Projects and Products Portal for Leonardo da Vinci

VET STUDENTS BEING YOUNG ENTREPRENEURS

2013-1-TR1-LEO05-47552

http://www.adam-europe.eu/adam/project/view.htm?prj=10862

Project Information

Title: VET STUDENTS BEING YOUNG ENTREPRENEURS

Project Number: 2013-1-TR1-LEO05-47552

Year: 2013

Project Type: Transfer of Innovation

Status: granted

Country: TR-Turkey

Marketing Text: The VETS-BYE Project aims at transferring and improving the products of MEET Business Game Project for use of vocational school students and young entrepreneurs. These products are software which enables users to gain basic skills needed for business management in the format of a PC game, tutorials and guides needed to play the game.

The Business Game simulates management of a virtual company acting on a competitive market. The game deals with a competition and the teams involved are in charge of running a company. Players take decisions on several areas: marketing, R&D, supply, logistics, production, finance, human resources, retailing. Vetsbye Project provided adaptation and transfer of the game in Turkish and German also added a Kanvas business model platform, unexpected events and ecological sensitivity and sustainability issues in the game.
The Business Game allows to learn starting and managing business and to improve decision-making, leadership and team working skills.

Summary: It is defined in the EC documents that the uptake and the effectiveness of entrepreneurship education in European vocational schools are still far from being satisfactory. Entrepreneurship is not included in all parts of the VET system; student participation is limited; teaching methods are ineffective; the practical element of entrepreneurship is missing and teachers are not fully competent. In Turkey and Germany as well, entrepreneurship education is far from being sufficient and satisfactory. The methods, tools and equipments used to teach entrepreneurship in schools and Entrepreneurship Course Modules are not sufficient and in line with current market needs. Training in VET schools is mainly technical and theoretical; they lack in business and ICT training.
The main objectives of the project is increasing the attractiveness and quality of entrepreneurship education in VET schools; supporting VET teachers, students and young etnrepreneurs in Turkey, Italy and Germany in further training activities for providing acquisition of key competencies (especially using IT technologies and entrepreneurship) in VET via improving and transferring the products of MEET Business Game Project, and facilitating the development of innovative practices in VET while improving the quality and increasing cooperation between partners from Italy, Germany and Turkey.
The consortium is composed of Zeytinburnu Municipality as applicant coordinator, Business Game Srl. from Italy as initial owner of the Business Game and to provide the technical work, Kompass to transfer the BG to Germany, Ufficio Scolastico Regionale per il Veneto from Italy with its previous experinces to share, Zeytinburnu 100. Yl Vocational School for Trade for pilot implementation, Zeytinburnu National Directorate of Education and MUSIAD for dissemination and exploitation and Maya for need analysis and monitoring and evaluation. The consortium was designed taking in consideration adaptation, transfer and dissemination needs.
ICT based methodology for learning entrepreneurship and business management would have been transferred to Turkey and Germany which combine learning, competing and enjoyment. Entrepreneurship and business management teachers/trainers, VET schools for trade, other VET and high schools, institutions, VET students and young entrepreneurs in Germany, Turkey and Italy will have an innovative ICT based tool for entrepreneurship and business management training that would increase the attractiveness and quality of entrepreneurship training in VET. Students and youngsters who play the Business Game will improve their skills for decision-making, leadership, team working, risk analysis etc. Communication and cooperation between international partners will increase. The entrepreneurship

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and business management course syllabus, content and methods of VET schools, especially for trade and VET training system will be enriched with an innovative ICT based interactive method of learning.

Description: Objectives of the Project
The VETS-BYE Project aims at transferring and improving the products of MEET Business Game Project for the use of vocational school students and young entrepreneurs. MEET Bussiness Game project, offers software which enables users to gain basic skills needed for business management in the format of a PC game.

Under this circumstance, the VETS-BYE Project's objectives are:
-increasing the attractiveness and quality of entrepreneurship education in VET schools; supporting VET teachers, students and young etnrepreneurs in Turkey, Italy and Germany in further training activities for providing acquisition of key competencies (especially using IT technologies and
entrepreneurship) in VET
- improving and transferring the products of MEET Business Game Project, and
-facilitating the development of innovative practices in VET while improving the quality and
-increasing cooperation between partners from Italy, Germany and Turkey.
Project Activities:
Needs Analysis: To identify the problems and needs of vocational school students and other youngsters who are candidates to be entrepreneurs, surveys and focus group researches were made both in Germany and Turkey.

A kick off meeting was held in Istanbul with participation of all partners in the second month of the project.

Adapting pedagogical and cultural aspects: Since different cultural and pedagogical background requires different methods/tools or applications to be used for reaching to a goal, we needed to analyze how to adapt the MEET project which was implemented in Italy to Turkey and Germany by taking into consideration cultural and pedagogical aspects. The changes were analyzed in 4 [2 (pedagogical/cultural)+2 (content/visual)] categories. In line with the needs of Turkish and German VET students and young entrepreneurs, in the content and view of the game website some changes were made to make it more clear, simple and enjoyable.

To clarify the changes and provide a comprehensive adaptation of the products a meeting was held in Germany that brought together all project partners in the 5th month of the project. During the meeting also past and future project activities were discussed.

Adaptation and translation of software: Adaptation of the software was made by the Business Game Srl (TBG). German partner Kompass provided the translation of the adapted version in German and Zeytinburnu Municipality provided the translation of the adapted version of the business game content in Turkish. TBG used the translations for the adaptation of the software in Turkish and German.
All other products of the MEET Business Game Project (Project handbook, teachers and students guides) were adapted and translated in Turkish and German.

Transferring and testing: After translation and adaptation of the software and other documents (teacher and student handbooks, project handbook etc) the website is accessible online in Turkish and German, plus in Italian with new version, for the use of VET students and young entrepreneurs in Turkey, Germany and Italy.

A meeting in Italy was held in this phase, in the 10th month of the project with the purpose of making a seminar for teachers and trainers on how to transfer and test the game; to plan the dissemination and exploitation phase of the project and to make the project management, communication and monitoring meetings.

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First testing of the game was held by teachers and trainers who had training for using the game from Turkey, Germany and Italy during the meeting in Italy. The second testing is held by students and young entrepreneurs who are chosen by partners from their institutions.

Pilot implementation:
Pilot implementation in Turkey will be made in Zeytinburnu 100. Yl Vocational School For Trade with participation of at least 40 students. Kompass also will initiate pilot implementation in the some of the same institutions where the survey was done and also in some who have not done the survey to get an even wider spectrum in view of the target groups.. The results will be compared for a revision of the game.

Dissemination and exploitation of results:
1) Meetings/seminars: Seminars will be held towards VET school teachers, students, VET-organisations, business and entrepreneurship associations, and other schools and universities during the project.
Also a tournament will be hold at the same time in two countries with a video link that would make the process an international dissemination event.
2) Publications: Publications will be made in every country of the partnership. On the project website / portal, the developments and project progress will continuously be updated. Each publication will therefore contain the web-address of the project website. All partners will provide access to game webpage from their own websites. Brochures and booklets will be published and disseminated to related people and institutions.

Monitoring and Evaluation:
For the monitoring of the project first success indicators will be determined. These indicators will be connected with project activities and results/outputs and will be the basis of the monitoring. These indicators will be followed and analyzed in the regular meetings mentioned below. Another aspect of the monitoring will be the budget-activity correlation. The management committee will be responsible for monitoring of project indicators and budget-activity correlation.

Themes: *** Enterprise, SME
*** Continuous training
** ICT
* Intercultural learning

Sectors: *** Education

Product Types: CD-ROM
website
teaching material
procedure for the analysis and prognosis of the vocational training requirement
material for open learning

Product information:
• Need analysis report of Turkish partners (in English and Turkish – published, cd, mail, web)
• Need analysis report of German partner (in German and English - published, cd, mail, web)
• Report on pedagogical and cultural adaptation of BG (combined with need analysis report) (Turkey’s report in TR and EN, Germany’s report in TR and DE - published, cd, mail, web)
• Turkish, German and Italian versions of new Business Game software
• Adapted and translated versions of BG handbook in TR, DE, IT and EN (published, cd, mail, web)
• Adapted and translated versions of teachers and students guides in TR, DE, IT and EN (published, cd, mail, web)
• Vetsbye project website (in TR, DE, IT and EN)
• Monitoring and evaluation reports (TR, DE, IT, EN - published, cd, mail, web)
• Project brochures in TR, DE, IT and EN

Project Information

Projecthomepage: http://vetsbyegame.com/

Project Contractor

Name:	Zeytinburnu Municipality
City:	ISTANBUL
Country/Region:	Istanbul
Country:	TR-Turkey
Organization Type:	public institution
Homepage:	http://www.zeytinburnu.bel.tr

Contact Person

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Coordinator

Name:	Zeytinburnu Municipality
City:	ISTANBUL
Country/Region:	Istanbul
Country:	TR-Turkey
Organization Type:	public institution
Homepage:	http://www.zeytinburnu.bel.tr

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Partner

Partner 1

Name: Zeytinburnu National Directorate of Education
City: ISTANBUL
Country/Region: Istanbul
Country: TR-Turkey
Organization Type: public institution
Homepage: http://zeytinburnu.meb.gov.tr/

Partner 2

Name: Regional Education Office for Veneto
City: Venice
Country/Region: Veneto
Country: IT-Italy
Organization Type: public institution
Homepage: http://www.istruzioneveneto.it

Partner 3

Name: Müstakil Sanayici ve Adamlar Dernei
City: ISTANBUL
Country/Region: Istanbul
Country: TR-Turkey
Organization Type: association/non-governmental organisation
Homepage: http://www.musiad.org.tr

Partner 4

Name: MAYA Project Management and Consulting
City: ISTANBUL
Country/Region: Istanbul
Country: TR-Turkey
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: http://www.mayaprojeyonetim.com

Partner

Partner 5

Name:	Kompass Zentrum für Existenzgründungen Frankfurt am Main gGmbH
City:	Frankfurt am Main
Country/Region:	Hessen
Country:	DE-Germany
Organization Type:	public institution
Homepage:	http://www.kompassfrankfurt.de

Partner 6

Name:	Business Game Srl
City:	Udine
Country/Region:	Friuli-Venezia-Giulia
Country:	IT-Italy
Organization Type:	SME - small and medium-sized enterprise (up to 250 employees)
Homepage:	http://www.thebusinessgame.it

Partner 7

Name:	Zeytinburnu 100. Yl Vocational School For Trade
City:	ISTANBUL
Country/Region:	Istanbul
Country:	TR-Turkey
Organization Type:	continuing training institution
Homepage:	http://www.100yilatml.k12.tr