

## WIFI INSTITUTE AUSTRIA

WIFI е еден од најголемите европски институти во областа на доживотно учење и е во сопственост на Федералната Стопанска Комора на Австрија (WKO). Искуството во следењето и поддршката на развојот на Австриското стопанство е темелено на 60 годишното постоење на институтот. Развојот на едукациските програми ја следи Лисабонската стратегија.

WIFI ги покрива сите области на квалификации и едукација: општо образование, академско образование и стручно деловно образование, при што ја следи европската квалификациска рамка темелена на принципот на знаење, вештини и компетенции. Со својата дејност WIFI е фокусиран на средна и југоисточна Европа и има предстваници во тие земји. Годишно програмите на WIFI ги посетуваат повеќе од 330.000 учесници, а ги водат повеќе од 11.000 тренери.

Едукациските програми ги покриваат сите области на работење на претпријатијата и сите дејности во стопанството. WIFI тренерите се експерти со долгогодишно искуство во својата област, и пренесуваат теоретски и практични знаења применливи во пракса.

### WIFI СЕРТИФИКАТИ

Темелот на константно високиот стандард на WIFI образованието се наоѓа во оценувањето, дипломите и сертификатите на WIFI. Со WIFI сертификатите ја потврдувате поврзаноста на праксата со најновите знаења и вештини потребни на стопанството. Добивањето на WIFI дипломата за учесникот на обуката значи потврда и доказ за успешно завршената едукација, што несомнено има важност за деловниот напредок. WIFI дипломата овозможува развој, иновација и примена на знаењата во секојдневното работење. За добивање на WIFI дипломата учесникот на обуките треба да има потврдено најмалку 75% посетеност на наставата и успешно завршно тестирање.

### Дипломата ја издава WIFI Институтот на Австриската Федерална Стопанска Комора.

Едукациските програми се конципирани на начин кој на учесниците им пренесува најнови вештини и стручни знаења произлезени од европската пракса кои може веднаш да се применат на работното место. Со завршното тестирање учесникот го докажува стекнатото знаење.

Тоа е квалитетот кој WIFI го овозможува во своите едукациски програми.

### WIFI International Know-how Transfer

WIFI International Know-how Transfer (WIFI IKT) програмата на WIFI Институтот реализира семинари и менаџмент тренинзи низ целиот свет. Како додатен бенефит, учесниците на овие тренинзи добиваат можност за остварување бизнис контакти со Австриаки компании (B2B состаноци).

## BUSINESS AREAS

Together with local partner institutions, WIFI IKT regional managers work out management training programmes which are tailored to the particular needs of the respective markets.

WIFI training courses and examinations are conducted according to an effective quality management system complying with the requirements of the international standard ISO 9001:2000.

WIFI IKT trainers have real-life business experience and so speak the language of the trainees. Examples are worked through during training modules, which participants can immediately transfer to their own business practises

The training programmes conclude with a final exam (Multiple Choice Test) and a WIFI IKT Diploma. All examinations are based on rules approved and disseminated by the Federal Ministry of Economics and Labour. WIFI Diplomas are recognised in countries of the European Union.

As a rule, a visit to Austria is arranged for graduates, where, within the framework of B2B Meetings - together with the [AWO](#) (Foreign Trade Austria) - they are put into contact with suitable branches and companies.

WIFI IKT continually participates in EU projects with emphasis on personal development, professional further education and institution building. Together with international partners, we organise projects from numerous **programmes** ([Europeaid](#), [Interreg](#), [FP 7](#), [Life long Learning](#),...).

We have an extensive list of projects dating back to 1997.

## HR PROJECTS

WIFI Austria's experiences and developments can also be taken abroad. Bespoke projects are developed together with partners inside and beyond the WKO. This is how we implemented a career information and advice system ([CAT-Career Advisory Tool](#)) for the Human Resources Development Fund in Saudia Arabia.

## PERSONAL CERTIFICATES

The Certification Body of WIFI certifies the skills of individuals based on international norms and the Accreditation Act on an independent and neutral basis. In areas such as welding technologies, quality assurance and project management graduates receive a Personal Certificate recognised around the world.

## MISSION STATEMENT

The International Know-how Transfer (IKT) team's main goal is to export the educational products of the Austrian WIFI Network.

We aim to promote the development of people, businesses and institutions in countries outside the European Union, by providing a comprehensive and customised programme of courses.

We are actively involved in managing the structural changes taking place in our target countries and see our role as door openers and catalysts for the Austrian export market.

Our target group is anyone who is active in the economy, and we work with employees and employers in equal measure.

Our commitment to strengthening civil society is designed to help create a stable environment for the activities of Austrian companies, even in difficult markets

## **AIMS & TARGET GROUPS**

We are experts in training courses, seminars and consulting, worldwide.

### **AIMS:**

- Professional vocational and further education
- Promotion of economic relations
- Open doors for international cooperation
- Experience exchange and networking

### **TARGET GROUPS:**

- Anyone active in the business world: employees and entrepreneurs alike
- Decision-makers
- Managers of small and medium-sized enterprises
- Founders and owners of new companies
- Chambers and (non-) governmental institutions

### **CERTIFICATES:**

After having passed the final multiple choice test a WIFI Diploma can be obtained. All examinations are based on rules approved and disseminated by the Federal Ministry of Economics and Labour. WIFI Diplomas are recognised in countries of the European Union.

The Certification Body of WIFI certifies the skills of individuals based on international norms and the Accreditation Act on an independent and neutral basis. In areas such as welding technologies, quality assurance and project management graduates receive a Personal Certificate recognised around the world.

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## PRODUCTS

Here is a small selection of the courses offered across the WIFI network:

### **Management training**

A modular educational system designed to refresh existing knowledge and to teach new methods and techniques. Graduates receive a recognized WIFI qualification.

### **Consulting for founders of new companies**

Fundamental aspects to consider before becoming self-employed; training for young entrepreneurs.

### **Workshop for EU-funded Projects**

Overview of the institutions, their modes of operation and relevant programmes; best practice examples are discussed.

### **Training courses for trainers**

Designed for lecturers, trainers and education officers who are interested in further education and improving their practical knowledge. Graduates receive a WIFI Trainer certificate.

## MANAGEMENT TRAINING

The seminars on offer consist of three to five modules lasting three days, according to client needs.

### **1. Target Group**

Entrepreneurs, people who want to be self-employed, as well as middle and top-level managers who want to improve their knowledge.

### **2. Objectives**

This management course is designed as a modular training programme. Participants learn about or expand their knowledge of the following:

- Efficient management of an enterprise
- Methods of increasing performance
- New management techniques and working processes

### **3. Curriculum**

A selection of 3 to 5 modules can also be offered.

- Communication and negotiation
  - Principles of efficient communication
  - Verbal and non-verbal communication
  - Correct behaviour during difficult talks
  - Positively influencing negotiations

- Marketing
  - Collecting information on the prospective market
  - Marketing techniques
  - Strategic use of marketing techniques
  - Planning, goal-setting, steering and control of deployed marketing techniques
- Accounting
  - Internal information flow and preparing decisions
  - Assessing and controlling costs
  - Cost accounting structure
  - Cost accounting as the basis of management decisions
  - Principles of efficient costing
- Financing
  - Principles of company financing
  - Assessing capital requirements for setting up a business, expansion, investment
  - Financial planning and control
- Organisation
  - Objectives of the enterprise
  - Reaching objectives
  - Successful planning and control
  - Diagrams
- Management
  - Situation-oriented management styles
  - Opportunities for participation - personnel management
  - Efficient teamwork
  - Solving conflicts
- Motivation
  - Motives and incentives
  - Attitude and motivation
  - Measures of employee motivation
- Human resources
  - Acquisition
  - Selection and recruitment
  - Promotion
  - Assessment
- Organizing work
  - Structure
  - Data collection
  - Material and transport-flow planning
  - Pay differentiation
  - Training

#### 4. Method

Lectures, tutorials, audio-visual media, case studies, role-plays, self-assessment, group work, individual work, creativity techniques.

## CONSULTING FOR FOUNDERS OF NEW COMPANIES

### 1. Target Group

People setting up businesses, managers from large cooperations who wish to set up small or medium-sized businesses, young entrepreneurs.

### 2. Objectives

This course offers participants the opportunity to do the following:

- Become familiar with the personal and technical qualifications required for setting up a business
- Understand the principles of modern market management
- Learn about personnel acquisition and recruitment
- Get to know major aspects of business financing and contracts

### 3. Curriculum

- Success factors of a business
- Personal and technical qualifications required for setting up a business
- Principles of proper financing
- Financial management in business
- Drawing up contracts for business transactions
- Marketing - market management
- Approaches to marketing and problems new businesses have
- Organisation in the business
- Principles of human resource management

### 4. Method

Lectures, experience reports and case studies, audio-visual media, whole and small group discussions.

## WORKSHOP FOR EU-FUNDED PROJECTS

### 1. Target Group

People who want to run EU projects, managers, heads of non-governmental organisations (NGOs) or non-profit-making organisations, business advisors or specialists who want to get to know the various EU programmes.

### 2. Objectives

During this course the participants will learn about the following:

- Departments in Brussels responsible for EU programmes
- Prerequisites for EU project applicants
- Different programmes of EU subsidies, their objectives and conditions
- Assessing more accurately the meaning and necessity of building consortiums
- The basic concepts of drawing up a tender
- Initiating applications for EU projects

### 3. Curriculum

- Structure of the EuropeAid department in Brussels
- Ensuring project applications have a good chance of success
- Types, objectives and conditions of the different EU subsidy programmes
- Practical guidelines and tips for EU subsidy programmes
- "Expression of Interest"
- Basic principles of consortium building - meaning, necessity, practical suggestions
- "Help, we've been short-listed!"
- The tender, or the race against time
- Types of costs and budgeting
- Dos and Don'ts for tenders
- The contract to run an EU project

### 4. Methods

Lectures, tutorials, audio-visual media, case studies, role-plays, experience exchange, small and whole group discussions.

## TRAINING COURSES FOR TRAINERS

### 1. Target Group

Lecturers from industry, the communal sector and universities, trainers, management consultants and training managers in companies with an interest in further education.

### 2. Objectives

By the end of the course, the participants will be able to do the following:

- Plan and implement a class or seminar
- Recognise the importance of using different student groupings
- Deploy audio-visual media in seminars successfully
- Learn about major teaching methods and how to use them properly.
- Handle group-dynamic situations in class

### 3. Curriculum

- Starting a training event
- Making contact
- Reducing inhibitions, overcoming learning difficulties
- Formulating goals
- Determining the main goal
- Class structure
- Planning classes and seminars
- Teaching methods
- Teaching knowledge (tutorial)
- Teaching skills (4-step method)
- Teaching modes of behaviour (role play)
- Lectures and impromptu speeches
- Creativity methods in the seminar
- Importance and proper use of case studies and planning games
- Getting to know the various student groupings in the seminar  
(individual, pair work and group work)
- Communication in class
- Handling difficult situations (intervention technique)
- Examination psychology
- Question techniques
- Proper use of audio-visual media
- Video training for self-assessment of their own teaching

#### 4. Method

Tutorials, impromptu speeches, audio-visual media, role-plays, group work, whole group discussions, self-assessment with video analysis.