



TESEUS Case study:

Seavus Education & Development Center (SEDC)

Republic of Macedonia

Provided by

Community Development Institute

Category: Education & training (off-school)

Provider: SEAVUS Education & Development Center

Established in: 2010

Target group(s):

- All citizens of Republic of Macedonia (from 7 – 77), future entrepreneurs

Main goals/focus:

Primary goals based on SEAVUS Education & Development Center's mission are:

- Qualification and retraining of young people and adults who want to start a career in the most popular professions in the IT and the design industry;
- Educating children in order to familiarize them with technology and design;

- Specialization of employees in certain business sectors; and
- Encouraging and developing entrepreneurship through investment support for startup businesses.

Brief description:

Seavus Education & Development Center (SEDC) is a private company established in September 2010 as part of the Seavus Group and a specialized training center for education of staff in the fields of programming, design, computer networks and software testing. Its rich portfolio of educational programs includes organization of annual academies intended for children, young people and adults, specialized trainings for employees and short trainings for individuals. Its educational program provides proof that "SEDC" follows the world's trends by responding to the growing demand for professionals in the IT and the design industry. SEDC owns modern facilities of more than 900 m², equipped with a state-of-the art technology. SEDC Center is ideal for hosting trainings while ensuring a pleasant and comfortable atmosphere for both the participants and the lecturers.

Since 2018, "SEDC" is the largest Academy for technology and design in Macedonia earning the trust of over 250 students, annually. In 2019, within the educational center, one of the three Accelerators supported by the Innovation and Development Fund which aims to stimulate the entrepreneurship in Macedonia, through support and investment in new startup businesses, is also opened.

Their vision is to create a new educational system that will educate the best staff for technology and design and to boost the Balkan startup scene through investments and development of new innovative businesses. It is intended for IVET education and for already educated persons that need retraining especially in the field of entrepreneurship and firm start up.

Key activities and forms of support to IVET students / schools / other target groups:

They provide following courses: Network Engineer, Security Specialist, Software Tester, Web Designer, Graphic Designer, Game Designer, Visual Artist, Fashion Designer, Web Developer.

Business portfolio includes the following training areas:

Strategic planning& business decisions, Leadership, Management, Product Management, New product Development, Business Analysis, Social Media, Marketing & Advertising , Stress Management, Team Building, Presentation Skills, Communications Skills, Negotiation skills, Employee motivating & Self-Motivation, Change Management, Risk Management, Crisis Management, Body Language, Business ethics, Career Counselling According to GCDF Global, Sales skills and techniques, Customer Care, Organizational Culture development, Train the trainers, Business simulations

Training at the Academy shall include daily morning classes, 4 hours per day (Network Engineer, Graphics and Game Designer) and afternoon classes three times a week, 4 hours per day (Security Specialist, Web Designer, Visual Artist, Fashion Designer, Web Developer and Software Tester). Anyone who has completed at least High school can enroll at the Academies. For enrollment at the Academy the prospective students should fill Application for registration and sign Contract on tuition.

Program package includes:

- Learning materials
- Career Counseling & Mentorship
- Certificate of Excellence for best students as a Distinction diploma
- Art Materials included (for Design Academy)
- Certificates
- Loyalty Card – Loyalty Program with discounts and benefits for students and family members
- Alumni Community Membership
- Access to conference and events /Competitions/Match Making events with Industry

Funding source:

- self-financing

Outputs and outcomes:

- More than ten years curricula development of the center is going on. With employment rate of 75% students, more than 30 partner companies involved in the program and more than 1000 enrolled students SEDC Center is one of the leaders in our country. In last five years more than 50 student's projects are implemented followed by more than 200 internships

Key success factors in implementing this initiative:

- Providing educated staff in field IT technology and Design, Business administration, soft skills and being starting point for future entrepreneurs.

Key failure factors in implementing this initiative:

- So far, interest for the courses is ongoing but there is a risk of lack of interest among future entrepreneurs and big migration of young people in the countries of EU.

List of references

- web page of the center – www.sedc.mk

Interesting links and further reading

- www.sedc.mk