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From Business Needs to Practical Analytics Skills

RECENT NEWS

From Challenge to Solution

SMEs increasingly operate in a world where better decisions depend on the ability to understand and use data.

But having access to data is not enough.

Businesses also need people with the right competences to collect, analyse and interpret information – and, most importantly, turn it into meaningful business decisions.

This challenge lies at the heart of IBAS – Innovative Business Analytics for SMEs.

Our response?

IDENTIFY THE NEEDS → DEVELOP THE
SKILLS → APPLY THEM IN BUSINESS

BUILDING THE IBAS TRAINING CURRICULUM

One of the key steps in the project is the development of a structured Business Analytics training curriculum. The programme addresses areas including:

-  Data literacy
-  Data collection and preparation
-  Responsible use of data
-  Analytical tools
-  Dashboards and KPIs
-  Analytics across SME business functions
-  Forecasting and predictive methods
-  Decision support
-  Practical, work-based application of acquired skills



PUTTING BUSINESS NEEDS AT THE CENTRE

How can we make sure that a training programme really responds to the needs of SMEs?

By asking the people who know those needs best.

IBAS has therefore involved business professionals, data experts, educators, SME representatives and other stakeholders in the validation of the proposed training curriculum. The feedback collected during this process will support the refinement of the curriculum and help ensure that the final training programme reflects real business and labour-market expectations.



Putting real needs at the centre helps turn skills into action.



More information

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IBAS



WHY DOES IT MATTER?

Closing the Business Analytics gap is not only about giving SMEs access to new technologies.

It is about giving people the skills to use them effectively.

This is why IBAS combines education, digital learning and direct cooperation with SMEs.

By strengthening Business Analytics competences among VET learners and professionals, the project aims to support businesses in moving from:

DATA → UNDERSTANDING → ACTION
→ BETTER BUSINESS DECISIONS

WHAT'S NEXT?

The next stages will bring the programme closer to practical application, with further learning resources, cooperation between VET and SMEs, and opportunities to apply Business Analytics knowledge in real-world contexts.