



National College of Ireland Information

National College of Ireland has been at the forefront of innovation in learning for over fifty years. NCI has an excellent reputation amongst business leaders for quality, relevance and range of the programmes offered. The College delivers excellence to learners with programmes that meet the needs of the business community. NCI offers a unique learning environment, which is supportive towards students.

NCI Offers

- Restricted class sizes to ensure the utmost quality learning experience
- Programmes relevant to the workplace
- Programmes designed to equip learners for career advancement
- Programme qualifications on the National Qualification Framework
- Work related assignments
- Modular programmes
- Highly qualified & professionally experienced staff
- On-line support materials
- Assessment by assignments & examinations
- Career planning and development service

NCI offers programmes in Business, Management, Human Resource Management, Finance, Information Technology, Professional Development and In-Company education and training.

www.ncirl.ie



Application Form

Name of Company _____

Location of Company _____

Number of Employees _____

Contact name _____ Contact number _____

Facilitator name _____

Tutor available Yes No

Tutor name _____

Number of Learners available 20-25 25-30

Comments _____

Sales person _____

Company committed Yes No

Date of First Visit _____

Assign Number _____

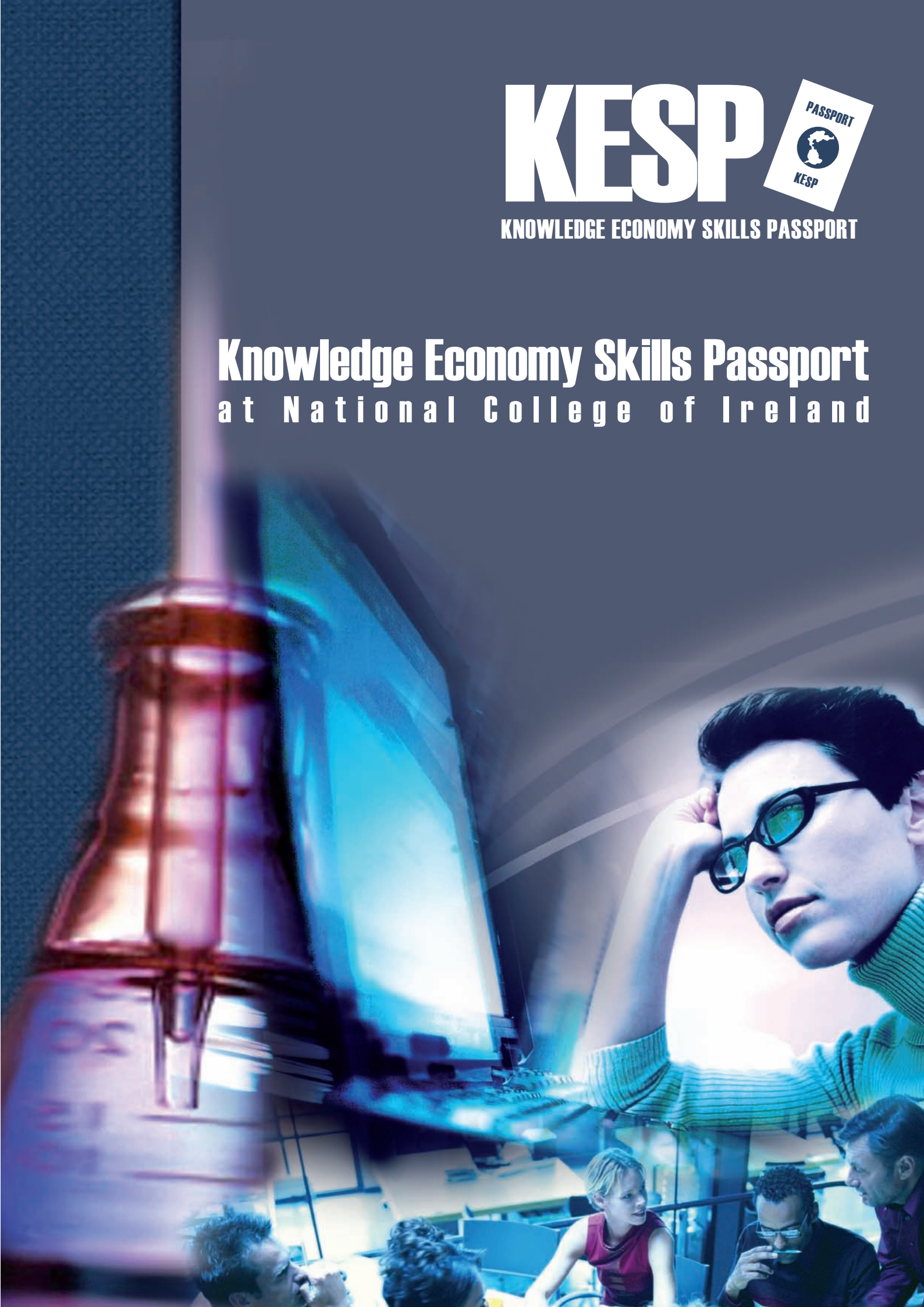
Date of Second Visit _____

KESP



KNOWLEDGE ECONOMY SKILLS PASSPORT

Knowledge Economy Skills Passport at National College of Ireland



Knowledge Economy Skills Passport

*“Knowledge is of no value unless you put it into practice,”
Anton Chekov, Russian playwright.*

The world is undergoing a new industrial revolution – ‘the Knowledge Revolution’, which is fuelled by the pace of technological change. Research and development (R&D) is at the heart of scientific and technological progress.

The need for life-long learning to support personal and professional development is increasingly important in today's rapidly changing world. As Ireland transitions to a knowledge-driven economy, the Irish workforce will require upskilling to ensure it can contribute and succeed in its work roles.

Although the Irish economy has been transformed over the last 15 years, experiencing unprecedented rates of growth in productivity, jobs and living standards and enjoying huge advances in science and technology, it is still lagging behind the leading economies of the world in performance of R&D in both the public and the enterprise sectors.

Gross expenditure on R&D is currently at 1.9% of GDP in the EU, compared with 2.7% in the US and 3.1% in Japan. Ireland's current R&D performance is about two-thirds of the EU average, at 1.4% of GNP.

EU Heads of State in 2002 agreed a target for the EU to increase its R&D performance to 3% of GDP by 2010, with two-thirds of the increase to come from business. This means that Ireland's enterprise sector will need to increase its R&D performance if Ireland is not to fall further behind the EU average by 2010.

Sustained investment in R&D is an essential foundation to maintain the competitiveness of the enterprise base and to develop Ireland as a knowledge based society.

Ireland needs to be at the forefront in generating and using knowledge economics and social progress. Business investment in R&D should increase from €917 million in 2001 (0.9% GNP) to €2.5 billion in 2010 or 1.7% GNP. The number of indigenous companies with minimum scale R&D activity (in excess of €100,000) should double and the number of indigenous enterprises performing significant R&D (in excess of €2 million) should increase.

If Ireland is to be a knowledge based, innovative, global force, its people need to be educated and trained appropriately.

National College of Ireland is offering a Knowledge Economy Skills Passport to target the key competencies required by those working in a knowledge based economy.

The KESP programme is supported and fully funded through FAS and certified by the National College of Ireland.

KESP is being supported at the highest government level. It has been included as one of the ‘workplace initiatives’ in the latest Social Partnership Agreement – Towards 2016.

It is built on an original delivery model that brings together instructor-led, technology-enhanced, self-paced and work-based activities. This delivery model is based on proven educational theories to ensure students will get maximum benefit from the KESP programme.

PROGRAMME DETAILS

Who is the programme for?

The course is aimed at anyone in employment in any sector at any level, who will benefit from understanding how businesses operate in the modern economy. The programme is sponsored by FAS and is free of charge

1. Programme Overview

- Makes you knowledge economy ready
- Gain understanding of how to exploit the power of the internet resources
- Delivers engaging and flexible learning model
- Develop a transferable skill - internet as a research tool
- Improved prospects for career development
- Raises awareness for change in the business environment

2. How will the program benefit you?

- Makes you knowledge economy ready
- Gain understanding of how to exploit the power of the internet resources
- Delivers engaging and flexible learning model
- Develop a transferable skill- internet as a research tool
- Improved prospects for career development
- Raises awareness for change in the business environment

3. What are the benefits of the programme to the organisation?

- Better understanding of the market employees are in
- Better understanding of business processes
- Better understanding of business skills
- Equips organisations for major change in the business environment
- Equips employees with the awareness for the need of change due to the modern economy

The programme will be created and delivered in a way that it can:

- Easily integrate with employee work schedules
- Accommodate a range of learning styles and paces
- Address diverse training requirements

The program is made up of 5 modules, these are:

- What is the Knowledge Economy?
- Information and Knowledge in the Knowledge Economy
- Innovation in the Knowledge Economy
- Business Fundamentals of the Knowledge Economy
- Intrapreneurship and Entrepreneurship in the Knowledge Economy

Each module will be delivered using an innovative blend of:

- Tutor-led workshops and lectures
- Video webcasts
- Self-paced eLearning
- Business simulations and games
- Self-study and collaborative activities
- The application of newly acquired skills in the workplace



Programme duration, design and commitment

- 20 hours class room based learning
- 60 hours computer lead learning which can be done at home or in the work place
- The programme is free of charge, but an equivalent course would cost €3000
- The programme is taken over a minimum of 16 weeks

Tutor's Role

- Responsible for the internal coordination of the classroom based learning
- Supply an employer specific focus in the classroom
- Certified in-company KESP programme representative

Facilitator's Role

- Make sure organisational support is in place
- Ensure access to required resources
- Liaise with NCI if there is no internal tutor support
- Provide programme evaluation feedback
- Internal contact point between KESP and other in-company responsibilities (eg IT department, etc.)

Learning Outcomes

- At the end of this programme the learner will be aware of how knowledge can be used to produce economic gain for your organisation.
- The programme explains how this knowledge can come about by developing an understanding of how to exploit the power of internet resources.
- The learners will become skilled at using the internet as a research tool – which in turn will help companies in the field of innovation and in the development of entrepreneurship.
- The learner will develop a broad understanding of the businesses which are presently operating successfully within the knowledge economy.
- They will also learn how to cope with the changing face of the Irish Economy as we move from manufacturing and operations into a more service centred economy.

PROGRAMME MODULES

Each module will combine lecture-based, self-paced eLearning, collaborative, electronically assisted learning, independent study and applied work-based learning activities.

The Knowledge Economy

This module will provide students with an introduction to the Knowledge Economy and its significance for the Irish economy. Materials covered in it will provide the groundwork for the four succeeding modules.

Learners who successfully complete the module will:

- Understand what the knowledge economy is and recognise the economic importance of the knowledge economy sector
- Explain the impact of the knowledge economy on the global economy and individual work practices
- Understand how the knowledge economy sector has developed in Ireland
- Explain its impact on the development of the Irish economy

The module consists of 3 units. These are:

- What is the Knowledge Economy? - Key Concepts
- The Knowledge Economy Sector – A Global Perspective
- The Knowledge Economy in Ireland

Information and Knowledge in the Knowledge Economy

This module will provide learners with a range of knowledge skills that allow them to effectively work with information and knowledge in the knowledge economy sector. In addition, it will also provide them with an understanding of how information and knowledge is formally and informally generated, developed and distributed within the knowledge economy.

Learners who successfully complete the module will:

- Understand the information technologies and resources that are central to the knowledge economy
- Understand the role of Management Information Systems within a knowledge economy enterprise
- Understand the differences between formal and informal methods of acquiring, developing and distributing knowledge Possess a number of the core skills required to efficiently access, gather and use information in a knowledge economy context
- Create their own knowledge resources and contribute to the development of collaborative resources

The module consists of 6 units. These are:

- The Role of Technology in the Knowledge Economy
- The Role of the Internet in the Knowledge Economy
- Management Information Systems in Knowledge Economy Enterprises
- Knowledge Management
- Acquiring Knowledge: Conducting Online Research
- Building Knowledge Competencies



Innovation in the Knowledge Economy

This module focuses on the role of innovation in the knowledge economy.

Using a series of interlinked case studies it will examine:

- Theories of innovation
- Different models and frameworks of innovation
- The innovation process
- Innovation in science and technology
- The relationship between research and development and innovation
- The drivers of innovation in the knowledge economy

The case studies in this course will be used to examine:

- The role of government policy in facilitating research, development and innovation
- The creation and protection of intellectual property
- Funding innovation
- The impact of the internet on the innovation process

These will also be used to introduce students to the science and technology disciplines that are driving the development of the knowledge economy. This module will build on the skills acquired during the Knowledge and Information in the Knowledge Economy course. Students will apply their research and knowledge skills to build a scientific and technology resource knowledge base that they can use in their role in the knowledge economy.

Learners who successfully complete the module will:

- Understand the theory and practice of innovation
- Recognise the importance of science and technology to the knowledge economy
- Be able to describe the key scientific theories and technologies that are driving the knowledge economy
- Understand the relationship between scientific theory and technological innovation
- Understand the factors driving innovation in science and technology research
- Illustrate the linkage between research, innovation and the development of the knowledge economy in Ireland
- Develop their own knowledge resources relating to the science and technology that directly impact on their roles in the knowledge economy.

The module consists of 7 units. These are:

- Understanding Innovation
- The Scientific Method
- Scientific Innovation in the Knowledge Economy
- Technological Innovation
- Collaborative Innovation
- Measuring Innovation
- Developing an Innovation Knowledge Base



Business Fundamentals of the Knowledge Economy

The purpose of this module is to provide learners with an overview of the business environment in which knowledge economy enterprises operate. Its aim is to provide participants with the skills needed to effectively contribute to an enterprise's operation.

Learners who successfully complete the module will:

- Understand the fundamentals of operating a successful business within the knowledge economy
- Understand business models that are characteristic of knowledge economy enterprises
- Understand the various roles within knowledge economy businesses and enterprises
- Appreciate the importance of innovation in operations and customer relations
- Appreciate the skills required to make a productive contribution to a knowledge economy enterprise

The module consists of 8 units. These are:

- Business Fundamentals
- Business Models
- Marketing in the Knowledge Economy
- Financial Markets and the Knowledge Economy
- Team Working
- Management, Leadership and Mentoring
- Project Management
- Developing your Career in the Knowledge Economy

Intrapreneurship & Entrepreneurship in the Knowledge Economy Enterprise

This module will provide learners with an understanding of the importance of intrapreneurship and entrepreneurship in knowledge economy enterprises. It will help develop the skills required to turn an idea into a business by providing instruction on how to:

- Research, formulate and validate a business idea
- Develop a business plan
- Obtain financial assistance in developing a venture

A series of inter-linked case studies will help illustrate the theoretical principles and practical issues covered in the module. These will examine how various Irish entrepreneurs have completed this process. During the course of the module, participants will work in teams to develop a business plan for a venture of their choice.

Learners who successfully complete the module will:

- Understand intrapreneurship and entrepreneurship and its importance in the knowledge economy
- Demonstrate the ability to research and validate a business idea
- Understand the process of developing a business plan
- Recognise the different types of financing available to knowledge economy enterprises
- Appreciate how Irish entrepreneurs have built successful businesses

The module consists of 6 units. These are:

- What is Intrapreneurship & Entrepreneurship?
- Intrapreneurship & Entrepreneurship in the Knowledge Economy
- Intrapreneurship/Entrepreneurship in Practice: the Fundamentals
- Developing a Business Idea and Formulating the Value Proposition
- Financial, Organisational and Operational Considerations
- Sources of Financing

Profiles of KESP learners

Base Profile



No further education or training in computing or business since school apart from some basic learning for work or as part of short external course. Mobile phone owner. Does not interact with computers or digital media for leisure.

Recent Graduate



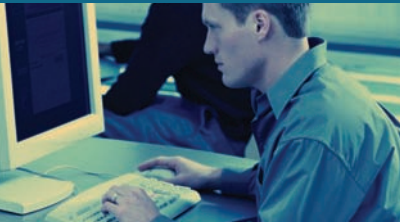
Very familiar with standard PC and internet functions including email. Confident mobile phone user and digital media consumer. Third level education – certificate, diploma or degree.

Up to 30 years old Graduate



Familiar with standard computing at a basic level. Uses PC and MS software for some aspect of work or leisure. Confident mobile phone user and likely digital media consumer. Third level education – certificate, diploma or degree.

IT Expert/ Manager



Very familiar with standard PC and internet functions including email. Confident mobile phone user and digital media consumer. Likely to use internet and/or gaming extensively for leisure. Third level education – certificate, diploma or degree. Works extensively with software applications and/or in software development. Considers himself/herself to be knowledge economy ready. May lack knowledge of other KESP subject domains.

Business Manager



Familiar with standard PC and possibly internet functions including email. Comfortable mobile phone user. Possible other digital media consumer. Third level education in some area to certificate, diploma or degree. This could be as part of professional development e.g. communication, basic finance etc. Considers himself/herself to be business-savvy but may lack knowledge of knowledge economy, internet and other KESP subject domains.

Non Business/IT



Experienced worker where neither IT nor business management issues are part of routine experience. Basic mobile phone user. Possible other digital media consumer. Has may little direct experience of knowledge of KESP subject domains, though maybe otherwise well educated and world aware. Possible customer facing and/or people management skills. Most likely to work in manufacturing, some public services (teaching, nursing), horticulture, agriculture, construction, fishing etc.

Return to Work



Experienced worker who has been out of the workforce for a minimum of 2 years where neither IT nor business management issues are part of routine experience. Basic mobile phone user. Possible other digital media consumer. Has little direct experience or knowledge of KESP subject domains, though maybe otherwise well educated and world aware. Could include return mothers of early school going children, or older, semi-retired etc.

English Speaking Non-National



Fits any of the above categories but is non-national with sufficient English to comprehend KESP content and operation.

The concept of the Knowledge Skills Economy Passport (KESP) was created in response to the needs of employers and workers in the knowledge economy. This 'passport' is intended to provide the skills required by the Irish economy as we become a knowledge-based society. The consortium formed the KESP advisory group as a vehicle to carry out research, consult with relevant groups and advise on the design and development of the programme.

The group then undertook research to further develop the concept and found the following key statistics:

- OECD reports indicate that in excess of 80% of the current Irish workforce will still be in employment in 2015, but work environments will have changed dramatically
- Basic knowledge and skills in technology, innovation and entrepreneurship, business and the applied use of ICT will be fundamental to Ireland's success as a knowledge economy The NCC reported in 2005 that participation in lifelong learning in Ireland is low at 7.2% (compared to 21.3% in the UK, 24.8% in Finland and 27.6% in Denmark)
- FORFAS has issued reports that have repeatedly called for Ireland to provide quality educational offerings that prepare workers for employment in the knowledge economy.

Most notable among these are:

- The 2005 report "Skills Needs in the Irish Economy: The Role of Migration"
- The Enterprise Strategy Group's 2004 report "Ahead of the Curve, Ireland's Place in the Global Economy"
- The 2004 Review of Higher Education prepared for the OECD

The KESP programme development is based on:

- The research into educational requirements of the knowledge economy
- The need for flexibility to ensure the intended audience will engage with the programme and be able to continue working while learning

Funding has been received from FAS to develop content for the programme, which will be based on the curriculum outlined in this document.

In order to achieve this knowledge economy, organisations and employees need access to flexible educational programmes that:

- Provide the essential knowledge and skills to ensure learners can contribute and excel in the knowledge economy
- Allow this learning to be undertaken while still in full time employment

This was independently recognised by a range of organisations from educational, commercial, and technological backgrounds who came together to address these needs.

These are:

- The National College of Ireland
- A number of leading eLearning companies - Intuition, Servecast, Thirdforce and WBT Systems
- Intel, the global knowledge economy leader

All of these groups have a proven dedication to lifelong learning, adult education and achieving Ireland's goal of becoming a competitive knowledge-based economy.

Background

The Irish economic miracle can be sustained if we show the same boldness, passion and vision which broke the deadlocks of the past. But only if we accept that playing in the Premier League requires even greater skill, faster adaptability and the knowledge and self-confidence to only play to our strengths.

Organisations and the Irish workforce will require upskilling to ensure they can contribute and succeed in their work roles. But to achieve this, organisations and employees need access to flexible educational programmes that:

- Provide the essential knowledge and skills to ensure learners can contribute and excel in the knowledge economy
- Allow this learning to be undertaken while still in full time employment

This was independently recognised by a range of organisations from educational, commercial, and technological backgrounds who came together to address these needs.

These include:

- The National College of Ireland
- A number of leading eLearning companies - Intuition, Servecast, Thirdforce and WBT Systems
- Intel, the global knowledge economy leader

All of these groups have a proven dedication to lifelong learning, adult education and achieving Ireland's goal of becoming a competitive knowledge-based economy. The concept of the Knowledge Skills Economy Passport (KESP) was created in response to the needs of employers and workers in the knowledge economy. This 'passport' is intended to provide the skills required by the Irish economy as we become a knowledge-based society. The consortium formed the KESP advisory group as a vehicle to carry out research, consult with relevant groups and advise on the design and development of the programme.

The group then undertook research to further develop the concept and found the following key statistics:

Course start date:
January- February 2007

Please contact the
National College of Ireland
for more details at:

enquiries@ncirl.ie
Frank Keane
Tel: 086 2591 873

KESP 
KNOWLEDGE ECONOMY SKILLS PASSPORT