



Linguistic and Intercultural Preparation of Students for the work place

a co-operative approach of universities

in the framework of LEONARDO student mobility - Oct. 2005 - Sept. 2007



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| <u>General information:</u> | The project develops pilot measures to improve students' skills and competences for their successful completion of work experiences abroad |
| <u>Partners:</u> | 18 partners from 8 European countries. All partners have been involved in (Leonardo) internships and/or in online linguistic and intercultural courses. |
| <u>Target groups:</u> | Students in Business Studies and related subjects Supervisors and in-service-trainers in companies Counsellors and language teachers at universities |
| <u>Duration:</u> | 24 months (Oct. 2005- Sept.2007) |
| <u>Funding:</u> | The project is co-funded by the European Commission, Community Vocational Training Programme |



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A.) Language and intercultural training

Online course called "language and intercultural training"



Focused on "***key communicative situations in the work place***".

The training concentrates on "***getting it right the first time round***", in order to avoid misunderstandings caused by a weak first impression.

- Collaboration with potential employers and students.
- Identification of key situations and development of an innovative media-based learning community (including interactive media applications)



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A.) Language and intercultural training

Online course called "language and intercultural training"



How will we identify the key situations?

Each station will collect 3 - 5 situations which are relevant to practical training and internships.

How do we record key situations?

New media, photos, graphics and audio information will be collated to illustrate the situation.

A.) Language and intercultural training

How do we analyse key situations and use them for teaching?

From Southern, Western, and Middle & Eastern Europe one typical key situation will be selected for demonstration on video and teaching purposes. We will analyse and teach the verbal, non-verbal and cultural aspects of these situations.



Results of the analysis

Three interactive video modules produced for the project. These video modules and online course available online and on CD - ROM.

Good practice guidelines will be produced: the role of a foreign student in a company.

B.) The "European Twinning module" for working in an SME

Students will be trained as "cultural brokers".



How can students contribute to the work in a company?

In their home countries, the students should get in touch with companies similar to the one they are going to work for abroad.

With this special knowledge, the value of the trainee will be raised.

C.) Cultural guidelines for the target groups

For each geographical area, the project will develop guidelines of good practice. Three different sets of guidelines will be developed.



- Guidelines for enterprise supervisors (in all project languages)
- Guidelines for international offices on how to implement an online course and how to provide course information (in English)
- Good practice guidelines for the students who go abroad in order to work for a company

These guidelines will come with a virtual community where questions concerning the guidelines will be discussed by the project team.

D.) Sample scenario (from the student's point of view)



Marie, a Business student from the University of Umeå (Sweden) is preparing for her 3-month practical training abroad. As part of the application procedure for the program, she enrolls in our LIPS-Online Learning course. After consulting the LIPS-project guidelines, her counselor suggests a challenge to her – an internship in the area of marketing and sales in an optician's shop in Italy. Marie has already worked in England, but the internship in Italy will provide her with access to a completely new culture and language. The optician's shop wants to improve its services for international tourists and got in touch with the LIPS-community of practice.

D.) Sample scenario (from the student's point of view)



Now the LIPS-Online Learning Course begins. Marie gets a short introduction into the course concept by the counselor and logs into the learning platform, where the course is provided. Here she can get in touch with other Leonardo students participating in the program, e.g. Bernd from Germany, who, in turn, plans to go to Sweden and who has contacted her to get first-hand information on the Swedish business culture.

D.) Sample scenario (from the student's point of view)

Special focus on cultural and non-verbal aspects in Italy.



Most of what Marie deals with is new to her, although she has once been in Rome on a 3-week holiday.

D.) Sample scenario (from the student's point of view)



At the end of the module Marie gets the task to analyse a conflicting situation in a company in Sweden.

D.) Sample scenario (from the student's point of view)



Her internship in Italy turns out to be a great success. On the basis of her online course she has been able to make valuable contributions to the strategy of the Italian shop to attract tourists as potential customers. In turn, one of the young employees of the Italian optician's shop has learned a little Swedish from Marie and is planning to visit Marie in Sweden ...



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E.) Main Action Phases of the project:

- Oct 05 – Feb 06 Specification of requirements of target groups and participating organisations and identification of the “key communicative situations in the work place” (Needs and Framework Analysis - Work Package 3: Umeå University)
- Nov 05 23/24 First Plenary Project Meeting in Remagen, Germany (followed by Managing Cultural Diversity Seminar (25/26/27) Hosted by Project Coordinator University of Applied Sciences, Koblenz)
- Mar 06 – Aug 06 Design specifications (Concept and Design of Online Course Modules - WP4: inter.research)
- Apr 06 – Sep 07 Development of learning materials (WP5: Mykolo Romerio University)
- Sep 06 – Aug 07 Test Run of Online Course Modules (WP6: Pecsí Tudományegyetem)
- Sept 07 6-9 Second Plenary Project Meeting in Brussels, Belgium. Hosted by Partner “Jeune Entrepreneurs”