

RESEARCH DIRECTIONS

RUN and GROW e-learning

Dr Geoffrey Lee, Associate Professor Robyn McGuiggan and Dr Yi-Chen Lan from the College of Business are collaborating with the NSW Department of State and Regional Development, (now Industry & Investment (I&I)) to develop a series of online training modules for small to medium enterprises (SMEs). This research is funded by I&I.

'Small businesses make up the great majority of all businesses in NSW', says Dr Lee. 'With so many family and community members reliant on the financial success of SMEs, business and financial training is highly beneficial, not just when starting up but in running and growing the business. Most SME owners and staff now use computers for their financial management, marketing, advertising and sales, so we are designing, implementing and managing an online interactive training system to help manage SMEs at the "RUN" and "GROW" stages of business. This builds on our previous 'Small Business Toolbox' training modules designed to help SMEs start up with assisted business planning, marketing and a business-ready checklist.'

Preliminary research via consultation and surveys, will determine the core needs of SMEs in order to design the online interactive multimedia training modules. The modules will include self-assessment tasks and audio-visual case studies of SME owners. The 'RUN' module will consist of a business survival plan for the tough times and training in the management of customer relationships, supply chain and quality. Tasks designed to help build operations and e-business plans will also form part of this package. The "GROW" module will include strategic, innovation and risk management, local and international marketing, and training on how to manage a growing organisation.



Careful business planning, adequate training, business knowledge and proper strategic management can give a small business a very good chance for success and growth. With a comprehensive e-learning "toolbox", NSW SMEs can continue the trend of being an Australian state with high entrepreneurial activity and increased business success.

Project Title: 'RUN' and 'GROW' E-learning Toolbox - Understanding Internet usage in Australian Business

Funding has been set at: \$290,000

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