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Learning from the virtual customer order – a “blended learning approach” for competence centres

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Craft trades require appropriate qualification strategies to deal with the rapid changes taking place in the economy, technology and society. Inter-company training centres are, in their role as competence centres, faced with the task of compensating for the shortcomings of in-company craft trades training within small firms. The tried and tested inter-company instruction methods used are in need of new vocational education perspectives. Virtual customer order based learning represents a new way of accessing lifelong learning in the information society which is oriented towards economic and working aspects of craft trades. This enables a customer order to be experienced as a whole, thus supplementing traditional forms of learning.