

Reference Digitization

DIGITAL MARKETS

**Change in business
model towards “digital
new portfolio”**



Base Line

Our customer promotes digital, interactive didactics in the area of IT-supported teaching and learning for large global companies. Together, we develop modern standards in digital qualification.

Base Line



- Digital media offers enormous potential, both in education and training and in on-demand learning at work.
- Formal learning is replaced by informal learning, workplace learning, and collaboration.
- Media literacy is a central part of daily work.
- The focus is on access and handling of new media, the ability to independently acquire relevant knowledge in virtual communication rooms, and the development of a digital self-image.



Benefit

Make education accessible in a digital world of "PLUG & PLAY" and support the digital transformation sensibly. This also means designing new business models in the education sector, with digital portfolios going far beyond WBTs and virtual classrooms.

Benefit

- New work qualification of employees geared toward new skills and new media strengthens the competitiveness of companies 4.0.
- Know-how transfer of the best ideas, concepts, and practical experience between companies creates effectiveness and helps companies to transform their business models.
- Creating a standard as a basis for next-generation learning environments leads to well-qualified employees and thus to economic success.
- Promoting a rethinking toward a human-centered learning culture in Germany.





What Happens?

In collaboration with other interested groups, new approaches to open learning (company to company) as a digital learning and working environment are being developed.

What Happens?



- With the Fraunhofer Forum for Digital Interactive Didactics and the corporate customers, we initiated transfer networks for industries, associations, and organizations.
- With innovation and design thinking workshops, we created digital awareness impulses and transferred them into valuable project approaches for the economy.
- **Current TOP project:** Development of a “Media Qualifications Framework for Lifelong Learning” (MQR). In line with the German Qualification Framework (DQR) and the European Qualification Framework (EQF), the MQR should define appropriate levels of competence for digital media, with the help of which the media qualifications can be classified and compared.

Contact



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