



KWE Charter “Business Competence for Europe”

Today business competence is a precondition for professional and private success. Business competence enables people to participate in the economic system on both the production and the consumption sides and to act in a focused and responsible manner. Moreover an understanding of business practice is also required to participate adequately in the political process and has become an essential part of general education.

In order to achieve competence, core business knowledge is required. Although this is widely accepted business knowledge is not well distributed throughout the population and is relatively low except for those with a specific business/economic education. This not only disadvantages individuals, but also the national economy and administration as well as contributing to national and international employment problems.

Since core business knowledge is required for the economic success of companies and administration, the impact on personal and public welfare and prosperity are significant. One can go so far as to say that an understanding of economic viability is essential for a successful quality of life. Therefore the distribution of core business knowledge has personal, employment as well as communal aspects.

The Kuratorium Wirtschaftskompetenz für Europa e.V. was founded by experts in economics and business practice. It is aiming to contribute not only to public awareness of this problem with all its political and social consequences, but also to its solution.

The statutes of the Kuratorium state that its purpose is to promote the delivery and assessment of business education, because of its highly practical relevance for professional and everyday life.

In order to achieve this purpose the organisation co-operates with experts from initial and further education as well as from multimedia based learning and with persons responsible for personnel development and human resources in the business and administrative sector. The organisation offers expert opinion on relevant issues covered by its purpose and promotes international communication and co-operation on research and the spreading of business education.

One of the crucial steps for the distribution of business competence is the development of internationally recognised standards of business education based on an assessment and certification system that enable international comparability. The European Business Competence* Licence is such a system which is why the association "Kuratorium Wirtschaftskompetenz für Europa e.V." has taken over the administrative maintenance of the EBC*L and supports its development, evaluation and promotion. The Kuratorium is convinced that the EBC*L is a suitable standard for the whole of Europe.

Another aspect is the support of innovative concepts of business education. Core business knowledge can only be achieved by comprehensive individual learning. This process cannot be replaced but supported by appropriate teaching strategies and instruments. In the past 50 years practical pedagogy and educational technology have developed a large number of such instruments.

Blended education enables the separation of teaching and learning processes in terms of time and location and is therefore particularly suitable for extensive further education, both for professional and private purposes. In combination with professional work, blended education is superior in effectiveness and efficiency to all other teaching approaches.

The “Kuratorium Wirtschaftskompetenz für Europa e.V.” therefore supports the development and the implementation of blended education software as a suitable teaching strategy for the effective and efficient spreading of core business knowledge by taking over the administrative maintenance of relevant projects, by certifying suitable software and products and by accrediting persons and institutions.

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