



*"In a knowledge-based society, people must update and improve their competencies and qualifications, and make use of the widest possible range of learning settings."*

Europe 2010 – Joint Interim Report on Training & Education in Europe

*"The basic economic resource - the means of production - is no longer capital, nor natural resources, nor labor. It is and will be knowledge."*

Peter Drucker

*"In today's knowledge-based economy, what you earn depends on what you learn. In the new economy, information, education, and motivation are everything."*

Bill Clinton

*Between 1995 and 2005, technology and knowledge based industries created 2.5 times more net jobs than the rest of the economy.*

"The Knowledge Economy in Europe" 2006

**KESP - The Knowledge Economy Skills Passport is your key to future career development.**

An innovative training programme that blends the best of online with instructor-led tuition.

*Its unique, engaging approach will:*

- Enhance your career development opportunities
- Give you insight into the factors driving workplace change
- Provide you with a recognised qualification
- Make you knowledge economy ready
- Equip you for an innovative and changing workplace

**Sign up for KESP now**

**Contact Your HR / Training Department for more information.**

web: [www.kesp.ie](http://www.kesp.ie)

email: [kesp@ncirl.ie](mailto:kesp@ncirl.ie)

phone: (01) 449 8600

**Entry Requirements:**

Leaving Cert or equivalent and basic PC skills

**Technical Requirements:**

Broadband internet access

Multimedia enabled PC

Basic PC skills

KESP will fit into the National Framework of Qualifications

KESP delivery is part of the Irish Government's

"Towards 2016" Social Partnership policy



*KESP is delivered under the Strategic Alliance between NCI and FÁS. It is part of the FÁS Training for People in Employment Programme, which aims to increase the knowledge, skills and competencies of the Irish workforce.*



[www.fas.ie](http://www.fas.ie)



your workplace is changing

change with it and be knowledge economy ready



be knowledge economy ready - get kesp  
the knowledge economy skills passport



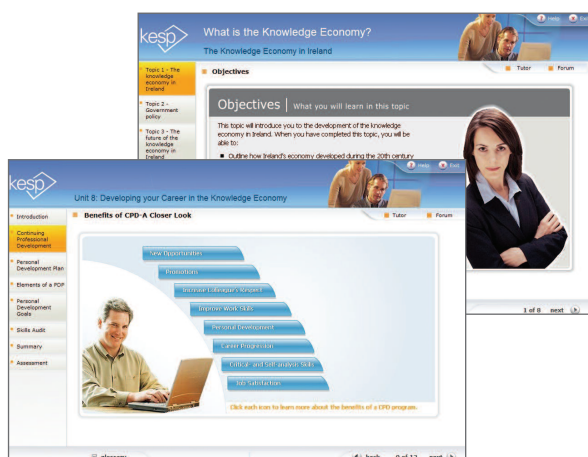
KESP blends the best of online learning with instructor-led tuition. Enjoy the mixture of text, audio, video, graphics, online collaboration and internet exploration.

Learn easily with workplace colleagues, online, at home or on the road – anywhere there's an internet connection.

Use case studies, assessments and work based exercises to apply new knowledge and ideas.

Avail of Tutor Support online and at work, and share ideas and experiences with fellow learners.

Download audio and video clips for mobile learning and revision.



## What You Will Learn from KESP

KESP's 5 modules and major learning outcomes are:

### What is the Knowledge Economy?

- understanding key knowledge economy terms, drivers and impacts
- familiarity with knowledge economy successes and failures

### Information and Knowledge in the Knowledge Economy

- understanding of benefits of various PC and mobile devices, supporting technologies, the internet, websites, content management systems and tools (e.g.blogs,wikis etc)
- understanding how web sites/intranets can improve business performance
- using online research tools for competitive analysis, document development, and learning

### Innovation in the Knowledge Economy

- developing innovative practices in the workplace
- integrating research into business planning
- understanding how innovation is changing the way we live and work
- supporting development of higher value services/products in your business



### Business Fundamentals of the Knowledge Economy

- understanding of business models, financial and marketing issues that characterise the knowledge economy
- understanding how team work, management and leadership issues are driven by the knowledge economy
- managing your career development for the knowledge economy

### Intrapreneurship & Entrepreneurship in the Knowledge Economy Enterprise

- understanding the importance of entrepreneurship and intrapreneurship in knowledge economy enterprises
- knowing how to develop an idea into a business proposition
- understanding key financial issues of entrepreneurship

