



Education and Culture
Leonardo da Vinci

ELQ-SME



ELQ-SMEs: Guidance and Counselling

To promote the use of new multimedia technologies and a guidance and counselling approach in order to improve the quality of e-learning

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THE PROJECT



State of Art Report: Case Studies in 8 countries

- SMEs have particular demands
- eLearning -> a better option in terms of skills improvements
- eLearning -> more competitive business results, reducing costs
- training providers have a very important role in advising, mentoring and guiding SMEs

Calculating Return on Investment

Return on investment is the yield of an investment in relation to the costs involved in it expressed as a percentage.

→ ROI is income less expenditure divided by expenditure multiplied by 100%

eLEarning calculator for SMEs

Microsoft Excel - NKI - ROI Calculations [Schreibgeschützt]

Frage hier eingeben

E-learning calculator for SMEs

Name of institution: **ROI EXAMPLE AS**

Cours or project title: **Bookkeeping**

Project parameters - Assumptions

Number of courses	1
Number of years of courseperiod	3
Number of days of courses per year	2
Number of participants per year	40
Total number of participants during courseperiod	120
Average income per courseparticipant	350 000
Working hours per year per participant	1 700
Working hours per day	8
Total number of hours study during work - external study	4
Total number of hours study during work - distant learning	16
Price per participant - external course studies	5 000
Price per participant - distant learning course	6 000
Web-hotel, total number of hours of course specialized development	50
Web-hotel, Price per course participant	1 250
Cost of vacancy, % of total wagecosts - external study	10%
Cost of vacancy, % of total wagecosts - distant learning	1%
Travelling costs per participant per year per course	3 000
Food costs per course-participant per year	2 500
Hotel accommodation - costs per course-participants per year	5 000

Expected groth of sales/ rice in efficiency - NOK per year per course-participant - after completed course: 30000

Total groth in sales or rice in efficiency - NOK per year for all participants: 1200000

Face-to-face courses	Costs per year	Web - Hotel / Distant learning	Costs per year
Total costs of course	200 000	Total costs of course	240 000
Web - Hotel, total cost of specialized development	0	Web - Hotel, total cost of specialized development	62 500

Bereit

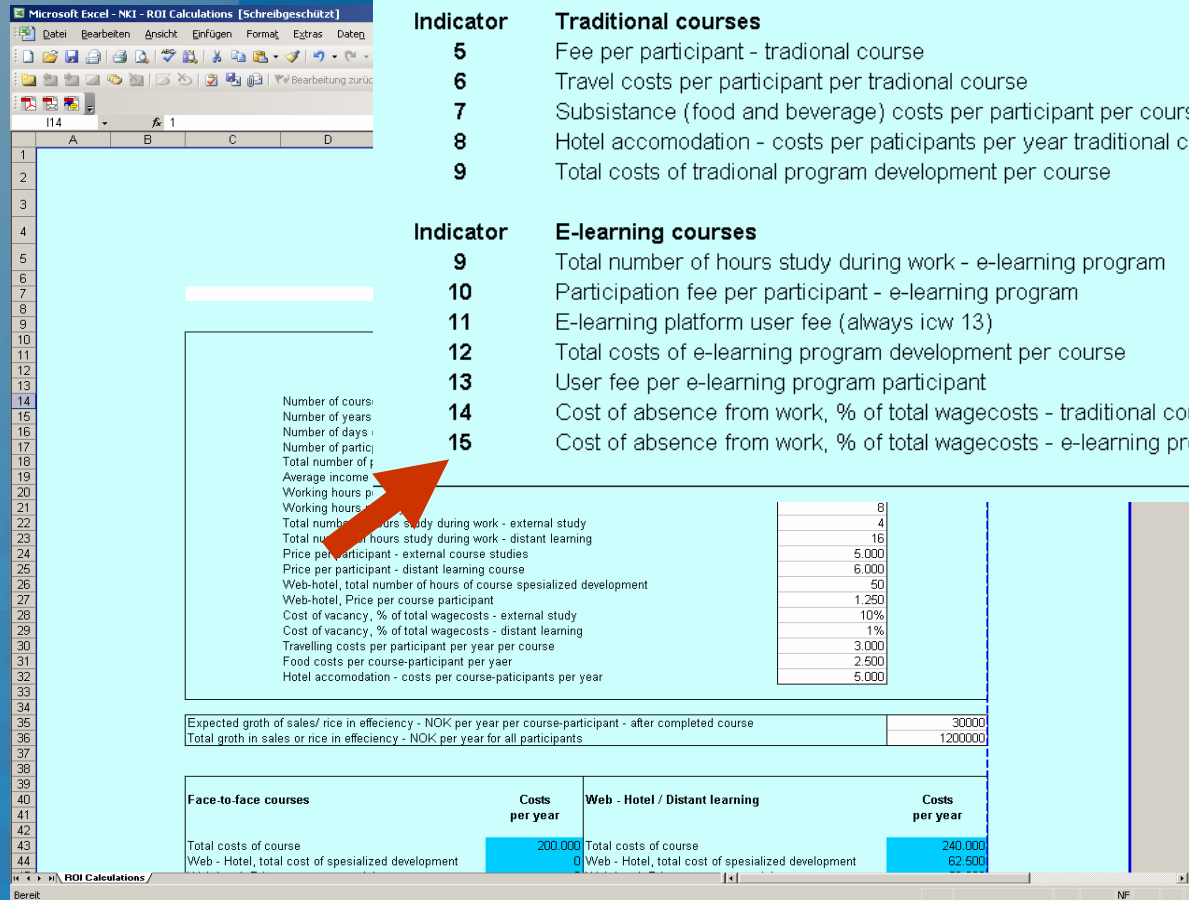
Project Outcomes

Project parameters - Assumptions

Indicator	General information	Currency:	EUR
1	Number of courses per year		1
2	Number of participants per year		25
3	Number of years the educational program will run		2
4	Average wages per year per learning program participant		40.000 EUR

Indicator	Traditional courses		
5	Fee per participant - traditional course	600	EUR
6	Travel costs per participant per traditional course	350	EUR
7	Subsistence (food and beverage) costs per participant per course - traditional course	295	EUR
8	Hotel accommodation - costs per participants per year traditional course	600	EUR
9	Total costs of traditional program development per course	150	EUR

Indicator	E-learning courses		
9	Total number of hours study during work - e-learning program	16	
10	Participation fee per participant - e-learning program	700	EUR
11	E-learning platform user fee (always icw 13)	600	EUR
12	Total costs of e-learning program development per course	150	EUR
13	User fee per e-learning program participant	120	EUR
14	Cost of absence from work, % of total wagecosts - traditional course	10%	
15	Cost of absence from work, % of total wagecosts - e-learning program	1%	



The screenshot shows an Excel spreadsheet titled "ROI Calculations". It contains various input fields for course parameters, such as "Number of courses", "Number of years", "Number of days", "Number of participants", "Total number of participants", "Average income", "Working hours per participant", "Total number of hours study during work - external study", "Total number of hours study during work - distant learning", "Price per participant - external course studies", "Price per participant - distant learning course", "Web-hotel, total number of hours of course specialized development", "Web-hotel, Price per course participant", "Cost of vacancy, % of total wagecosts - external study", "Cost of vacancy, % of total wagecosts - distant learning", "Travelling costs per participant per year per course", "Food costs per course-participant per year", and "Hotel accommodation - costs per course-participants per year".

At the bottom of the spreadsheet, there is a summary table comparing "Face-to-face courses" and "Web - Hotel / Distant learning".

	Costs per year	Web - Hotel / Distant learning	Costs per year
Total costs of course	200.000	Total costs of course	240.000
Web - Hotel, total cost of specialized development	0	Web - Hotel, total cost of specialized development	62.500

Project Outcomes

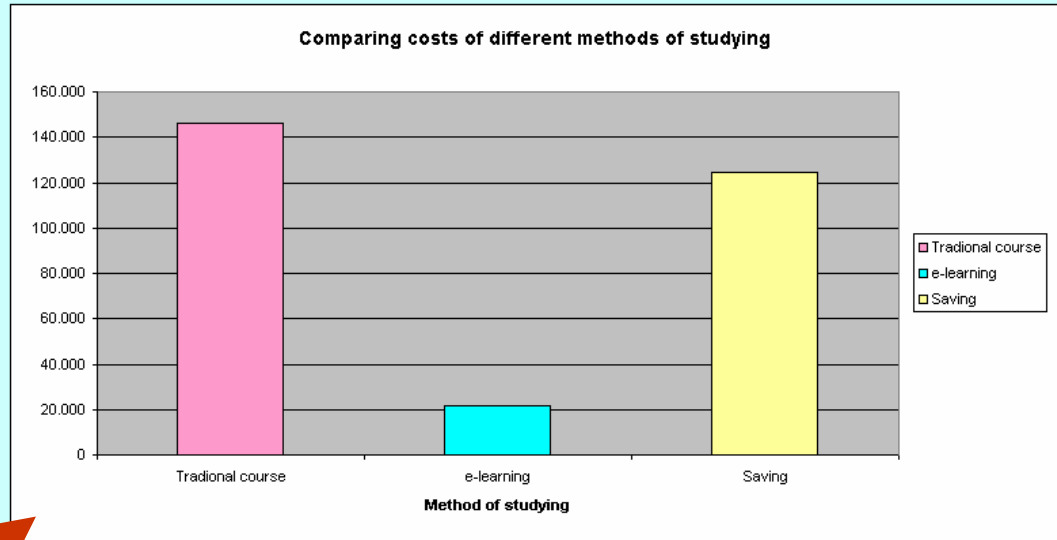
Traditional courses	Costs (EUR) per year	E-learning courses	Costs (EUR) per year
Total costs of traditional program development	150	Participation fee per participant - e-learning program	17.500
Participation fees	15.000	E-learning platform user fee (always icw 13)	600
Travel costs per traditional course	8.750	Total costs of e-learning program development	150
Subsistence (food and beverage) costs	7.375	User fee per e-learning program	3.000
Total cost of hotel accommodation	15.000	Cost relating to vacancy and absence from work	400
Cost relating to vacancy and absence from work	100.000	Total costs	21.650
Total costs	146.275		
Savings per year - choosing e-learning to traditional courses		EUR	124.625
Total savings during courseperiod - choosing e-learning to traditional courses		EUR	249.250

Seite 1

Microsoft Excel - NKI - ROI Calculations [Schreibgeschützt]

1 E-learning
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4 Name of institution
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11 Project p
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15 Number of courses
16 Number of years of courseperiod
17 Number of days of courses per year
18 Number of participants per year
19 Total number of participants during courseperiod
20 Average income per courseparticipant
21 Working hours per year per participant
22 Working hours per day
23 Total number of hours study during work - extern
24 Total number of hours study during work - distar
25 Price per participant - external course studies
26 Price per participant - distant learning course
27 Web-hotel, total number of hours of course spes
28 Web-hotel, Price per course participant
29 Cost of vacancy, % of total wagecosts - externa
30 Cost of vacancy, % of total wagecosts - distant
31 Travelling costs per participant per year per cou
32 Food costs per course-participant per year
33 Hotel accommodation - costs per course-participa
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35 Expected groth of sales/ rice in efficiency - NOK per year per cou
36 Total groth in sales or rice in efficiency - NOK per year for all part
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Face-to-face courses	Costs per year	Web - Hotel / Distant learning	Costs per year
Total costs of course	200.000	Total costs of course	240.000
Web - Hotel, total cost of specialized development	0	Web - Hotel, total cost of specialized development	62.500



Conditions of application

In general most of SMEs have little experiences with further training

->micro enterprises in piloting (n=10)

Problems and Difficulties

**Costs of absence from work
estimate**

For very small enterprise and a managing director who usually is not specialised on training it was difficult to reflect need of training and how much the eLearning solution provides to their business goals.

14

Cost of absence from work, % of total wagecosts - traditional course
Cost of absence from work, % of total wagecosts - e-learning program

10%

1%

Outcomes

- **Even with smaller training units and low or no costs for travel, accommodation and subsistence, eLearning solutions are less expensive.**
- **Simple tool encouraged SMEs to use it**
- **Differences in training cultures**
- **Even if the tool is simple, it needs consultancy**

**Thank you very much
for your attention!**

Contact

Natalie Morawietz

Research Institute for VET (f-bb)

Nuremberg, Germany

morawietz.natalie@f-bb.de

www.f-bb.de

