



Erasmus+

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ERASMUS + KA 203 TRANSFORMATION OF

A TRADITIONAL LANGUAGE SCHOOL BY MEANS OF BUSINESS MODEL INNOVATION

CZECH - SLOVAKIA - CROATIA - LATVIA - POLAND



INTERNATIONAL CONNECTION

by Jana
Chynoradsska

Transformation is all around us and whether we are aware of it or not, we are part of it. When I initiated a project with Boris Popesko, the Vice-Dean at the Faculty of Economy and Management, **UNIVERZITA TOMASE BATI VE ZLINE**, I was sure that this connection would be working!

I was happy to find other language school owners who accepted my invitation and joined us in this phase of the Learn & Lead development where we look at the essence of a language school, its business model. The project was successfully launched in November 2020 with 4 other partners from Slovakia, Croatia, Latvia and Poland.

I am excited about the next course of action with this team and enthusiastic partners! I am also convinced that we are with the right people, in the right project at the right time not only for us, but also for many other language school owners who are looking for solutions that will help them succeed in today's rapidly changing world.

Keep the vision and trust the process!



THE KICK OFF MEETING

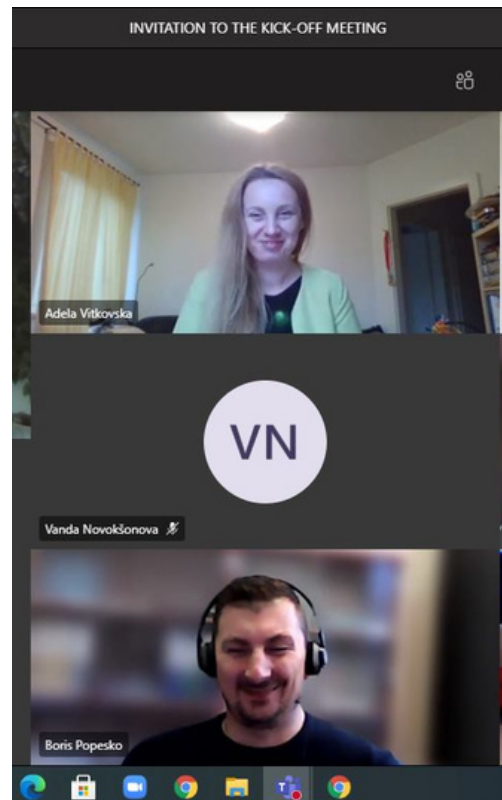
by Agnieszka
Pędzimaż

On November 11 and 12, 2020, an online kick-off meeting of representatives of Erasmus + project partners took place. The meeting started with a short presentation of each partner. It continued with the dissemination of tasks between partners.

Project outcomes:

- A new business model of a language school
- Four new programmes for adults
- Learn & Lead Webinar Online
- Analytical study of market and business models
- The Learn & Lead Guidelines for Trainers

This is going to be a great opportunity that such a strategic project will be conducted in 5 different countries that cover different geographic and legal conditions, sizes and product structure.



BRIGHT FUTURE FOR LANGUAGE SCHOOLS

by Agnieszka
Pędzimaż

“2020 – a year of unexpected change in our life, work and planning. The pandemic world is difficult to foresee, however, as the school owner of Summit European Language Center, I can feel that all the spheres are going to be transformed. This transformation is expected everywhere. The whole world is going to digitalize almost everything: services, products, sale, education. Traditional language schools are facing similar changes.

Therefore, as the project partners and language school owners HARMONY ACADEMY s.r.o., Slovakia, PLUS Academia spol. s r.o., Slovakia, Pucko otvoreno uciliste Vinkovci, Croatia, BIEDRIBA EUROFORTIS, Latvia, Centrum Edukacyjne Feniks, sp. z o. o, Poland and the coordinator UNIVERZITA TOMASE BATI VE ZLINE, Czech Republic, we strongly believe that participation in the project “Erasmus + KA 203 **Transformation of a traditional language school by means of business model innovation**” will significantly contribute to the modification of the traditional language school’s business into a new type of business model. It will reflect the changes in business environment, customer requirements and challenges of the new digital era.

The main output of the project is a new business model for language schools which should be general and applicable by any language school in different conditions.

Before I joined the project, I asked myself questions which helped me out with the decision:

- What will my work and life look like in the future?
- What will I devote my time to in the future?
- Who will benefit from my work in the future?
- How will the project influence my work?

Being one of the fans in the group Learn & Lead I found the answers and eventually became a partner of the international project “Erasmus + KA 203 Transformation of a traditional language school by means of business model innovation”.

I was happy to participate on November 11 and 12, 2020, at an online kick-off meeting of representatives of Erasmus + project partners, for which UNIVERZITA TOMASE BATI VE ZLINE is the coordinator. “



INTRODUCTION TO PARTNERS

by Agnieszka Pędzimąż

Tomas Bata University in Zlín (TBU) is a progressive and modern university following the current trends of higher education in Europe and in the world. With a current student population of more than 8,000, TBU ranks among medium-sized Czech universities. Rector of the University is Prof. Ing. Vladimír Sedlařík, Ph.D.. TBU is comprised of six faculties offering to students the possibility to study technology, economics, management, natural sciences, informatics, humanities, arts, logistics and health care. Since its establishment, hundreds of highly-qualified professionals have received education at the University. The University is named after Tomas Bata, a world-renowned entrepreneur and founder of the shoe industry in Zlín. He played a significant role in the transformation of life in the town of Zlín as well as in the whole Czech Republic and of its economy because he ingeniously connected business and society together. The proposed project will be managed at the Faculty of Management and Economics (FaME) of TBU. FaME is a research-rich, business-focused and internationally-oriented faculty with a global reputation for academic excellence. The Faculty is a modern educational and scientific institution that ranks among top economic faculties in the Czech Republic. Recently, FaME has been ranked as the best economics-oriented faculty in the Czech Republic in the field of Business and Economics based on the Times Higher Education University Index.



Tomas Bata University in Zlín

HARMONY Academy is an innovative language school with its own Centre of Innovation Learn&Lead. It operates in the whole Slovakia and has got learning partnerships formed both within Slovakia and the European Union. The company was set up back in 2000 and the founder of the school is its current Principal Manager and trainer Jana Chynoradska. The basic underlying pedagogical philosophy of the company is the STUDENT-CENTRED APPROACH . Over the years HARMONY has developed its own course management system in the developmental strategy of Learn&Lead.



Harmony
ty v lepšom ja

INTRODUCTION TO PARTNERS

by Agnieszka Pędzimąż

PLUS Academia was established in 1997 as a reaction to the growing public interest in foreign languages in Bratislava. Originally as a university project of its founders, the company has gradually developed into one of the largest educational institutions in Slovakia focused primarily on corporate education. At present PLUS Academia provides high quality and comprehensive services in six separate departments – Language School, Business School, Testing and Certification, Online education, Translation and Interpretation and Foreign language studies. In addition to separate management teams, our company currently consists of more than 140 active lecturers and trainers who transfer their knowledge and experience annually approximately 3,500 students in a corporate environment.



Biedrība Eurofortis is a multi-cultural organization, established in Riga in 2011. It aims to facilitate continuous education in schools, enterprises and society, supporting the development of personal and professional skills. Taking an active part in European educational projects it ensures the availability of educational materials, tools and methods, as well as seminars, mobilities and other different training.



INTRODUCTION TO PARTNERS

by Agnieszka Pędzimaż

Pučko otvoreno učilište Vinkovci is an institution for adult education established in 2006 in Vinkovci with a branch-office in Vukovar, eastern Croatia. We primarily provide programmes for development of trasversal skills of adults (key competences) in the fields of foreign languages and digital competences. Apart from adults, we offer informal and popular foreign languages programmes for young learners and teenagers. Our staff currently comprises of 13 paid employees: teachers and adminstrative staff. This school year 420 students are taking part in our numerous educational programmes and courses.



Centrum Edukacyjne Feniks Sp. z o.o. is a language school founded in December 2007. At the beginning, the activity of the school was mainly focused on individual classes, mainly in French. We currently run courses (individual and group) for individuals and companies including children, adolescents and adults. Since 2015, we have been a licensed center of the Teddy Eddie method and since 2017 also the Savvy Ed method. Our Center is registered in the Register of Training Institutions kept by the Voivodship Labor Office under the number 2.12 / 00214/2010. In addition, in December 2010 Centrum Feniks cooperated with the Małopolska Teacher Training Center based in Krakow as part of the project Modernization of the training system for vocational schools staff in Małopolska financed by the European Union. As part of the above-mentioned program, we conducted training in English and German.



Europejskie Centrum Językowe Summit was established in 1998 and it was founded with a fascination for teaching foreign languages and teaching others. At the beginning as a very small school consisting of two teachers and 30 students, the school has gradually developed into much bigger organisation offering courses of English, German, Spanish, French, Italian or Russian. Currently ECJ Summit provides courses focusing on different age groups and all levels in three towns, Rabka-Zdrój, Mszana Dolna nad Nowy Targ. In addition to general course of foreign languages, we hold the status of Cambridge Pretesting Centre since 2006, which means that our students participate in pretests of Cambridge Exams and Preparation Centre.

