Styria and Carinthia, to former participants & interested persons as well as to institutions filtered through available databases (e.g. Public Employment Service, Seminar & Training Networks, Training Styria, Styrian Business Promotion Agency...). Additional promotion is done at the three FH JOANNEUM locations (Graz, Bad Gleichenberg, Kapfenberg) with brochures and posters and supported by an easy-to-access online application system ([www.sbs.fh-joanneum.at](http://www.sbs.fh-joanneum.at)).

### Success factors and recommendations from this case study for LOGIC:

1. **The high quality and the actuality of the programme** are the strengths of SUMMER BUSINESS SCHOOL. There are “all-time classics” that are offered each year enriched with new courses answering to changing demands of university, industry and society. "Science Lab", for example, delivers inputs to scientific subjects each year. This year, the topic includes courses to "Planning empirical studies", "Ethics", "Statistics" or "Technology assessment". In addition to these established topics, new programme highlights are offered that address current issues in science and industry every year. For example, the new topics for this year are “Fit for work” and “Life-world University”. The “Fit for work” programme offers courses such as "Health 2.0 - Social Media in the health sector", "Stay cool - No chance for burnout", and "Smove & smile instead of stick & stiff". “Life-world University” offers seminars such as "Conflict Management in Higher Education", "Diversity Reloaded" and "Neurodidactics" and is specifically focused on lecturers and teachers.
2. The **continuity and the annually recurring course format** is a key success factor. A network has been established within the years and the target groups are able to rely on a high quality and up-to-date programme.
3. **Institutionalized partnerships:** Partner institutions such as companies are sending their employees to the SUMMER BUSINESS SCHOOL with reduced fees, in return the programme is promoted within the companies’ networks. Through this, additional participants are obtained with a low-level effort for recruitment. Moreover, expenses for marketing activities can be reduced. A win-win situation is created.

Similar synergies and opportunities could be identified and considered at the Partner Country Universities of the LOGIC consortium.