

BRÜGGE-IM-BIBB WORKING GROUP

**The European opening and German vocational training
Die europäische Öffnung der deutschen Berufsbildung**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 8

The European Council in Barcelona decided in March 2002 to also initiate measures involving schools of higher learning, including in the area of vocational training, based on the Bologna process. The "opening up" of the national vocational training system is a process which pursues two aims: First of all to open up international vocational training paths and opportunities in the international labour market to those persons undergoing training, and secondly to make German qualification programmes more attractive while increasing their availability. This process will also promote new strategies in the marketing of international vocational training.

SABINE GUMMERBACH-MAJOROH

**iMOVE – International marketing in continuing vocational training
iMOVE – Internationales Marketing in der beruflichen Weiterbildung**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 14

Continuing vocational training is a service which is increasing running into national and international competition. While foreign training providers are penetrating the German market, their German competitors are largely missing the opportunity to take advantage of the still excellent reputation that continuing vocational training in Germany enjoys in foreign training markets. German providers of training programmes have thus far concentrated too much on the domestic market. The establishment of the iMOVE office (International Marketing of Vocational Education) at BIBB aims to change all this. The office, which has been set up by the Bundesministerium für Bildung und Forschung (Federal Ministry of Education and Research), seeks to support German providers of continuing training programmes in targeting foreign countries and help them position themselves more strongly in international training markets by furnishing them information and consulting services.

ECKART SEVERING, GABRIELE FIETZ

**"Continuing training worldwide" – German providers of continuing training programmes in international markets
„weiterbildung worldwide“ – deutsche Weiterbildungsanbieter auf internationalen Märkten**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 19

Germany only plays a minor role in international continuing training at present. While training providers have been successful in the global marketing of services in the area of further training and training consulting and have been able to make this an element in economic presence abroad, especially in Anglo-Saxon countries, German training providers have thus far only become active in isolated cases. To obtain reliable data on the activities of German providers of continuing training abroad and the willingness to promote the international marketing of continuing training, the "weiterbildung worldwide" initiative ("continuing education worldwide") has been carried out by the Federal Ministry of Education and Research and bfz Bildungsforschung. Data on the type and scope of the international activities of German providers of continuing training has been gathered and successful modes of procedure analysed on the basis of "good practice" studies.

HARALD KÖRVER-BUSCHHAUS

**German providers of training programmes face the international competition
Deutsche Bildungsanbieter stellen sich internationalem Wettbewerb**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 24

In November 2001 several German training providers started an initiative for joint marketing abroad – GE-FIT (German Business Initiative for International Training). The impetus stemmed from the desire of the initiators to create an efficient form of joint marketing, in particular for private customers, in international markets. At the same time, the advantages of different existing market experience, projects, locations, staff and cooperation partners are to be made use of. The article discusses the importance of brand formation in the export of training programmes while the initial results of the initiative's work are presented.

HANS-GÜNTER WAGNER

**China - a market for German providers of training programmes?
China – ein Markt für deutsche Bildungsanbieter?**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 28

China's entry into the WTO is having a far-reaching impact on the area of training and qualification as well, particular with regard to vocational training. In addition to basic training for millions of farmers migrating to the cities, the area of management and training for international and joint-ventures also face immense qualification demands. International quality standards are increasingly penetrating the vocational sector. Under the provisions of the WTO Treaty, foreign training facilities in the People's Republic of China can also begin to operate now. Over the long term great opportunities for international providers of training and qualification services are bound to arise, although these are not void of risk. The article examines the opportunities, but also the risks of a commitment in China.

GÜNTER WALDEN, HERMANN HERGET

**Advantages of in-house company training for companies – initial results of an empirical study
Nutzen der betrieblichen Ausbildung für Betriebe – erste Ergebnisse einer empirischen Erhebung**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 32

Companies generally do not carry out vocational training for its own sake. Rather, they institute these programmes because they expect benefits. Training involves an investment in the future, and the degree of benefits offered by training or the cost-benefit ratio of training is probably an important factor with regard to in-house company training. The Federal Institute for Vocational Training (BIBB) examined the training costs and important aspects of the benefits of training in a representative study of around 2500 companies which execute training programmes within the framework of the project conducted in 2001 entitled 'Benefits and net costs of vocational training for companies'. The initial results are presented in this article.

URSULA BEICHT, GÜNTER WALDEN

**Performing vocational training economically – results of a study on the costs of training to companies
Wirtschaftlichere Durchführung der Berufsausbildung – Untersuchungsergebnisse zu den Ausbildungskosten der Betriebe**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice - BWP 31 (2002) 6, p. 38

Performing high-quality vocational training leads to considerable costs. Private business and the public service invest a great deal in the vocational training of youth and young adults. At the same time, vocational training work is by no means impervious to requirements applying to all the other business and bureaucratic operations with regard to efficient use of available resources. The Federal Institute for Vocational Training has examined the scope to which private business and the public service incur costs relating to vocational training. The most important results are presented in this article.

MICHAEL REINHOLD

**New approaches in industrial vocational training
Neue Ansätze in der industriellen Berufsausbildung**

Berufsbildung in Wissenschaft und Praxis
Vocational Training in Research and Practice – BWP 31 (2002) 6, p. 44

Structural change makes it necessary to further develop industrial metal-working and electronics vocations on a broad front and include training content, training structure and examinations. In the further development of content, the increasing orientation towards process plays a particularly prominent role. The pending reorganisation of this area takes this into account. The "business and work process-oriented vocational training (GAB)" pilot project set out on this basis aims at making an initial contribution to modernising training in the area of industrial metal-working and electronics professions, but not only at the company level. A curriculum and educational concept was developed and tested drawing on the structuring potential offered by existing training systems and which was oriented towards the requirements of business and work process-related training. At the heart of this concept are new teaching and learning methods, a larger number of company and school vocational training programmes relating to technical work, examinations truly reflecting capabilities and thus an improvement in the quality of training.