

Item	B2 Ltd.
Introduction	<p>With more than 25 years of experience, the company B2 Ltd remains the leading company in the field of computer education and e-learning. The range of its services is also enriched by the additional long-standing offer of formal education acquisition and developing e-learning software and business analytics. The beginning of the company dates back to 1989 and it was primarily established with the intention of accompanying people with information technology on their way to greater productivity, competitiveness and satisfaction. From the foundation onwards, the company offers computer education and IT services. Since 1996, the company has also offered officially recognized public qualifications.</p> <p>The company's mission is to help people increase their productivity, competitiveness and satisfaction with the use of information technology. The company creates development trends in the field of education, e-learning, IT solutions and business intelligence. It strengthens its role in the market, responds quickly to novelties and enriches its services in the field of education and information technology solutions.</p>
Type of institution involved	<p>Private company</p>
Title of the methodology used	<p>Online educational programmes for companies.</p> <p>B2 offers companies specific online programmes, aiming to set its own e-training centre in the company in order to systematically train the employees in the company.</p> <p>As part of this online programme, B2 offers training and e-materials from three different areas:</p> <ol style="list-style-type: none"> 1) the first area is OWN KNOWLEDGE, ie. internal knowledge of the company. It is internal, organizational knowledge of a company that is usually self-defined within a certain company group (for example, HR, financial services, etc.); 2) the other area is BUSINESS CONSISTENCY - legislation, regulations, etiquette, ethics, business culture; 3) the third area is GENERAL KNOWLEDGE - soft skills, computing, communication skills. <p>Much attention is also paid to the preparation of e-material. The material is either prepared by B2 itself or in cooperation with the company (client). In some cases, the material is also prepared by the company (client).</p> <p>The following individuals are involved in the preparation of the material:</p> <ul style="list-style-type: none"> - the author, i.e. expert; - an instructional designer (this is someone, who knows the system, i.e. a platform for preparing the e-material, well). <p>Methodology of introducing e-training center into the company:</p> <ul style="list-style-type: none"> - initial workshops with employees in order to agree on the content and learning approaches;

	<ul style="list-style-type: none"> - gradual deployment or coaching. <p>The establishment of the e-training can last from 1 week to 2 months, depending on the client's decision whether or not to use pre-prepared material or e-content.</p> <p>The real e-training consists of three components:</p> <ul style="list-style-type: none"> - the most important is the real system, enabling a quality e-learning as well as accompanying all analytics that the company (client) needs. The system is good if it can be integrated with other existing system in companies. One of the benefits is that the collected data on training are able to be transferred into the company's HR system. The system needs to enable the creating of a learning environment that is intuitive and motivational. - E-materials need to be multimedia rich and interactive. - Finally, but most importantly – the people. Within the company (client), a person who is eager to learn and enthusiastic about e-learning is what is highly important.
Type of educator	<p>Mentor – an expert in some field, subject matter experts.</p> <p>System Manager – knows about the important dates within the programme, sends reminders and assigns rights.</p> <p>The authors of e-material – prepare e-materials.</p>
Tool/tools used	<p>In order to implement e-learning, the company B2 uses their own LMS (Learning Management System) called E CAMPUS. The system is constantly upgraded and updated. The system also allow preparation of video content, quizzes and learning games. E-campus is a payable system, designed to create e-training programmes, create groups, prepare materials and manage forums.</p>
Main Challenges, Key Success and Enabling Factors	<p>Main Challenges:</p> <ul style="list-style-type: none"> - From the client's point of view, there are two reasons for an e-training programme to be successful or not. One of the main reasons is a person within the company that is enthusiastic about e-learning. If the company does not have such a person or the person has not been part of the initial introduction of the system, then the e-learning will most likely not come alive. Someone who is responsible for managing e-learning is one of the key person and this is most often someone who likes technology and is interested in development. The other reason is in the decision if the company decides to prepare its own e-materials. - At the beginning, the challenge was in the fact that the companies (clients) were still not ready for e-training. Later on, B2 needed to overcome the challenge of motivating people. Now, things are a lot different. The companies are ready for changes and people are becoming increasingly motivated. <p>Key success factors:</p> <p>Own methodology, which is ISO standard certified, meaning that all key processes of e-learning are accurately written. Thus, it is easier to quickly and clearly present them to companies. Moreover, high quality and the number and the width of people in charge of e-learning are also very important. Because B2 has developed its own</p>

	LMS, it can quickly be changed or adjusted, therefore a number of things can be adjusted for a client.
Lessons Learnt and Recommendations	<p>Lesson learnt:</p> <p>Methodology, presupposing clear and accurate processes and applications is of significant importance. Clients thus find it easier to come to agreements with the company, meaning that everybody sees eye to eye and the company quickly obtains all the important information it needs to have in order to make the right decision.</p> <p>Moreover, counselling and flexibility also remain important.</p>
Country	Slovenia
Name of the Institution/ Education Center	B2 d. o. o.



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