



EASY business - EBC*L

... the easy way to business
management

AND

The ideal preparation for the
European Business Competence
Licence, EBC*L





Recommended

By the Kuratorium Europäischer Wirtschaftsführerschein



Established

European Employees of Siemens, Xerox, Raiffeisen, General Electric, Baxter and many more successfully prepared for the EBC*L exam by learning with easy business.



Perfect value for money

- highly efficient by using latest findings in study psychology
 - 15 hours „click-through“-time
 - e.g. 30 minutes for „Construction of a balance sheet“



Comprehensive concepts for different target groups

- e-learning / blended learning
- Books
- Train The Trainer courses



Latest findings in study psychology

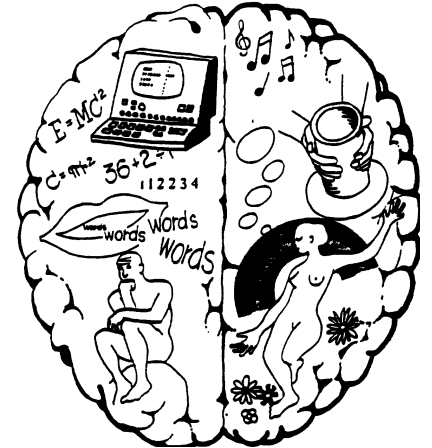
- Pictographic, emotional learning
- Focus on curiosity and (intrinsic) motivation
- Activation of both brain hemispheres

Relevant and example-based learning

- Two companies as the thread through the learning programme

Using all possibilities e-learning offers

- self-explanatory, interactive, modular design
- learning „step by step“





Two companies are the thread running through the learning program



Example: Balance sheet

Assets

Which assets have been put into the company?

Fixed assets

Current assets

total assets

Equity and Liabilities

Who financed the companies assets?
Whom do the assets belong to?

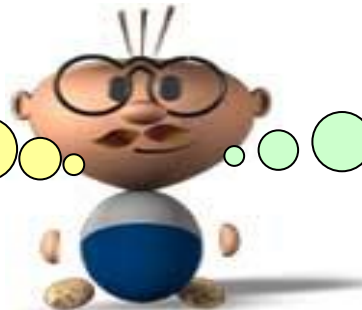
equity capital

borrowed capital

total equity and liabilities

Fixed assets could be:

premises, furniture
and office
equipment, company
cars, IT equipment,
etc.



Current assets

could be: goods in
stock, receivables,
cash at banks or in
hand, etc.

Balance sheet

assets

business premises	100.000
8 washing machines	32.000
2 dryers	10.000
1 mangle	3.000
warm water facilities	11.000
plumbing	25.000
crèche facilities	8.000
office equipments (furnishing)	6.000
washing powder	2.000
cash in hand or at banks	3.000
total assets	200.000

Where would you draw
the line between fixed
and current assets?



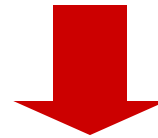


Balancing (learning time approx. 2,5 - 3 hrs.)

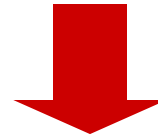
Analysing / Key figures (learning time approx. 2,5 - 3 hrs.)

Cost accounting (learning time approx. 2,5 - 3 hrs.)

Company law (learning time approx. 2 – 2,5 hrs.)



in only 10 – 12 hours



**Free selection of
modules and topics**



SIEMENS

Linde

WELLA



CREDITANSTALT



PHILIPS

SAP



ERSTE BANK

ÖBf
Österreichische
Bundesforste AG

THE DOCUMENT COMPANY
XEROX
ÖSTERREICH

UNIQA

AMS
Arbeitsmarktservice
Österreich

DENZEL

- **XEROX, Victoria Versicherung, WELLA, Raiffeisen**
Target groups: Customer service rep`s, future leading personell
- **Linde AG, Philips**
Target group: Technicians
- **SAP Business School:**
Target groups: SAP-Consultants
- **Bundesanstalt für Arbeit (AMS)**
Target groups: Employees in B-2-B services



Option 1: Individual Learning with easy business → gaining knowledge by E-learning

e.g. gaining basic knowledge and definitions about accounting

Option 2: If Blended (= with class room training course)

REPEAT

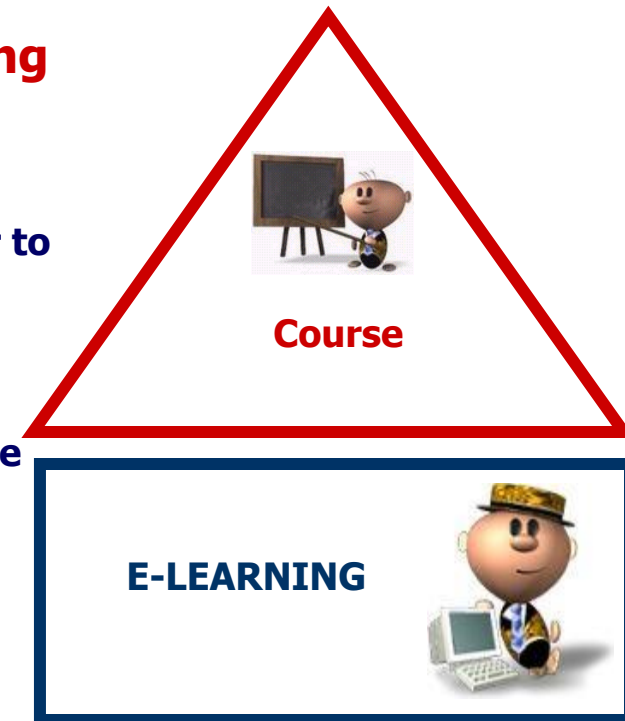
- Trainers concentrate on comprehension questions in order to elaborate key statements

USE

- Participants construct a basic balance sheet for a concrete company
- Results are presented and discussed

DEEPEN

- according to target group: e.g. Ratios in multi-national companies
- Specific topics of a company (e.g. balance sheet of a certain company)



KEA Business administration training

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