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# B.I.G.

## BUSINESSES' INTERNATIONAL GROWTH

Gospodarska zbornica Slovenije – Center za poslovno usposabljanje

Ancona, 17th October 2022



# VET BIG PROJECT

- THE "B.I.G" PROJECT IS INTENDED TO INCREASE THE DIGITAL, INTERNATIONAL, BUSINESS AND FINANCIAL MANAGEMENT SKILLS OF 80 EMPLOYEES IN SMALL COMPANIES IN ITALY, SPAIN, SLOVENIA, GREECE AND POLAND
- IN SLOVENIA WE HAVE INVOLVED 19 PARTICIPANTS!
- WITH THE MENTIONED SKILLS, THE EMPLOYEES WILL BE ABLE TO DEFINE CORRECT AND SUSTAINABLE PLANNING OF THE COMPANY'S DIGITAL AND INTERNATIONAL OPERATION



# PROJECT RESULTS

- TRAINING PROGRAM FOR THE DEVELOPMENT OF DIGITAL AND INTERNATIONAL BUSINESS SKILLS (competency survey)
- OPEN EDUCATIONAL RESOURCES ON DIGITAL INTERNATIONALIZATION (training content)
- CHECK-UPS IN COMPANIES (review of 2 companies in the field of digital and international engagement)
- STORYTELLING IN DIGITAL MARKETING EDUCATION (new didactic approaches) – HOLLY COW MILKA
- LEARNING ENVIRONMENT (platform)
- TV PROGRAMME (interviews)



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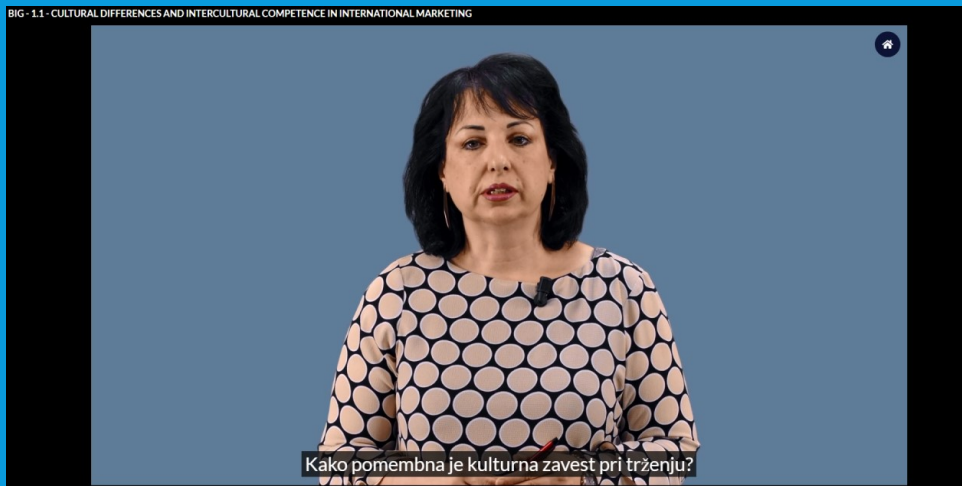
# TOPICS DEVELOPED BY GZS CPU IN VET BIG TRAINING

- 
- Unit 3.1 Web design and content development for international market
- COORDINATION OF THE INTELLECTUAL OUTPUTS



# PRODUCTS

▪ [www.erudire.it](http://www.erudire.it)



The Swiss business management theorist Alexander Osterwalder developed a design for the perfect value proposition. Alexander Osterwalder's Business Model Canvas (BMC) ...

- A** ... introduces a competitive business model where you study: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Activities, Key Resources, Key Partnerships, Cost Structure.
- B** ... is one of the most widely used models for the creation of a business model that identifies determiners of the value proposition focussed on the customer and his/her requirements.
- C** ... is one of the most widely used models for the creation of a business model that identifies determiners of the value proposition.
- D** all three are correct.

SUBMIT



# HOLLY COW MILKA

[https://drive.google.com/file/d/1\\_a1z8ms3VMdBHG5i5dU7noQyu352-Bd2/view?usp=sharing](https://drive.google.com/file/d/1_a1z8ms3VMdBHG5i5dU7noQyu352-Bd2/view?usp=sharing)



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THANKS! 😊