



Programma di apprendimento permanente

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**Progetto LLP-LDV-TOI-09-IT-0451
I – CAMPUS**

Interactive learning space to develop enterprise culture and professional skills

ABSTRACT

This project involves the adaptation and integration of innovative contents and results of two LLP Projects (**CIELI and INNOVCOM**), in public and private vocational training, education and business systems in Italy and in Europe (Portugal , Cyprus, Slovakia).

Project aim is adapt, transfer and introduce the methodologies and innovative products for the development of enterprise culture and training of young people, adults, workers, entrepreneurs.

CIELI methodology and INNOVCOM instruments will be integrated and will be available on an **online platform** (accessible by Internet) with updated contents and units in E-Learning. There will be also a **Virtual Campus on Second Life**, where everyone' d meet other users to exchange information on business, to create joint ventures between enterprises (real or simulated), to develop benchmarking activities and do simulations. Using Second Life as a virtual interface will allow you to use the interaction as a training mode without limits of space and time.

It'll be increased the possibility of spread in Italy and in every member country; It'll be pursued the objectives of expanding the targets that will access the educational trainings for the development of enterprise culture and professional skills: - students of high school with enterprise simulation; - university students; - young adults and workers who want to start their own businesses; - entrepreneurs or workers who want to upgrade their professional skills; - educational public and private training that want to develop relations and cooperation with associations category and firms, also with the benchmarking activity.

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In the project, **I-CAMPUS** the CIELI methodology and INNOVCOM tools are integrated into a single training program, that was made accessible to an online platform through Internet, with updated contents and education plans in E-Learning.

In addition to this, the program is available in a virtual campus - **the Active Campus on Second Life**, a three-dimensional interactive environment where users can simulate the launch of their business.

The user enters the Active Campus "Island" to set up a business activity choosing between various default options (delicatessen and fresh pasta shop, hairdressers/ beauty salons/Spas, plant /florist / gift shops, stationery/book shops, clothes shops with its own workshop for clothing available on request, toy shop, car or motorcycle repair shop, laundries with tailoring services, sale and installation of computer and information systems / alarms, furniture: sales, restoration, carpentry).

At the end of the simulation which coincides with the opening and launch of a business, the coordinator / teacher / tutor will be able to continue offering users the possibility to face and resolve situations and case studies.

The main objective of I-Campus in Second Life is to give the user a way to test their knowledge, to help memorize the procedure to follow and to understand the importance of each step. Moreover it helps to understand that there are some steps to follow in a predetermined order and also added to all this is the element of creativity and initiative, and especially the sharing of experiences and collaboration between users. In addition the user will always interact with external influences (see lease, expenses to bear, etc.).

Through this process of simulation we want to create a virtual path that the user must follow to carry out all the operations in the fixed order.

The user can choose for example between different design solutions that he believes could be the winning one to boost his activities, and he will analyze the market environment and exploit the new technologies applied to marketing strategies.

In addition, in order to fully exploit the potential of Second Life, it is important to encourage the "community" factor providing for moments of virtual exchange of "good practice".

And it is possible up to a maximum of 10 people can take part in the simulation at once, this does not mean that exceeded the maximum number the island is no longer available, simply no additional avatar can "play" the simulation. Avatars, participating in simulation groups, can see the progress of the activities of all other groups and also have the opportunity to measure themselves with the others in order to understand their choices and their line of reasoning.

To receive more information or to participate to the simulations in Active Campus, please contact: progettoleonardo@ecipar.ra.it

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