

**BZB**Bildungszentren des
Baugewerbes e.V.

ARTVET – Augmented Reality in Teaching

SWOT analysis „Introducing / use of AR“ - October 2022

Staff / Employees

<p><u>Strengths</u></p> <p>Employees who are open to modernisation</p> <p>Digital affine employees</p> <p>IT department has an interest in modern developments</p>	<p><u>Weaknesses</u></p> <p>Employees who reject modernisation</p> <p>Digitally averse employees</p> <p>Partially low time resources</p> <p>IT "delays" processes under certain circumstances</p> <p>Trainers may not find time for "new things"</p>
<p><u>Opportunities</u></p> <p>Increased motivation</p> <p>High "digital competence" of the trainers</p>	<p><u>Risks</u></p> <p>Single employees are demotivated, "give up"</p> <p>Single employees "boycott" the work</p>

Technology

<p><u>Strengths</u></p> <p>Own IT department</p> <p>Good network (LAN / WIFI)</p> <p>Partially (very) good equipment</p>	<p><u>Weaknesses</u></p> <p>Possibly Citrix (partly special requirements)</p> <p>Partial lack of equipment</p>
<p><u>Opportunities</u></p> <p>Development of high standards</p>	<p><u>Risks</u></p> <p>(Partially high) investment costs</p> <p>(High) follow-up costs due to updates</p> <p>Data protection / data security / GDPR</p> <p>Cloud (no network > no data)</p>

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The company BZB

<p><u>Strengths</u></p> <p>Geared towards digitalisation / modernisation</p> <p>Very suitable target group (Gen. Z)</p>	<p><u>Weaknesses</u></p> <p>Dependence on external requirements → e.g. supervision of Chamber of Crafts, SOKA-BAU etc.</p> <p>Partly very delayed decisions</p>
<p><u>Opportunities</u></p> <p>High benefit for users (trainees and trainers) → increased competence</p> <p>Achieve learning successes faster and better</p> <p>Wide range of applications in different branches of education</p> <p>Increased attractiveness of construction VET</p> <p>Belong to the avant-garde (reputation)</p>	<p><u>Risks</u></p> <p>Misguided developments through actionism</p> <p>Failure (for various reasons) → but also gain new experiences</p> <p>Apprentices reject the innovations</p> <p>Businesses reject the innovations</p>