

# Guide for users

## Practice Enterprise and Business Partnership Database



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**HEIPNET**

HEIPNET  
Inclusion of Innovative  
Work-Based-Learning  
and Business Partnerships  
in HEI Curricula Development

Leading partner PEN Worlwide e.V.

# Practice Enterprise and Business Partnership Database Guide for Users

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### **DISCLAIMER**

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## Introduction

A Practice Enterprise (PE) is a trainee-run company that operates like a real business. It silhouettes a real enterprise's business procedures, products and services. A Practice Enterprise resembles a real business in its form, organisation and function. Under the guidance of a trainer and business mentors, trainees create their Practice Enterprises from product development & production, distribution & sales, marketing & human resources, accounting/finance, to web design.

Most Practice Enterprises in HEIs work in cooperation with a company that comes from the real business world and functions as business mentor. The business mentor gives advice and ideas to the trainers and trainees about the processes and how a business is run. The business mentor can provide the real-world products and services for sale within the virtual environment. In some cases, business mentors are involved in the recruitment and evaluation process of the students.

A Business Mentor is a key support in developing and conducting the business activities. The mentor brings the real business world into the Practice Enterprise, advising the trainer and trainees about current workplace practices and processes. They may help interview the students for their team or position within the company, suggest ways to promote their products effectively, or help them determine suitable organisational arrangements to suit their product range.

## **1. Benefits of Practice Enterprises for Mentor Companies**

The HEIPNET project examined the benefits for Mentor companies of cooperating and mentoring HEI Practice Enterprises. Here are some of the benefits for the mentor company:

- Get a well-trained workforce
- Reduce recruitment costs by hiring well-trained Practice Enterprise alumni
- Reduce the settling-in period
- Avoid errors when placing employees
- Effective system of assessment
- Provide good public relations opportunities
- Enable companies to support the community in a practical way
- Free product/market research for products in the worldwide Practice Enterprise network
- Increase local visibility
- Marketing specifically targeted to young people

## **2. Benefits of Mentor Companies for Practice Enterprises**

The HEIPNET project also examined the benefits for HEI Practice Enterprises of cooperating and working together with Mentor companies. Here are some of the benefits for the PE:

- Growing the connection between the HEI and the private sector
- Cooperation with multinationals for international schools with different campuses
- Contact database for international businesses
- Cooperation in study programmes with different universities for one or more semesters
- Recruitment for internships at real company
- Commercial operations at the edge of reality with real-world simulations
- Big or well-known companies are good marketing elements for the concept
- Help work on fostering cooperation between the Practice Enterprises

In Austria business colleges try to work closely with regional businesses - cooperation is beneficial. Since 2014 Practice Enterprises include mandatory internships so close connection to real-world companies is essential. The Practice Enterprise is compulsory in HEI in Austria and one semester includes learning of teaching in a Practice Enterprise with a focus on business-PE cooperation.

## **3. GDPR and the Business Partnership Database**

The Business Partnership Database takes GDPR considerations and data protection into careful consideration, considering that the database is designed for pedagogical use.

As well, business partner connections rely on the personal connections between the person at the mentor company and the Practice Enterprise, and these connections must take the data protection rights of the real-world business's employees into account as well.

HEIPNET had established a Business Partnership Database that benefits the HEIs and the target group students, while maintaining data confidentiality and GDPR compliance. All webpages, datasets and logins are GDPR compliant and these sections of the network's web application are login-only accessible.

## 4. Database Development Experience

Database development has been a 2-step process. First was the addition of 2 data fields to the current Web Application. Those being the HEI field of study and also the mentor company name. These two data standards are new for us as a network and there has been no data collection for this data up to now. The collection of mentor company names is pushed with an additional field in the Web Application.

This has led to an improvement of our existing data and collection system, as well as providing data tables integrated in a dedicated webpage for HEIs to find and disseminate data about their activities and services in relation to Practice Enterprise.

The second step has been a plan to fundamentally change the data standards used by our association. Prior to HEIPNET we had a set of standards that were first established in the early 1990s, with incremental changes having taken place every few years since. The last major change to the standards was in 2016 when additional fields were added for the target group as well as other data fields. The new standards implemented in HEIPNET include a specific field for the HEI target group.

This second step has been a major implementation for our network, as it involves a technical adaptation that affects the national data collection software of every member country that is using its own national software to connect to the network's Web Service through a Windows Application. Countries that do not have national software use the network's Web Application for database and transactional processing and take advantage of the new mentor company tables and HEI target group fields.

This means that countries with national software have been forced to make technical and code adaptations to their national systems, which involves an investment of time and money, as programming adaptations are major for changing data standards and web services.

Decisions for implementing these new data standards for HEIs have been taken on a network-wide basis (so from all countries using the Practice Enterprise concept and not only from HEIPNET partners), as well as decisions whether these are optional or required fields, as well as what we expect from other target groups (example VET schools do not need to input fields of study, only HEIs, however this may change if it could benefit the HEIs).

HEIs require a dedicated search system for finding info on other HEIs and for finding partners for operational as well as for research purposes, in addition to the database for business partners. We currently have 154 HEIs in our database. For the HEIPNET project, we developed a way for HEIs to find info about other HEIs in the network. Also, this database can be used for finding information on current HEIs to connect to new HEIs.

The goal is that the HEIs can interact with other HEIs and with real-world businesses, as this is a unique target group that searches out other Practice Enterprises and businesses in the HEI target group for commercial operations, but also for pedagogical exchanges (research, etc.).

The following fields are now available for all HEIs in our network:

- HEI name
- City, Country
- Contact of HEI (ex. department)
- Practice Enterprise name
- Contact of HEI (email, social media)
- Practice Enterprise related Field of Study
- Practice Enterprise commercial activity base description
- Practice Enterprise mentor name
- Practice Enterprise mentor size
- Practice Enterprise mentor contact (email/other)

#### Issues that had to be resolved within the database development:

1. Database information – which database do we pull from
2. General access – what about all the HEIs that don't use the Web Application
3. Restricted access –ensuring the restricted data is not publicly available but still available upon request for research purposes or other
4. GDPR –limiting access to personal data (personal contacts, names, emails, etc.)

## 5. HEI Business Mentor Survey

An online survey was created and sent out to all 154 HEIs inside the Practice Enterprise network. The results of the survey were used to populate the HEI partner search page.

Mentor Company Survey	
<p>This is a survey for information on the Mentor Company of your Practice Enterprise. The Mentor Company is the real-world company that works with or mentors your student enterprise.</p> <p>This information will be used for research and statistical purposes only. Kindly insert all relevant information in English language.</p> <p><b>* Required</b></p>	<p>Mentor Company Contact Person (First Name, Last Name)</p> <p>Optional but suggested to ensure personal contact.</p> <p>Your answer</p>
<p>Practice Enterprise Code / ID *</p> <p>This is the reference code of your student enterprise. It starts with the 2-digit country code for your country (example ATXXXX for Austria).</p> <p>Your answer</p>	<p>Contact Person Gender (optional)</p> <p>Choose</p>
<p>Country *</p> <p>Please enter the country where your educational institute is located.</p> <p>Choose</p>	<p>Mentor Contact Email *</p> <p>Please enter a contact email for the department/person/contact responsible for mentorship.</p> <p>Your answer</p>
<p>Mentor Company Name *</p> <p>Enter the name of your student enterprise's mentor company (original national language name).</p> <p>Your answer</p>	<p>Contact Person Phone Number (optional)</p> <p>Example +49 1324 56789</p> <p>Your answer</p>
<p>Mentor Company Website *</p> <p>Insert web link for your mentor company (ensure correct format example <a href="https://website.com">https://website.com</a>).</p>	<p>Mentor Company Activity Category *</p> <p>Check all that apply. This is the real-world activities of the mentor company.</p> <p><input type="checkbox"/> 1. Cars and Vehicles</p> <p><input type="checkbox"/> 2. Clothing and apparel</p> <p><input type="checkbox"/> 3. Real estate, home and garden</p>

## 6. Additional Data Field for Mentors

An additional data field for mentors has been encoded into the Web Application used by all HEIs in the network. The field is updated through a Web Service and shared across all platforms in the network. This data field is a new standard for sharing mentor company information.

**Edited institution**

Country: CoC (7 Institutions) | EUROPEN Test PE | WW01001

Main information | Contact information | Bank information | Opening hours | Yellow pages | Mentors & languages

**Languages**

Language	Description	Default
EN		<input checked="" type="checkbox"/>
+ Add new language		

**Mentor companies**

Mentor	Description	Default
Mentor:	Description:	
<input checked="" type="checkbox"/> <input type="checkbox"/> PEN Worldwide The CoC <input checked="" type="checkbox"/>		
+ Add new mentor		

## 7. Yellow Pages Search Capability for HEIs

In the Practice Enterprise commercial partner search Web Application, we have coded the possibility to search via Target Group including Higher Education (ISCED Level 6-7). This makes it possible to create a list of HEIs and download it for commercial purposes. It also allows HEIs to grow their network and to find out what business mentors their partner HEIs are using for their commercial operations.

**List type**



Institution Type: Practice Enterprises

Country: All

Main Target Group: Higher Education (ISCED Level 6-7)

☐ Include closed institutions

Total items count: 116

Export this list:  

ID	Institution	Contact Details
<a href="#">AR01MDM</a>	<b>Maderas y Productos del Monte</b> Av. Velez Sarsfield 20 ARG-3500 Resistencia - Chaco (Argentina)	Phone: +54 3624427635 Email: <a href="mailto:maderasdelmonte@yahoo.com.ar">maderasdelmonte@yahoo.com.ar</a>
<a href="#">AT010000277</a>	<b>KANT Büromöbelproduktion GmbH</b> Altenberger Str. 69 A-4040 Linz (Austria)	Phone: 0732/24687269 Fax: 0732/24689396 Email: <a href="mailto:kant@277.uebungsfirmen.at">kant@277.uebungsfirmen.at</a> Web: <a href="https://kantbueromoebelproduktionjku.jimdo.com/">https://kantbueromoebelproduktionjku.jimdo.com/</a>
<a href="#">AT010000360</a>	<b>WUnderLAND GmbH</b> Übungsfirma Maygasse 43 A-1130 Wien (Austria)	Phone: +431/8025377 Fax: +431/802537730 Email: <a href="mailto:wunderland360@uebungsfirmen.at">wunderland360@uebungsfirmen.at</a> <a href="http://wunderland-gmbh.jimdo.com">wunderland-gmbh.jimdo.com</a>

Holidays from 2 July 2021 to 30 September 2021



## 8. Iframes Page for Searching by HEI Target Group

An Iframe for the Practice Enterprise Market List has been created to provide the possibility to search by HEI Target Group, coded to connect to the Web Application page. Every HEI that has access through their national portal can access the Iframe for the Market List including the target group filter.

PE Market List
Austria
English
Test Frame

Total items count: 97

ID	INSTITUTION
<a href="#">AR01MDM</a>	<b>Maderas y Productos del Monte</b> Av. Velez Sarsfield 20 ARG-3500 Resistencia - Chaco (Argentina)
<a href="#">AT010000277</a>	<b>KANT Büromöbelproduktion GmbH</b> Altenberger Str. 69 A-4040 Linz (Austria)
<a href="#">AT010000360</a>	<b>WUnderLAND GmbH</b> Übungsfirma Maygasse 43 A-1120 Wien (Austria)



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List type

Institution Type
Practice Enterprises
Country
All
Main Target Group
Higher Education (ISCED Level 6-7)
Include closed institutions
Get List

## 9. Statistical Pages for Number of Practice Enterprises per Target Group

A Web Application page detailing all Practice Enterprises worldwide by Target Group has been made open access to all Practice Enterprises worldwide. Previously this was an internal development page and was not accessible by Practice Enterprises in HEIs. The main target groups have been expanded from institutional (schools and HEIs) and employability (adult training) to break up the school into different levels to specifically identify and filter institutional PEs into HEIs, VET and general studies.

PE Main Target Group Definition						
ISCED Level 6-7: Higher Education						
ISCED Level 4-5: Vocational Education						
ISCED Level 3: General Secondary Education						
ISCED Level 1-2: Lower Secondary and Primary Education						
Job Seekers: Adults - Job Seekers - Further Education - Retraining						
Mixed: Two or more trainee types in the same PE						
Undefined: Target group is not defined						
Export this list: 						
Country	PE Main Target Group					
	ISCED Level 6-7	ISCED Level 4-5	ISCED Level 3	ISCED Level 1-2	Job Seekers	People
<input type="text"/>						
<b>Total</b>	<b>116</b>	<b>3346</b>	<b>602</b>	<b>17</b>	<b>202</b>	
Belgium	21	192	30	1	39	
Lithuania	21	8	2	0	0	
Italy	12	54	133	7	4	
China	10	11	12	0	0	
Slovakia	8	811	7	1	0	
South Korea	8	0	3	1	3	

## 10. HEI Email List Generation

A designated HEI list generator for messaging all HEIs in the Practice Enterprise network has been developed. The list generator is accessible only by PEN Worldwide to maintain GDPR compliance.

**Email addresses list generation**

**Selection Criteria**

Select a Country: Lithuania (35 Open Institutions) ▼

☒ PEs ☐ Hosts ☐ CS ☐ All

Main Target Group: Higher Education (ISCED Level 6-7) ▼

☐ Include Closed institutions

CSV

## 11. Worldwide HEI Partnership Database

A page providing summary of all worldwide statistics has been developed for all HEI Practice Enterprises worldwide. Previously this was an internal development page and was not accessible by Practice Enterprises. The webpage provides a current listing of all Business Mentor Companies that have been entered in the database along with a description (if it has also been entered).

Welcome PEN CoC | Lc

Worldwide PE Summary Statistics

Worldwide ▼

PE Weekly Working Hours	Overview Data - General Numbers	International PEs per Country	International PEs per Target Group	Nb. of International PE Working Languages	Mentor Companies
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1 2 3 4 5 6 7 8 9 10 ... Page size: 30 429 items in 15 pages

#	PE ID	Mentor Company	Description
1	CA01QCE-BB	Premier Tech	Technologies, horticulture et agriculture, maison et jardin, systèmes automatisés, eau et environnement, digital
2	CA01QCE-PQ	Produits Re-Plast Products	Fabricant de mobilier urbain fait de plastique recyclé
3	CA01QCE-PQ	Atelier Éclipse	Entreprise d'insertion-Couture des produits de la gamme Luciole
4	CA01QCE-RS	Oneka Elements	produits de soins corporels naturels
5	DE01ABB	Take2, Rosenheim,	
6	DE01ABB	Donkey Products, Hamburg und Karlen Swiss, Schweiz	
7	DE01ABI	Radsport Mabitx GmbH	
8	DE01ABZ	Uvex Fürth	
9	DE01ACB	Verlagsgruppe Weltbild GmbH	
10	DE01ACG	Radio TON	

## 12. Business Mentor Database

A listing of database upload results has been coded – giving a listing of **411 current mentor companies** in the HEIPNET-connected Practice Enterprise network:

Listing of Worldwide Mentor Companies				
#	Country	PE ID	Mentor Company	Description
162	Germany	DE01POI	Abbco GmbH, Reilingen	Wasserbetten und Zubehör
343	France	FR01ITA	Adécco Aubenas	Agence intérim
310	France	FR01ARV	ALTELEC à NANGY 74	Commercialisation et installation de système d'alarme et de vidéosurveillance
346	France	FR01ITA	Ardèche le gout	Promotion des produits du terroir Ardéchois
3	Canada	CA01QCE-PQ	Atelier Éclipse	Entreprise d'insertion-Couture des produits de la gamme Luciole
371	France	FR01PDY	ATOL Opticien	Opticien
195	Germany	DE01SLG	Autohaus Jesinger, Esslingen	Verkauf, Reparatur und Service von Pkws, Reisemobile, Transporter und Lkws der Marke Mercedes
228	Germany	DE01ZAK	Bizerba SE & Co. KG	auch Bildungsträger
167	Germany	DE01REL	BMC Braun Möbel Center Rt	Möbel
33	Germany	DE01BIO	Bodan GmbH, Überlingen	Großhändler für Biowaren
51	Germany	DE01CEC	Bodensee Bonbon Manufaktur Eigeltingen	Lebensmittel
377	France	FR01REA	BOEHLI	Fabrique à bretzels
354	France	FR01LDV	Bonté Pinson	Europa Sweet, Pur Bonheur
115	Germany	DE01HWA	Butlers	Bildrechte
381	France	FR01SUP	CAUPAMAT	Gennevilliers
299	France	FR01ACS	CHARON	Supply and furniture of
430	Slovakia	SK01_vypirtn	Danka Pavlovičová	teacher
344	France	FR01ITA	Domaine du Cros d'Auzon	Hotel 3*
342	France	FR01ITA	Domaine Lou Capitelle	Village vacances et spa 4*
193	Germany	DE01SIM	Dr. P.-Lacebo	Praxis für Humormedizin
333	France	FR01FEC	EDITIONS FUZEAU	éditons musicales
232	Spain	ES01AAT3032	EIBAR TRADING	ART DESIGN
345	France	FR01ITA	Emerveillés par l'Ardeche	Association de promotion de l'Ardeche
362	France	FR01OCV	Entreprise BERTHELET	autocars
335	France	FR01FEC	EPICERIE DES SAVEURS	vente d'épicerie fine
336	France	FR01FEC	Ets FILLON	vente d'articles de fête
348	France	FR01ITA	Evalys	Agence de voyages réceptive
85	Germany	DE01FHH	F.A.I.R.E. Warenhandels e.G. Dresden	Großhandel für fair gehandelte Ware
382	France	FR01SUP	FAIVELAY	Gennevilliers
19	Germany	DE01AWB	Firma Brecht GmbH, Bretten	Frau Bange
351	France	FR01ITA	G.E.S.A	Groupeement d'Employeurs Sud Ardeche

### 13. HEI Business Mentor Fact Sheet

A printable flyer created in A4 format including all mentor company benefits has been created:

## HEI Practice Enterprise Mentor Company



Practice Enterprise Network  
**PEN WORLDWIDE**

The **Worldwide Practice Enterprise Network's** aims to help Higher Education Institutes in participating countries to deliver training in business and entrepreneurship skills through the unique Practice Enterprise methodology '**learning-by-doing**': *Business & Entrepreneurship Training tailored to the needs of tomorrow.*

### What is a Practice Enterprise?

- trainee-run business
- set up as an office
- structured in departments
- connected to Practice Enterprises around the world
- located in various programmes inside HEIs

### Contact

*International Coordination Center*  
Karolingerstrasse 93  
45141 Essen | Germany  
+49 201 800 503 88

[info@penworldwide.org](mailto:info@penworldwide.org)  
[www.penworldwide.org](http://www.penworldwide.org)

### What is a Mentor Company?

A Mentor Company or Business Mentor is a company from the real business world that provides advice and ideas to Practice Enterprise Trainers and Trainees. A Mentor Company gives insights about the processes and how a business is run. It can provide real-world products and services for sale within the virtual environment. The collaboration opportunities are flexible and to be agreed upon by the Mentor Company and the Practice Enterprise.



### COLLABORATION

- internship opportunities
- involvement in recruitment & evaluation of trainees
- market research
- company visits & trainings
- sponsoring

### COMPANY BENEFITS

- recruitment possibilities
- Corporate Social Responsibility
- flexible mentor agreements
- contact to potential customers
- internship & trainee opportunities

### FUTURE EMPLOYEES

- practice-based training
- increased employability
- broad & sound business knowledge of future workforce
- high social & digital skillset
- career guidance

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#PracticeEnterprise

## 14. HEI Practice Enterprise Survey

A survey destined for Trainers of Practice Enterprises in HEIs was created and distributed. This data has been used to help populate the database as well as for dissemination of results of the HEIPNET project to both HEIs and to business mentors.

### Support and Services

Information to help the Practice Enterprise Coordination Centre provide enhanced support to HEIs.

### Commercial Operations

Practice Enterprise commercial operations information including connections to other HEIs.

### Online Networking Meeting

We organised an online networking meeting for Practice Enterprises from HEIs. The meeting was used for planning future meetings and activities to help us build a sense of community between HEI Practice Enterprises and business mentors following the conclusion of the HEIPNET project.

HEI - University Practice Enterprise Survey	
<p>This survey is destined for Trainers (instructors/professors/teachers) of Practice Enterprises in HEIs - Higher Education Institutes (universities and others).</p> <p>This information will help the PEN Worldwide international Coordination Centre (CoC) to provide enhanced support and services to your HEI and will be used for planning future meetings and activities to help us build a sense of community between HEI Practice Enterprises.</p> <p>Please complete all sections in English language.</p> <p>* Required</p>	<p>Field of Study *</p> <p>What is the field of study for the students in your Practice Enterprise (choose the closest option)</p> <p><input type="radio"/> Business administration</p> <p><input type="radio"/> Commerce</p> <p><input type="radio"/> Arts</p> <p><input type="radio"/> Science</p> <p><input type="radio"/> Engineering</p> <p><input type="radio"/> Education</p> <p><input type="radio"/> Social Studies</p> <p><input type="radio"/> Other: _____</p>
<p>Practice Enterprise Code / ID *</p> <p>This is the reference code of your student enterprise. It starts with the 2-digit country code for your country +01 (example: DE01XXXX for Germany).</p> <p>Your answer _____</p>	<p>Level of Academic Degree *</p> <p>What is the level of study for the students in your Practice Enterprise (choose the closest option)?</p> <p><input type="radio"/> Diploma / Certificate</p> <p><input type="radio"/> Bachelors</p> <p><input type="radio"/> Masters</p> <p><input type="radio"/> Doctorate</p> <p><input type="radio"/> Other: _____</p>
<p>Name of your University / College / Institution *</p> <p>Enter the full name of your University, College, Institution</p> <p>Your answer _____</p>	<p>Practice Enterprise Commercial Operations</p>
<p>HEI Community Building</p>	<p>International Exchanges *</p> <p>Do you trade (buy and sell) with Practice Enterprises from other countries?</p> <p><input checked="" type="radio"/> Yes</p> <p><input type="radio"/> No</p>
<p>Online Networking Meeting *</p> <p>We are looking at organising an online networking meeting for Practice Enterprises from HEIs and Universities. Is your Enterprise interested in participating in such an online networking meeting?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p>	<p>What countries does your Enterprise have commercial exchanges with (buying and selling)? *</p> <p>Please check all countries that apply.</p> <p><input type="checkbox"/> Argentina</p> <p><input type="checkbox"/> Austria</p> <p><input type="checkbox"/> Belgium</p> <p><input type="checkbox"/> Brazil</p> <p><input type="checkbox"/> Bulgaria</p> <p><input type="checkbox"/> Canada</p> <p><input type="checkbox"/> Chile</p> <p><input type="checkbox"/> China</p>
<p>Untitled Section</p>	
<p>Consent for Information Sharing with Other Practice Enterprises *</p> <p><input type="checkbox"/> Yes we consent for our Practice Enterprise name and contact to appear in a list for exchanges.</p> <p><input type="checkbox"/> No we don't want our contact information shared with any other HEIs or Universities.</p>	
<p>Optional Additional Information &amp; Comments</p> <p>Please provide any additional information that is of interest regarding your Practice Enterprise.</p> <p>Your answer _____</p>	