



# The BRIC-ITT e-learning Course Feedback Questionnaire SME

In which of the partner countries are you based?

- Great Britain       Romania       Bulgaria  
 Lithuania       Spain       Portugal       Other

## 1 Your experience of the BRIC-ITT e-learning course

### 1.1 How did you hear about the BRIC-ITT e-learning course?

- Recommended by a colleague       Web search or web link       At a seminar / training event  
 Business partners

Other (please specify) \_\_\_\_\_

### 1.2 Did you receive any form of instruction / introduction to using the BRIC-ITT e-learning course?

	Yes	No
A guided hands-on session	<input type="checkbox"/>	<input type="checkbox"/>
A formal demonstration	<input type="checkbox"/>	<input type="checkbox"/>
An informal demonstration (e.g. watching a colleague)	<input type="checkbox"/>	<input type="checkbox"/>
Telephone conversation	<input type="checkbox"/>	<input type="checkbox"/>
Self taught	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify) \_\_\_\_\_

### 1.3 What is your opinion of the following aspects of using the BRIC-ITT e-learning course?

	Very Good	Quite Good	OK	Quite Poor	Very Poor
Course & materials coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Course Presentation Style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use (e.g. navigation) of web pages/ materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Usefulness of information provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Views on quiz/review feature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The value of insights that you gained from the materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify) \_\_\_\_\_

### 1.4 Has your experience of using the BRIC-ITT e-learning materials led to you carry out or plan any of the following actions?

	Already done so	Plan to do so	May do so in future	Not done so & no plans
Seeking more background information on trading with BRIC countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attending a course on trading with BRIC countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeking assistance from local experts (e.g. chamber of commerce)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommending the BRIC-ITT course to colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading the BRIC-ITT course again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trying the serious game and consulting the website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**1.5 One of the key objectives of this learning suite is to raise awareness about the possibilities of trading with BRIC countries. Having completed the course do you now feel more informed and do you believe that you may be more likely to consider trading with one or more of these countries? Which of these responses do you feel applies closest to you?**

- Yes, we had not previously given any consideration to trading with any BRIC countries but now we would be prepared to take further actions to prepare ourselves for these markets.
- Although we had some notions about expanding our trading activities into BRIC countries we had no prior strategy on how to initiate our efforts. This learning suite has provided us with the right pointers to enable us to develop a meaningful strategy.
- This learning suite has highlighted that we are currently unprepared or that we have insufficient resources available to dedicate to these markets.

**1.6 If you have any ideas/suggestions for amendments / improvements to the BRIC-ITT materials, please outline them below**