

December 19, 2025



WELCOME TO IBAS!

Data is becoming an essential part of everyday business decisions. Yet many small and medium-sized enterprises still face challenges in accessing the skills and practical training needed to make effective use of business analytics.

IBAS – Innovative Business Analytics for SMEs was created to respond to this challenge. Funded by the Erasmus+ programme, IBAS brings together vocational education, higher education and the business environment to develop practical Business Analytics competences that support SME digital transformation and data-driven decision-making.

DATA → INSIGHTS → BETTER DECISIONS

Turning Data into Better Business Decisions

WHAT DO WE WANT TO ACHIEVE?

IBAS is working towards four key objectives:

-  Enhancing SMEs' digital readiness
-  Empowering VET learners
-  Strengthening VET–SME cooperation
-  Increasing the adoption of data analytics in SMEs



MEET THE IBAS PARTNERSHIP

IBAS brings together six organisations from four European countries, combining academic knowledge with experience in business, training, innovation and SME support: Poznań University of Economics and Business - Project Coordinator, Università Politecnica delle Marche, Universitat Rovira i Virgili, LOVILA LIMITED, Insight srl, Fundacja Partnerzy dla Samorządu.

Together, the partnership combines academic expertise, digital innovation, SME engagement and practical business experience to create solutions that can make a real difference.



IBAS partners work together to help you match the skills demanded with developed one



More information

Visit the IBAS website
<https://ibas-project.eu/>

and LinkedIn 



WHY IBAS?

Business analytics and digital data management are becoming increasingly important across sectors. At the same time, a gap remains between the skills demanded by businesses and those developed through vocational education and training.

SMEs may face particular difficulties in adopting analytical tools due to limited access to skilled professionals and practical training. IBAS aims to bridge this gap by connecting education with real business needs.

Through curriculum development, digital learning, work-based learning and cooperation with SMEs, the project seeks to make Business Analytics education more practical, accessible and relevant to today's labour market.

FOLLOW THE IBAS JOURNEY

Follow IBAS and discover how Business Analytics can support smarter decisions and stronger SMEs across Europe.