

E-Leadership Skills for Small and Medium Sized Enterprises

e-Leadership education for SMEs and entrepreneurs – first results from scanning the education landscape

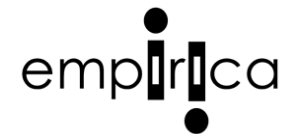
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Service contract for the
European Commission



Enterprise and Industry



WP5 European Landscape of HE Courses and MOOCs

WP5 – Task 5.1-5.4 - Objectives

- Develop suitable **criteria** for the identification and selection of suitable courses and MOOCs
- **Identify** already existing relevant activities, universities and business schools, **programmes and courses**
- **Europe-wide survey of relevant programmes and courses + MOOCs** in the e-leadership skills domain,
- **Establish a European landscape** of e-leadership Higher Education courses and MOOCs

Issues

- Scale of programmes / courses
- No mention of Exec Ed in ToR, include

▪ Sources:

- E-skills GUIDE e-leadership programme landscape
- IT Industry initiatives
- University and business school courses and programmes + MOOCs
- Coursera and other MOOC platforms

▪ Methodology:

- Analysis
- Report writing

▪ Timing:

- Start: M01
- End: M06

▪ Results:

- Report (-> Synthesis Report (D3))

From the tender specifications

- Identifying and analysing relevant and new e-leadership courses (including online courses on the Internet, MOOCs) and initiatives from industry, education and training organisations;
- Analysing and assessing the information gathered with a view to describe the situation and deliver a synthesis report on the state-of-play in Europe and presenting the results of the above-mentioned tasks (these findings will be further elaborated during the second and third phases). This report should be validated by the Steering Committee
- Organising a competition for the 10 best e-leadership courses (also for MOOCs); The demonstrations and the competition (which will cover the second and the third phases) should be organised in cooperation with stakeholders groups and associations representing industry and academia as well as the target groups.

Criteria

- Combination programmes :=
 - ICT > 25% and business management > 25% and leadership/lead professional levelor
 - (if short programmes) ICT content & target group/focus = start-ups/entrepreneurs
- Must be innovation oriented / oriented towards business transformation or business creation
- Master's, or BSc, but
 - not if primarily for school leavers/consecutive MSc
 - not if largely academic (esp. no PhD / postdoc programmes)
 - = has to have professionals orientation

Example – Belgium

- ALL RESULTS PRELIMINARY & will be subject to double checking further validation
- 39 candidates based on search of university and business school websites
- 12 short programmes (< 1year)
- 27 long programmes (>= 1 year)

Of which

- 18 times: Professional orientation ✓
- 37 times: Suitable IT modules ✓
- 13 times: SME or entrepreneurship specialisation ✓

Result

- 3 times: all 3 criteria ✓

Long list – short programmes

					MUST		MUST	EITHER			
ALL RESULTS PRELIMINARY & will be subject to double checking further validation					Prof'nal orient	Duration	IT-Module	Entr'ship-Module	SME specialization	online	Selected on criteria
s	/I	No Degree	University	Name of Programm							
BE	s	1 EP	Antwerp Mar	Building Innovative Organizations	x	3 x 2 days	-	x	-	-	0
BE	s	2 EP	Antwerp Mar	Enterprise Innovation and Engineering	x	10 days	x	-	-	-	0
BE	s	3 EP	Antwerp Mar	Master Class IT Leadership	x	8 days	x	-	-	-	0
BE	s	4 certifica	Antwerp Mar	Master Class IT Governance & Assurance thro	x	10 days	x	-	-	-	0
BE	s	5 certifica	Antwerp Mar	Master Class IT architecture	x	10 days	x	-	-	-	0
BE	s	6 EP	Solvay Busine	Executive Programm in IT Management	x	144h	x	-	-	-	0
BE	s	7 EP	Solvay Busine	Executive Programm in Information Security I	x	144h	x	-	-	-	0
BE	s	8 EP	Solvay Busine	Executive Programm in ICT Audit and Assuran	x	144h	x	-	-	-	0
BE	s	9 EP	Vlerick Busin	Mastering IT Management	x	6 days	x	-	-	-	0
BE	s	10 EP	Vlerick Busin	Excellence in Business Process Improvement	x	12 days	x	-	-	-	0
BE	s	11 EP	Vlerick Busin	Aligning Business and IT	x	3 days	x	-	-	-	0
BE	s	12 EP	Vlerick Busin	Executive Master Class in Business Process M	x	21 days	x	-	-	-	0

Long list – long programmes 1

					MUST		MUST	EITHER				
					Prof'nal orient	Duration	IT-Module	Entr'ship-Module	SME specialization	online	Selected on criteria	
s	/l	No	Degree	University	Name of Programm							
					ALL RESULTS PRELIMINARY & will be subject to double checking further validation							
BE	I	1	MBA	Solvay Business	MBA Solvay - part time	x	2 years	x	x	-	-	1
BE	I	2	MBA	Solvay Business	Solvay Ponts-MBA	x	15 months	x	x	-	-	1
BE	I	3	Master	Solvay Business	Executive Master in IT Management	x	2 years	x	-	-	-	0
BE	I	4	Master	Antwerp Mar	Master of Innovation and Entrepreneurship		1 year	-	x	-	-	0
BE	I	5	EM	Antwerp Mar	Executive Master of Enterprise IT Architecture	x	2 years - p	x	-	-	-	0
BE	I	6	Master	Brussels Busi	Master in Business Studies - E-Business		1-3 years	x	-	-	-	0
BE	I	7	Msc	Boston Unive	Master of Science in Computer Information Sy	x	2 years	x	-	-	x	0
BE	I	8	Bachelo	Hogeschool U	Technology Management		3 years	x	-	-	-	0
BE	I	9	MBA	Hogeschool U	Master of Business Administration - Business		1 year	x	-	-	-	0
BE	I	10	MIM	University of	Master in Management - strategic Intelligence		1 year	x	-	-	-	0
BE	I	11	EM	University of	Executive Master Class en Itelligence Stratégi	x	1 year	x	x	-	-	1
BE	I	12	MBE	IHEC Brussels	Business Engineering		2 years	x	-	-	-	0
BE	I	13	Msc	Universiteit C	Master of Science in Commercial Science- Ma		1 year	x	-	-	-	0
BE	I	14	Msc	Universiteit C	Communication Science: New Media and Soci		1 year	x	-	-	-	0

Example – Netherlands

- 31 candidates based on search of university and business school websites
- 9 short programmes (< 1year)
- 22 long programmes (>= 1 year)

Of which

- 12 times: Professional orientation ✓
- 26 times: Suitable IT modules ✓
- 6 times: SME or entrepreneurship specialisation ✓

Result

- 2 times: all 3 criteria ✓

Short list NL, and preliminary results AT, BG CY, CZ

ALL RESULTS PRELIMINARY & will be subject to double checking further validation

s/I No	Degree	University	Name of Programm	MUST Prof'nal orient	Duration	MUST IT-Module	EITHER Entr'ship- Module SME specialization	online	Selected on criteria	
NL I	10 MBA	IBO Business School	Entrepreneurial MBA	x	2 years - part time	x	x	-	-	1
NL I	16 Msc	Utrecht University	Business Informatics	x	2 years	x	x	-	-	1
AT s	2 Certfct	FH Kufstein	Zertifierter IT-Prozessmanager	x	4 days	x	-	x	-	1
AT I	4 MBA	Donau-Universität Krems	Danube Professional MBA Business Performance Management	x	2 years - part time	x	x	-	-	1
AT I	12 MBA	Vienna University of Technology	Professional MBA Entrepreneurship and Innovation	x	2 years - part time	x	x	-	-	1
BG I	19 Msc	Higher School of Insurance and Finance	Business Management, Technology and Innovation	x	2 years - part time	x	x	-	-	1
CY s	1 Msc	Cyprus International Institute of Management	Msc Management - Entrepreneurship and Innovation / E-Commerce	x	1-2 years	x	x	-	-	1
CY I	7 Diploma	CTL Eurocollege	E-Business	x	2 years	x	x	-	-	1
CZ I	2 MBA	University of New York in Prague	MBA - Concentration: Information System	x	18 months - 2 weekends per month	x	x	-	-	1

Observations

- Combination of learning outcomes is hardly found in short courses / single modules
- Target group approach instead but not very fruitful
- Giving up combination approach is not an option as results would become rather meaningless (there are 1'000s of tech courses and 1'000s of entrepreneurship courses)
- The fact that we find only long courses does not mean there is no demand for short SME/entrepreneur “flash briefing courses” etc.

E-leadership education for SMEs and
Entrepreneurs

THANK YOU