



GOOD PRACTICES - CASE IDENTIFICATION /1ST LEVEL ANALYSIS

1. Good Practice title:

E-learning training courses

- *sustainability and efficiency of local microfinance programs*
- *social outreach of microfinance and mitigating the negative effects of financial exclusion*
- *microfinance as a local employment tool*
- *social and technological innovation in microfinance*
- *involvement of priority groups (with special regard to gender equality)*
- *promotion of local microfinance funds and entrepreneurship initiatives*
- *business development services*

2. Territory of implementation/application (country/region/...)]

the services are accessible world wide

3. Timeframe:

year of introduction: year of termination: (leave 0000 if ongoing)

4. Brief description of the promoting organization:

Fejér Enterprise Agency: non-profit Local Enterprise Agency. FEA was established in 1991 by 47 founders. The founders include the local government of Székesfehérvár, the General Assembly of Fejér County, several chambers, banks, enterprises and private people.

The mission of FEA is to provide high-level, easily accessible financial, advisory and training services in Hungary to start-ups and existing micro and small enterprises operating in the Transdanubian region in order to improve their skills and abilities which enable them to make their financial situation, social standing and living conditions better.

In order to fulfill its social mission and to realize the goals set by the founders, the Foundation performs concentrated business development activity, which basically focuses on the following main fields:

- Business Development Services



- Training programmes to disseminate entrepreneurial knowledge
- Microcredit programmes to finance enterprises

5. Main objective of the initiative:

According to the Enterprise development strategy of FEA adopted in 2015, the foundation – in the interest of developing educational and training resources -

- contributes to the improvement of business knowledge and skills. It provides help for teacher training, it starts courses and prepares freely accessible training materials for business people
- organizes forums on management and education. It harmonizes the training systems provided to the unemployed with the demands of the economy. It urges and promotes the spread of information technology, programming and language teaching in the local educational institutions;
- supports and orientates professional training by paying special attention to eliminating the missing professions, the long-term needs of the unemployed and encouraging general professional training;
- provides information about the various forms of training, the trainers, the buildings and training tools by compiling databases;
- ensures the initiation of management training.

6. Brief explanation of the initiative:

Through the “Vallalkozastan” (Business Learning) website, FEA is providing online training for entrepreneurs and/or business students. The objective of the tool is to help young entrepreneurs gain the real-life business skills and knowledge they need to start or grow their business. The GP of FEA is also an effective tool for spreading entrepreneurial spirit among the young.

The main on-line services of FEA available through the website www.vallalkozastan.hu:

- online training for entrepreneurs and/or business students: e-learning material developed by the experts of FEA and the related videos, exercises.
- The focus of the trainings is to transfer practical knowledge and business skills that students may not receive at school.
- The main topics of the training: starting a business, taxation, accounting, marketing, on-line loan application etc.

The services are free; the only condition is that the institution (school, MFI etc.) has to sign a cooperation agreement with FEA. Then the registration becomes free for their students or clients.

The tool is accessible via internet. The users just have to register on the website and they receive the materials of the e-learning course. There is no special software requirement; each module can run from an internet browser. The tool is constantly updated with new training materials, and the staff of



FEA is capable to develop new tailor made training courses based on the demands of the clients.

In 2015, FEA started a cooperation with the University of Cadiz on launching the e-learning edition of the Social Economic Manager course. The University has an elaborate curriculum, FEA is offering the e-learning tool and the registration of the training videos

7. Target group and measures to involve the target group:

Secondary and high school students, start-up enterprises, young entrepreneurs

8. Innovativeness:

- Easily accessible and user-friendly website, with the most recent tools and developments of e-learning
- constant development and update of the training material
- video features, interactive tests and tutorials

9. Outcomes:

- 30 learning groups/year, with 10-12 students/each group
- no. of registered students: 1800
- After the compilation of the course, participants get a certificate