



Do it wisely!

<b>Country name:</b>		Hungary
<b>Region:</b>		The territory of Hungary
<b>City :</b>		n/a
<b>Public organisation responsible for the initiative</b>	<b>National language</b>	Budapest Institute of Banking Zrt.
	<b>English</b>	Budapest Institute of Banking Zrt.
<b>Department (if any)</b>		n/a
<b>Address:</b>		1054 Budapest, Szabadság tér 7. (Platinum tower I. building 4th floor)
<b>Webpage:</b>		<a href="https://ekkv.hu/">https://ekkv.hu/</a>
<b>Public organisation representative:</b>		n/a

### Initiative description

<b>Title:</b>	Do it wisely!
<b>Features of group/s of beneficiaries</b>	<p>Directly: for students who want to develop personal skills,</p> <p>Indirectly:</p> <ul style="list-style-type: none"> <li>• SMEs seeking for a new competences and knowledge,</li> <li>• young people, employees and entrepreneurs interested in starting a business.</li> </ul>
<b>Initiative / tool objective</b>	The main goal of the E-learning curriculum implemented by the Budapest Institute of Banking (BIB), on behalf of the Ministry of Innovation and Technology, is to develop entrepreneurial human capital; helping digital transformation and catching up and providing Hungarian SMEs with the knowledge they need to grow.
<b><u>Steps / phases / stages of tool / initiative implementation and its activities description</u></b>	<p>The presented initiative is organized as 9-module online training, that provides participants with comprehensive knowledge in all topics covered by digitization and generational change. The total course offering lasts 70 hours, allowing participants to study 9 different topics in more depth and gain practical knowledge through detailed examples. Hungary's first free online training on digital transformation and generational change.</p> <p>The training covers key topics including business innovation, digitization, generational change, human resource opportunities and communication. The curriculum is in Hungarian, so it also helps Hungarian businesses across the border.</p> <p>Multiplication of the initiative on the local/city level can be organized as a similar tool or it can be transferred as an idea with other content inside. Current topics implemented in the course is dedicated to special circumstances linked with the COVID-19 recession.</p>

The development of the original initiative was divided into 4 steps:

**Step 1: Creating a website**

Creation of a comprehensive website, easily understood by all users, through which applicants can directly learn about digital transformation and generational change.

**Step 2: Collecting consultants**

For this initiative (education) to reach everyone's goal and for the acquired knowledge to be sufficiently utilized for businesses, it is crucial to gather a team of advisers who can professionally pass this knowledge on to the applicants.

**Step 3: Implementation**

For applicants who want to expand their business with up-to-date knowledge and new knowledge, explain through the modules what skills and competencies they can use to increase their success in the economy.

**Step 4: Monitoring of applicants**

- Monitoring how the acquired knowledge is used by businesses.
- Make a statement of which sectors are most in need of this knowledge provided by this site.
- Furthermore, it should not be neglected to analyse how many years old and in which sectors actors want to acquire new knowledge.
- Contact entrepreneurs on how the acquired knowledge is utilized and how it is used

Description of the modules for those implementing the initiative:

**Module 1: Business innovation**

- To explain to the applicants what constitutes corporate innovation and research and development and to present the Hungarian institutions involved in the topic.
- The most practical innovation methodologies and international models, advisory on inspiration and generating new ideas.

**Module 2: HR challenges and agile transformation**

- In the first block of the module, concerning the mission and culture, it is shown how effective is to have employees connected to a large, common long-term goal in addition to the monthly salary, where every day behaviour is based on constructive values.
- Additional topics in terms of performance, primarily talent, leadership development and commitment. Practical tools for measurement and evaluation. The third block shows why and how we develop managers and employees career paths. The module address the basis for identifying training needs and needs arising from personal goals. Participants learn to distinguish between compulsory and optional, as well as individual and group training, and guide on the administration of training. The fourth block of the training deals with one of the latest HR challenges, agile organizational operation.

**Module 3: Digitization**

- Participants are introduced to the changes brought about by accelerating technological development: current, general-impact digital trends are supported by practical examples. They will be introduced to an easy-to-use trend analysis methodology that allows anyone to apply a new trend or technology to their own business within 1 hour. You get a special focus on the digital customer experience, customer services and sales outlets.

	<ul style="list-style-type: none"> <li>• They also presented the 4 levels of data-driven management and their possible areas of application.</li> </ul> <p><b>Module 4: Transfer of direct management</b></p> <ul style="list-style-type: none"> <li>• What it means to retire for the head of a company, often built by a leader through the hard work of a lifetime.</li> <li>• Individuals (who, with whom and with whose help), content (certain areas of the company and managerial tasks, methods and steps) are examined separately. Whole block dedicated to the psychological background of trust and forgiveness, and finally list the practical difficulties of transfer from the perspective of the transferor and the recipient leader, and then outline possible solutions to these.</li> </ul> <p><b>Module 5: Internal and external communication</b></p> <ul style="list-style-type: none"> <li>• This module teaches how to effectively deliver messages to company's customers, partners and employees. In the first part, overview of the various digital communication channels (website, blog, newsletter, etc.). Participants learn about the whole process: goal, value proposition and competitive advantage, selection of digital tools. In the second part, communication within company: how to harmonize the corporate culture, the internal communication with the business aspects at the strategic and operational level. Good practices for effective discussions, written announcements, and managing the gossips.</li> </ul> <p><b>Module 6: Change management</b></p> <ul style="list-style-type: none"> <li>• The processes and methods so that any change can be effectively managed by the responsible manager and stakeholders. Differentiating the topics of strategy, participants, and communication, using Kotter's 8-step process, the specifics of generational change. In the second part - the emotional phases of planned and "force majeure" changes. Participants learn what it takes for a successful change in the organization with a special emphasis on leadership responsibilities.</li> </ul> <p><b>Module 7: International relations and expansion</b></p> <ul style="list-style-type: none"> <li>• Abroad operation and internationalization of the company.</li> <li>• Typical export markets, trade trends and different forms of entry into foreign markets from the classic export to the platform economy. The motivating and driving factors as well as the possible obstacles. Other blocks: export regulation and subsidies of the EU and the Hungarian state, instruments supporting trade outside the EU, steps and tricks of doing business in foreign markets, managing potential risks.</li> </ul> <p><b>Module 8: Financing</b></p> <ul style="list-style-type: none"> <li>• The module is designed for the financial awareness of company managers.</li> </ul> <p><b>Module 9: Digitization by sector</b></p> <ul style="list-style-type: none"> <li>• The opportunities and threats of digitization for each sector.</li> </ul>
Expected result(s)	<ul style="list-style-type: none"> <li>• The curriculum achieves its goal and contributes to the strengthening of Hungarian jobs and the establishment of successful businesses. The future guarantees that Hungary will build not only a work-based but also a knowledge-based society.</li> <li>• The transformation of vocational and adult training, the 8-week free IT education in the Redesign Program during the crisis, and the training of IT specialists were carried out to provide Hungarian professionals with competitive knowledge.</li> <li>• In addition to the transfer of modern financial and economic knowledge and the growth of financial culture, special attention is paid to the presentation of socially useful best practices</li> <li>• To train professionals with modern knowledge who can identify and analyse problems, who can develop effective solutions and make responsible decisions in crisis times.</li> </ul>

	<ul style="list-style-type: none"> <li>• Small and medium-sized enterprises will be strengthened by the practice-oriented, solution-oriented presentation of the most important topics for entrepreneurs with this curriculum and be ready to operate in pandemic reality.</li> </ul>
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**Transferability**

<b>Transferability to other countries (to be assessed by all Project Partners)</b>	Medium – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organisation
<b>Transferability on country of origin level (to be assessed by all Partner from specific country)</b>	Medium – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organisation
<b>Necessary resources</b>	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> <li>• Internet access required for site users</li> <li>• IT tools (computer, laptop)</li> </ul> <p>Competences of the members of the executive team:</p> <ul style="list-style-type: none"> <li>• strong organizational leader</li> <li>• Communication skills</li> <li>• Experts with a significant experience in corporate, academia and consulting, providing a unique combination of development, innovation management, commerce, management consulting and HR knowledge and experience.</li> </ul>
	<p>Knowledge:</p> <p>For participants in the training:</p> <ul style="list-style-type: none"> <li>• IT knowledge</li> <li>• basic competence required for development</li> </ul> <p>The experts required to develop the curriculum must have:</p> <ul style="list-style-type: none"> <li>• IT, economic and legal knowledge</li> <li>• application of coaching among students</li> <li>• practice-oriented, solution-oriented thinking</li> <li>• innovation management, trade, management consulting and HR knowledge</li> </ul>
<b>Key success factors:</b>	<ul style="list-style-type: none"> <li>• Well defined and calibrated team and strong institution on local level ready to organize knowledge.</li> <li>• Focus on quick knowledge transfer to participants.</li> <li>• Effective communication is established between the implementation team and the learner based on the teaching of new knowledge and its acquisition and effective use to minimize the difficulties caused by the epidemic.</li> </ul>
<b>Key challenges:</b>	<ul style="list-style-type: none"> <li>• Creation and implementation of the transparent and easy in use online platform.</li> <li>• Security and guarantee of modern and up-to-date knowledge for course participants.</li> </ul>
<b>Impact on regional economy (general description)</b>	The level of digital maturity for small and medium enterprises is very low. However, with this measure, the primary goal is to make businesses more resilient to crises such as those caused by the COVID-19 virus worldwide. In addition to digital transformation, a key area is also corporate generational change, as companies that successfully implement digital transformation and generational change have a better chance of entering foreign markets and gaining a regional or even global role. Especially now that in many neighbouring and

	<p>developed countries, the market of existing players can be significantly rearranged by different degrees of crisis and different ways of dealing with it. The acquired high-level knowledge offers an opportunity for students to fill important positions in companies and institutions of the domestic and international financial institutions sector. By implementing it, Hungarian SMEs can easily, quickly and free of charge obtain information even in the event of an epidemic, all the more so by developing their digital skills in electronic form. The main goal of the E-learning curriculum implemented by the Budapest Institute of Banking (BIB) on behalf of the Ministry of Innovation and Technology is to develop entrepreneurial human capital; helping digital transformation and catching up and providing Hungarian SMEs with the knowledge they need to grow.</p>
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