

# Training program “Local Innovactors”, part of Interreg III B Alpine Space Programm „AlpiNetwork“

AUTONOMOUS PROVINCE OF BOLZANO/BOZEN  
Department 34 - Industry  
Office for Industrial Innovation

Program

Bolzano, 17.05.2004

“ this project is cofinanced by the european union ”



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# AlpineNetwork and Interreg IIIB

## GENERAL INFORMATION

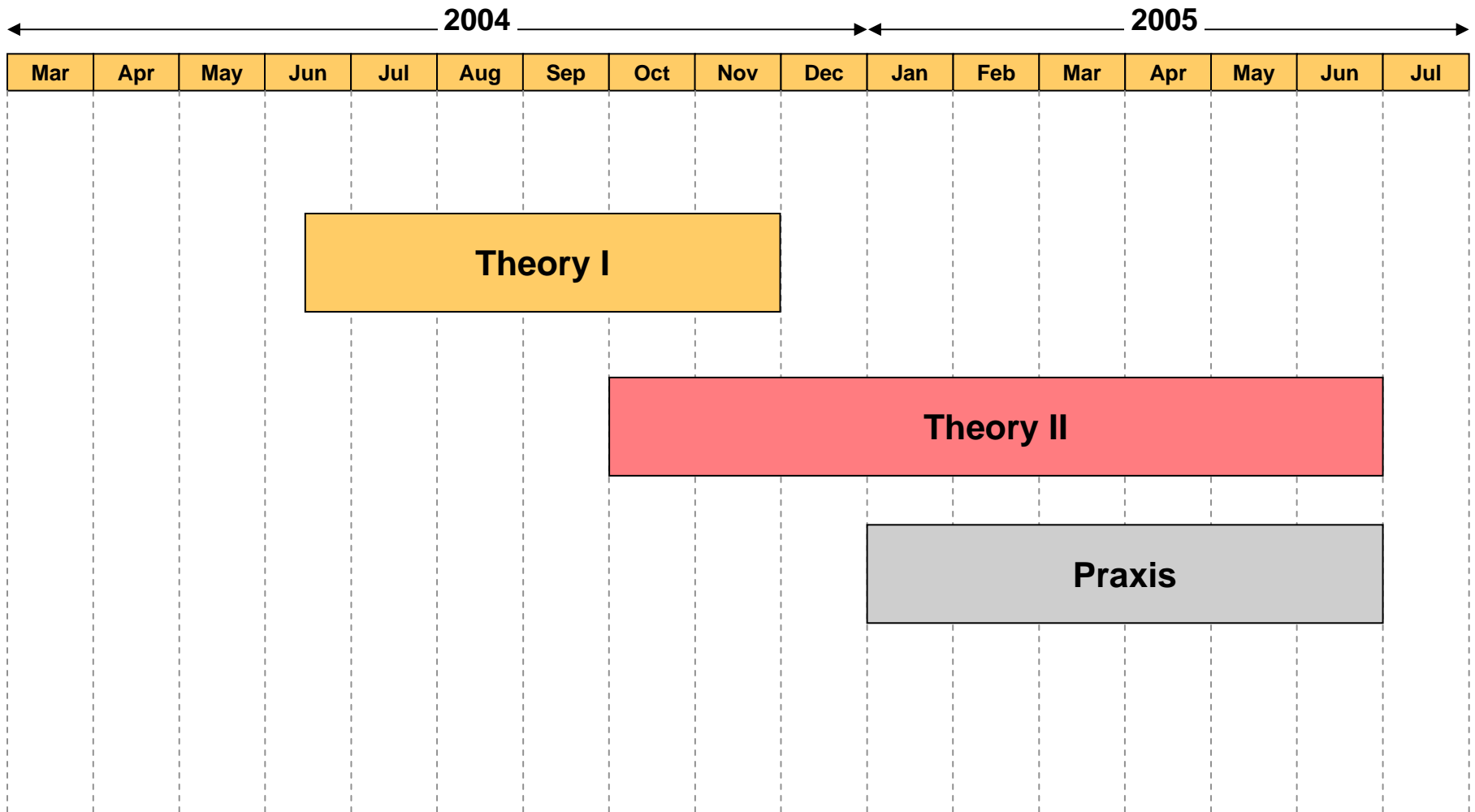
**Alpinetwork (ANT) is a Interreg IIIB project, co-financed by the European Union. INTERREG IIIB is a communal initiative, running from 2000 to 2006, which should stimulate interregional and intraregional cooperation within the EU and its neighbouring states. This initiative is financed by the European Fund for Regional Development (EFRD).**

**ANT's aim is a job-creation schemes for e-working jobs in small and medium sized enterprises through the improved use of information- and communicational technologies in the alpine area. For this purpose, a course for „Local Innovactors“ (LOI's) is going to be organised which gives the needed know-how in order to stimulate, accompany and carry out projects of teleworking and innovation.**



# The duration of the training lasts about 12 month

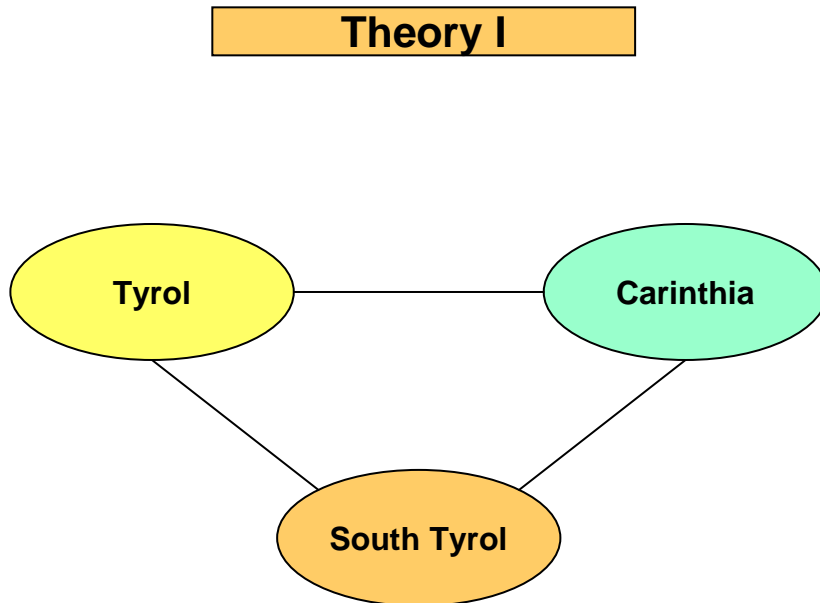
## TIME SCHEDULE





# “Theory I” is composed of 15 modules

## GENERAL INFORMATION



„Theory I“ is composed of 15 modules, which are held by internationally renowned speakers. These will take place in South Tyrol, Tyrol and Carinthia.

Each module is composed of 30 lessons over a period of time of 4-5 days in sequence.

The costs which come up for each participant when the modules are held in a different country (transport, accommodation) and an extra money are paid by the PP. However, each PP determines autonomously how the extra money is to be distributed when a module takes place in a participants own country. FAQ are answered by contact persons.



# The time schedule for “Theory I” looks as follows

## TIME SCHEDULE

		Modul	Place
June	KW 23		
	KW 24		
	KW 25		
	KW 26	<b>Teleworking I</b>	21.06-25.06 <b>Tirol (Innsbruck)</b>
July	KW 27	<b>Principles of innovation</b>	28.06-02.07 <b>Südtirol (Bozen)</b>
	KW 28	<b>Communication, e-technologies</b>	05.07-09.07 <b>Kärnten (Klagenfurt)</b>
	KW 29	<b>Creativity techniques</b>	12.07-16.07 <b>Südtirol (Klausen)</b>
	KW 30	<b>Market and competition analysis</b>	19.07-22.07 <b>Südtirol (Klausen)</b>
	KW 31	<b>Network technologies</b>	26.07-30.08 <b>Südtirol (Klausen)</b>
August	KW 32	<b>Law</b>	02.08-06.08 <b>Tirol (Innsbruck)</b>
	KW 33		
	KW 34		
	KW 35		
	KW 36	<b>Introduction organisation</b>	30.08-03.09 <b>Südtirol (Klausen)</b>
September	KW 37	<b>Knowledge management</b>	06.09-10.09 <b>Südtirol (Klausen)</b>
	KW 38	<b>Quality and process management</b>	13.09-16.09 <b>Südtirol (Klausen)</b>
	KW 39	<b>Change Management</b>	20.09-23.09 <b>Südtirol (Klausen)</b>
	KW 40		
Oktober	KW 41		
	KW 42	<b>New technologies and media</b>	11.10-15.10 <b>Südtirol (Klausen)</b>
	KW 43	<b>Project management</b>	18.10-21.10 <b>Kärnten (Klagenfurt)</b>
	KW 44	<b>Teleworking II</b>	25.10-29.10 <b>Tirol (Innsbruck)</b>
November	KW 45		
	KW 46		
	KW 47	<b>Innovation-management</b>	15.11-18.11 <b>Südtirol (Klausen)</b>
	KW 48		



# Contents and lecturer

## DETAILS

THEORY I (450 h)	Lecture	Language	Lecturer/Institute	Contents
	New Technologies and Media	German	Dr. Alexander Paulitsch	New technologies, new business models concerning „b2b“, use of new technologies in enterprises, effective use of ICT in enterprises
	Communication, working in Networks and e-technologies	German	o.Univ.Prof.Dr.Dr.h.c. Heinrich C. Mayr	Set-up and organisation of networks / set-up and use of platforms and forums / information obtaining and information management
	Network-technology	German	Dipl.-Ing. Hermann Maier	Network technology, operating systems for servers, safety in networks, network-management, Internet services, application server
	Teleworking I	German	godehardt consulting + training Dipl.-Kfm. Birgit Godehardt	Forms of organisation of tele-working, advantages and disadvantages of tele-working, history, spreading and users, bad usage and potentials of tele-working, motivation of employees and enterprises, aspects of social and public interest
	Teleworking II	German	godehardt consulting + training Dipl.-Kfm. Birgit Godehardt	Introduction, selection of tele-workers, work-organisation, technical realization, data protection and data safety, legal questions, training measures, economic aspects, lasting of tele-working and check-list, evaluation and controlling, introduction plan



# Contents and lecturer

## DETAILS

THEORY I (450 h)	Lecture	Language	Lecturer/Institute	Contents
	Law	German	ao.Univ.Prof.Dr. Peter Hilpold	Essential feature of the Austrian and Italian civil law, Italian labour law, Austrian labour law, law of the European Union, Internet law, data safety in Italy and Austria
	I1: Principles of Innovation	German	Fraunhofer Institute for Industrial Engineering (Dipl.-Wirtsch.-Ing. Udo-Ernst Hander)	Terms, definitions, models, initial stages, types of innovation and innovation bounds, creativity and idea-management, innovation organisation, innovation proceedings, technological support
	I2: Creativity-techniques	German	Dr.-Ing. Markus Mörtl	the product's lifecycle, systematic procedures, creativity supporting measures, methods of creativity, psychological influence-dimensions of methods of creativity
	I3: Market and Competition Analysis	German	Matt & Partner Consulting Dr.-Ing. Dominik Matt	Changing markets, segmentation of markets, targeting and positioning, marketing process and marketing mix, key success factors, the global market, identifying the competition, tools for competition analysis, the competition's strength and weakness, information about the competition
	I4: Innovation-management	German	Matt & Partner Consulting Dr.-Ing. Dominik Matt	Successful commercialization and carrying-out of innovations, 10 rules of successful innovation-management, planning of product and service strategies, innovation-strategies, product formation as a cyclical process



# Contents and lecturer

## DETAILS

THEORY I (450 h)	Lecture	Language	Lecturer/Institute	Contents
	O1: Introduction Organisation	German	Fraunhofer Institute for Industrial Engineering (Dipl.-Kfm. Karl Heinz Ress, Dipl.-Ing. Klaus Erhardt)	Procedure organisation, set-up organisation, forms of organisation, management-teachings, organisational change, organisation-psychology, enterprise organisation
	O2: Quality and Process-management	German	Matt & Partner Consulting Dipl.-Wirtsch.-Ing. Helmut Matt	Definition of quality, quality standards, maintaining and controlling introduced quality standards, measure of quality, complaint management, process optimisation, characteristic numbers of processes, continuous process improvement
	O3: Change Management	German	Fraunhofer Institute for Industrial Engineering (Dr.-Ing. Wolfgang Schweizer, Dipl.-Ing. Peter Rally)	Darstellung und Analyse von Geschäftsprozessen, Geschäftsprozesse systematisch gestalten, Veränderungsprozesse und –projekte, Planbeispiel zur Umsetzung einer kunden- und prozessorientierten Organisation.
	Knowledge Management	German	Fraunhofer Institute for Industrial Engineering (Dr.-Ing. Peter Ohlhausen, Dr. Gerd Gidion)	Representation and analysis of business processes, forming business-processes systematically, changing processes and changing projects, example of a customer and process orientated organisation
	Project Management	German	next level academy Mag. (FH) Christian Leitner	Fundamental methods of project planning and project organisation, organisation of projects, methods of project-planning and project controlling, process of project start, process orientated project management, project manual



# The second part of the program “Theory II” is held at the Free University of Bolzano

## GENERAL INFORMATION



The second part is held at the Free University of Bolzano. These modules are not held in block lessons as during „Theory I“ but in much smaller units.

These courses are preferably held on Fridays and Saturdays (ca. 6-9 lessons per week). To each participant, this means an expenditure of time of about 15 weeks throughout October 2004 and June 2005 for this second part.

In order to participate at these courses at the Free University of Bolzano, one must undergo various language courses. Once passed these exams, one receives Credit Points.



# Contents

## DETAILS

THEORY II (150 h)	Lecture	Language	Lecturer/Institute	Contents
	Marketing	English	Free University of Bolzano	basic marketing-knowledge, strategies of marketing and marketing management
	Strategic Management	English	Free University of Bolzano	Learning of accomplishments in order to initialise a general model for enterprises and to set up organisation-systems, processes and network links
	Management and Control	German	Free University of Bolzano	Integrated knowledge about Controlling, especially about cost accounting, use for enterprises and meaning for enterprise-management and enterprise-control
	Human Resources	German	Free University of Bolzano	Integrated knowledge about HRM (Human Resource Management), techniques (Assessment Center etc.) and skills
	Social Psychology	Italian	Free University of Bolzano	Themes and theoretical knowledge of social psychology in order to understand this subject and make use of it.