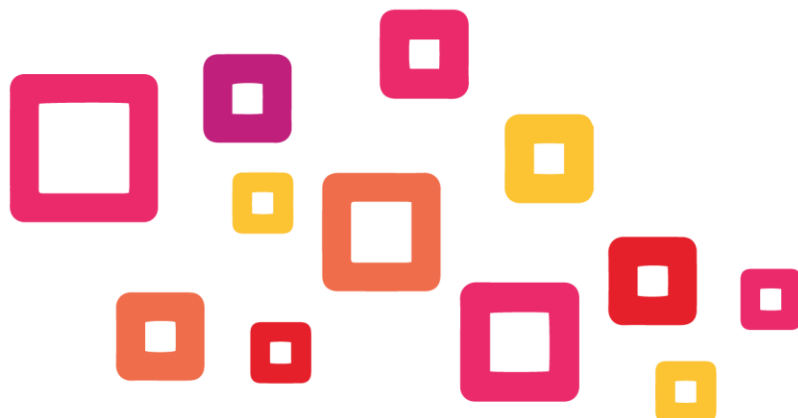


SUBUNIT 4.3

Evolving employees

Internal Education Teaching Case



Introduction

The following unit is about applying the previously learned knowledge in a concrete case study. The basis for this case study is a fictitious company that deals with the presentation of difficult technical issues in companies.

Description of the situation

Your company

Your company is a specialized advertising agency that deals with the simple presentation of difficult issues. The company employs 10 staff. The technical equipment is up to date and enables the implementation of all possible solutions. Although the company is considered to be very innovative, it is becoming increasingly difficult to find suitable employees. In addition, the pressure of the competition is increasing, which has already tried several competitors to copy the services.

Target groups

The target groups of the company are primarily companies in the manufacturing sector. Lately, you have increasingly focused on graphic representations and solutions in the area of Industry 4.0. You definitely want to be part of this trend.

Tasks

Your new method of knowledge transfer

In the company you are responsible for the organization of internal education and training. In this context, you were confronted with the following task. Most of the previous internal trainings in your company took place using the method of frontal teaching. A lecturer presented his contents of knowledge and the seminar participants took this knowledge content passively. These methods have led to ever greater dissatisfaction among employees. For this reason, a new teaching method, the concept of flipped classroom is to be introduced. Basic information about the method flipped classroom can be found on the website:

<https://www.easy-lms.com/knowledge-center/about-flipped-classroom/item10608>

In addition, you can watch the following youtube videos on this topic:

- <https://www.youtube.com/watch?v=BCIxikOq73Q>
- https://www.youtube.com/watch?v=G_p63W_2F_4
- https://www.youtube.com/watch?v=qdKzSq_t8k8

Your tasks

Next week, you will have the opportunity to present your initial suggestions for a new design of a flipped classroom internal training course. The content of this internal training is the new European General Data Protection Regulation.

The following specific tasks have to be done:

1. Develop a detailed schedule for internal training on the new European General Data Protection Regulation. The training has a duration of 16 hours.
2. Create a concrete example with a sample solution for a task that you want to work on in this training. Such a task could be as follows: "Who in your country is affected by the European Data Protection Regulation? Represent all affected groups in an engaging infographic. "
3. Concrete how the task (including model solution) can fit to the flipped classroom model.

After the method of the flipped classroom is only one method among many, you research further methods of creative knowledge transfer on the Internet. Keep in mind that these methods must be suitable for your industry.

The following specific task has to be done:

1. Present 3 more creative methods of knowledge transfer using an infographic and describe each method with a maximum of 7 sentences.

Summarize all the tasks in a Power Point presentation. You can upload this presentation on the platform.