



Kompetenzen und Kompetenzentwicklung (German Edition)

Markus Volk

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Studienarbeit aus dem Jahr 2015 im Fachbereich Pädagogik - Erwachsenenbildung, Technische Universität Kaiserslautern, Veranstaltung: Kompetenzentwicklung, Sprache: Deutsch, Abstract: Es wird auf die Kompetenzentwicklung, Querschnittkompetenzen, die Kritik an dem Versuch von Vermittlung von Kompetenzen eingegangen. Im weiteren Verlauf sind die Themen Kompetenzziele, Prozesse und Strukturen zur Entwicklung und Anforderungen an Kompetenzentwicklungs-Systeme. Schließlich erfolgt eine Konzeption für ein Blended Learning mit E-Learning für den Bereich von Marketing-Kompetenzentwicklung.

Dieser Marketing-Kursvorschlag ist an ein bestehendes Konzept des Autors aus der früheren Praxis angelehnt und weiterentwickelt. Elemente davon sind erprobt und für die neue Zielsetzung erweitert und aufgrund der Freiheit ohne äussere Zwänge dieses Vorschlages angepasst worden.



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