Virtual Reality and Distance Learning

Bologna, 10 December 2012

Prof. Laura Tampieri
laura.tampieri@unibo.it
Researches on the topic

The educational needs of students in P.F.(V.E.) (S.E):

- Challenges in the applicative/practical aspects of Knowledge
- Realization of an active learning process
- Knowing the enterprise working
- Enforcing competencies and knowledge acquired during the course study

http://www.perting.poloforli.unibo.it
Virtual reality

www.secondlife.com; http://slurl.com/secondlife/Kouhun/246/248/54
The role of simulation of enterprises in the educational system

Simulated Enterprise Program

Target: to reduce the educational gap in the qualification of students between HEI and Firm World

http://www.perting.poloforli.unibo.it
## E.S. in Laboratory and SL

<table>
<thead>
<tr>
<th></th>
<th>Enterprise simulation in laboratory</th>
<th>Enterprise simulation in SL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Educational target</strong></td>
<td>To acquire knowledge, competencies, capacities, skills on the activities carried out by a real enterprise</td>
<td>To acquire knowledge, competencies, capacities, skills on the virtual representation of a real enterprise working</td>
</tr>
<tr>
<td><strong>Learning results</strong></td>
<td>What You do is What You Get</td>
<td>What You see is What You Get</td>
</tr>
<tr>
<td><strong>Simulation question</strong></td>
<td>How can we simulate the activities of a real enterprise in a laboratory?</td>
<td>How can we represent the simulated activities of a real enterprise in a virtual platform?</td>
</tr>
<tr>
<td><strong>Area of learning</strong></td>
<td>The laboratory and simulated context of European Network</td>
<td>The entire SL environment</td>
</tr>
<tr>
<td><strong>Teacher targets</strong></td>
<td>Training and education of managerial culture</td>
<td>Training and education of managerial culture</td>
</tr>
<tr>
<td><strong>Participant targets</strong></td>
<td>Learning on how a real enterprise works making simulated profit</td>
<td>Learning on how a real enterprise works making real profit</td>
</tr>
</tbody>
</table>
The PF in Laboratory

- It reproduces in a Laboratory the management of a real enterprise
- The students have the possibility to realize **action oriented learning** with **problem solving** approach
- Application in the frame of TEMPUS projects
- Innovate didactical tools: from the basic Information Communication Technology to the use of the virtual reality
• Virtual enterprise introduced in Economics Faculty of Forlì since 2001
• First practice firm in Italian University
• Perting operates in the informatics sector: trade goods and provides consulting services, like: personnel administration, accounting and enterprise organization
Professional Schools

Technical and accounting schools

Professional schools

Business companies

Universities

Chambers of Commerce

Employers unions

Italian Network *Simulimpresa*
Targets of “Simulimpresa” in project

• Teachers training on the functioning of “Simulimpresa”.
• Providing a tool for the creation of SMEs and a network.
## The international projects supported by Forlì Laboratory

<table>
<thead>
<tr>
<th>Title</th>
<th>Target Place</th>
<th>Programme funding</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network for Post Graduate Masters in Cultural Heritage and Tourism Management in Balkan Countries - CHTMBAL</td>
<td>Albania, Kosovo</td>
<td>TEMPUS JP</td>
<td>2011-2014</td>
</tr>
<tr>
<td>Regional Joint Doctoral Programme in Entrepreneurship and SME Management for Western Balkan Countries - DOCSMES</td>
<td>Albania, Macedonia, Kosovo</td>
<td>TEMPUS JP</td>
<td>2010 - 2013</td>
</tr>
<tr>
<td>Seminario esplorativo sui modelli e metodologie per lo sviluppo imprenditoriale e turistico del basso Volga.</td>
<td>Russia</td>
<td>MIUR - Cooperazione Interuniversitaria Internazionale</td>
<td>2009-2010</td>
</tr>
<tr>
<td>Development and valorization of local systems for innovative SMEs support in Albania, Bosnia and Serbia.</td>
<td>Albania, Bosnia, Serbia</td>
<td>INTERREG-CARDS PHARE</td>
<td>2007-2010</td>
</tr>
<tr>
<td>Implementing ECTS at Kazakhstan Universities</td>
<td>Kazakhstan</td>
<td>TEMPUS SM</td>
<td>2006-2008</td>
</tr>
<tr>
<td>Education and technical assistance for the development of SMEs in Durazzo harbor district</td>
<td>Albania</td>
<td>Ministry of Foreign Affairs – General Directorate for the Economic Cooperation.</td>
<td>2004-2006</td>
</tr>
</tbody>
</table>
The net of simulated units created by Perting

Siberian Business Consulting
2004 – RUSSIA (Novosibirsk)
Consulting Services
TEMPUS project “Life Long Learning Siberian Structure Development”

Women Magazine
2005 – BOSNIA (Sarajevo)
Publishing sector
L.R. project “Social Work and Long Life Learning for weak categories in Bosnia”
Prov. Forlì - Cesena

KK Personal Robe
2004 – ALBANIA (Shkoder)
Textile sector
L.R. project “Education to European Managerial Culture”
Prov. Forlì-Cesena

Exotica Siberian Tourism
2004 – RUSSIA (Novosibirsk)
Tourism Sector
TEMPUS project “Life Long Learning Siberian Structure Development”

Smile Guard
2007 – KAZAKHSTAN (Almaty)
Services
TEMPUS Project “Implementing ECTS at Kazakhstan University”

Elbasan Renaissance Tour
2009 – ALBANIA (Elbasan)
Cultural – Tourism sector
L.R. Project “Start up of professional Education in Elbasan with particular regard to weak categories”

AIVO
2010 – RUSSIA (Astrakhan)
Project MIUR “Exploratory seminar on the models and methodologies for the entrepreneurial and touristic development of low Volga. Interuniversity international cooperation”

NoRisk s.r.l.
2006 – ITALY (Parma)
Consulting Services
Simulated Enterprise Program Europen Network
The process of simulated enterprises’ start up in laboratory

- Participants selection
- Targets and duties assignment
- Definition of Statute and constitutive act
- Registration in Network Europen
- Activities realization
- Job rotation and evaluation
The process of enterprise creation with Simulimpresa

1. Local scenario survey
2. Individuation of participants and training courses
3. Project works
4. Laboratory of enterprise simulation
5. Stage in EU Partners and apprenticeship in the virtual enterprise locally created
6. Real enterprise start up (Partnership or first commitment) in cultural – tourism sector
Support of the Laboratory

• Consulting for the start up:
  – Elaboration of business plan
  – Macro structure designing with the assignment of roles and duties
  – Promotional materials production to be inserted in Perting web site and distributed among local stakeholders
In the Cultural and Tourism Sector: the experience of Elbasan (Albania 2010)

**Mission:**
- Organization of events, travelling and cultural/touristic tour
- Promotion of cultural and historic heritage in Albania and Elbasan region.

**Duration of start up:** 4 days

**Sector:** Cultural – Tourism

**Place:** Elbasan

**Participants:**
1 Instructor; 2 Tutors; 13 Participants
The organizational structure of

- Director
- Secretary
- External Relations
- Marketing area
- Front office
- Administration and Accountability
- Promoter / seller
- Guide / Interpreter
- Management accounting
- Customer supplier / pay
The organization of stages during ERT experience

Practical education for guided visits
The role of Simulated Enterprise in educational system for transition Countries development

- To create a network of collaborations among similar experiences at international level.
- Distance support through Information Communication Technologies on the activities of simulated units but also the concrete activity of start up of real micro enterprises in Transition Countries (business plan, marketing, planning of the organizational structure and business informative system).