

## Workplace learning - a major opportunity for your company

### The Business School for Success

IHM Business School offers practically oriented business education programmes in marketing, leadership, communication and economics.

The central concept in our training programmes is business acumen. By this we mean learning to understand and take responsibility for the overall business significance of the whole, and always putting the enterprise's business goals first. An education at IHM therefore leads to personal development for the individual and commercial results for the company – as well as expertise that can immediately be applied in a professional role.

What can we do for you? Contact us and let's find out together.





# Workplace learning

## – a major opportunity for your company

IHM Business School is the leading competence development partner in Swedish trade and industry today. We offer business programmes for professionals in the various stages of their career development.

The central concept in our training programmes is business acumen. By this we mean learning to understand and take responsibility for the overall business significance of the whole, and always putting the enterprise's business goals first. The foundation for developing business acumen improves when the participant has experience of working life. The people who study at IHM Business School have solid previous experience and often several years in working life. However, to prepare them for their future professional roles, Learning at Work is an important part of Advanced Vocational Education programmes.

### **Workplace learning**

One-third of the study programme is spent learning in the workplace.

There are two sevenweek periods for 40-week programmes, and three nine-week periods for 80-week programmes. The host company specifies which work duties the student will be carrying out, and appoints a contact person to act as a sponsor during the spell at the workplace.

The workplace learning aspect is structured in such a way that students fulfil a full-time role, both as full work resources and as active observers as they have a study task to work on. There is an opportunity for companies involved in workplace learning to obtain meticulously prepared decision-making material which students work on during their final graduation project. Depending on needs and fundamental conditions, this material may for example relate to mapping the market, gauging attitudes, profitability analysis, project planning and so on.

Needless to say, workplace learning is also an excellent opportunity for

your company to gauge whether the student may be the person you are looking for as a resource in the future.

### **Advanced Vocational Education at IHM**

IHM began its first Advanced Vocational Education in 1997, and now offers a wide range of programmes in marketing, leadership, communication and economics. Advanced Vocational Education programmes are part of the Swedish Ministry of Education and Research's efforts in this area, the aim being to satisfy the labour market's expertise requirements to ensure modern, organised production of goods and services. The programmes run for 40 or 80 weeks, and are eligible for state subsidies and student loans, including the workplace-based period. The programmes are in line with the rhythm of working life in Sweden: a 40-hour working week with weekends and public holidays off, as well as a five-week break in the summer.



Interested in finding out more?

Read more about our Advanced Vocational Education programmes, Learning at Work and dates at [www.ihm.se/lia](http://www.ihm.se/lia) or contact us at [lia@ihm.se](mailto:lia@ihm.se), phone +46 (0)200-24 00 24.

