



CEN-EAST - Reformation of the Curricula on
Built Environment in the Eastern Neighbouring
Area



DOCSMES - Regional Joint Doctoral
Programme in Entrepreneurship and SME
Management for Western Balkan Countries



Virtual Reality and Distance Learning

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Researches on the topic

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- Bianchi M., Tampieri L. (2010), *“La Simulazione della creazione d'impresa attraverso la stabilizzazione dei rapporti clienti e fornitori”*. Intervento al XI WOA Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale “Creatività, Incertezza e razionalità Organizzative”, 17-18 Giugno 2010, Bologna
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- Tampieri L. (2011) *Second Life and enterprise simulation in SME's start up of fashion sector: the cases ETNI, KK Personal Robe and NFP*, in D'Atri A., Ferrara M., George J.F., Spagnoletti P (eds), Information Technology and Innovation trends in organizations, Physica-Verlag, Springer (pp. 523-530).
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- Bianchi M., Tampieri L. (2012) *Simulated Management in the start up of new Public Organizations. The case of AIVO, Agency for the Governance of the Volga River*. Paper submitted to RUC Sunrise Conference, October 29-31 2012.
- Bianchi M., Tampieri L. (2012) *Effects of networking activities by Internet on the creation of a business network. Experimental results of Simulimpresa laboratory*. itAIS 2012 IX Conference of the Italian Chapter of AIS “Organization change and Information Systems: Working and living together in new ways”. Università Cattolica del Sacro Cuore, Roma (Italy), Sept. 28th and 29th, 2012 Proceedings, pp. 1-8
- Tampieri L. (2012) *Second Life as Educational Space for the Simulation of Enterprises' Start Up and for Managerial Culture Development*, in Nada Bates-Brkljac (Ed) Virtual Reality, ISBN: 978-1-61470-246-7, NOVA Science Publisher, NY, USA, Chapter 1 (pp. 1-49).

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





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





E.S. in Laboratory and SL

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



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
- Pertin operates in the informatics sector : trade goods and provides consulting services, like: personnel administration, accounting and enterprise organization



Italian Network *Simulimpresa*

- ✓ Professional Schools
- ✓ Technical and accounting schools
- ✓ Professional schools
- ✓ Business companies
- ✓ Universities
- ✓ Chambers of Commerce
- ✓ Employers unions





EURO PEN

...makes things happen!



Targets of “Simulimpresa” in project

- Teachers training on the functioning of “Simulimpresa”.
- Providing a tool for the creation of SMEs and a network.

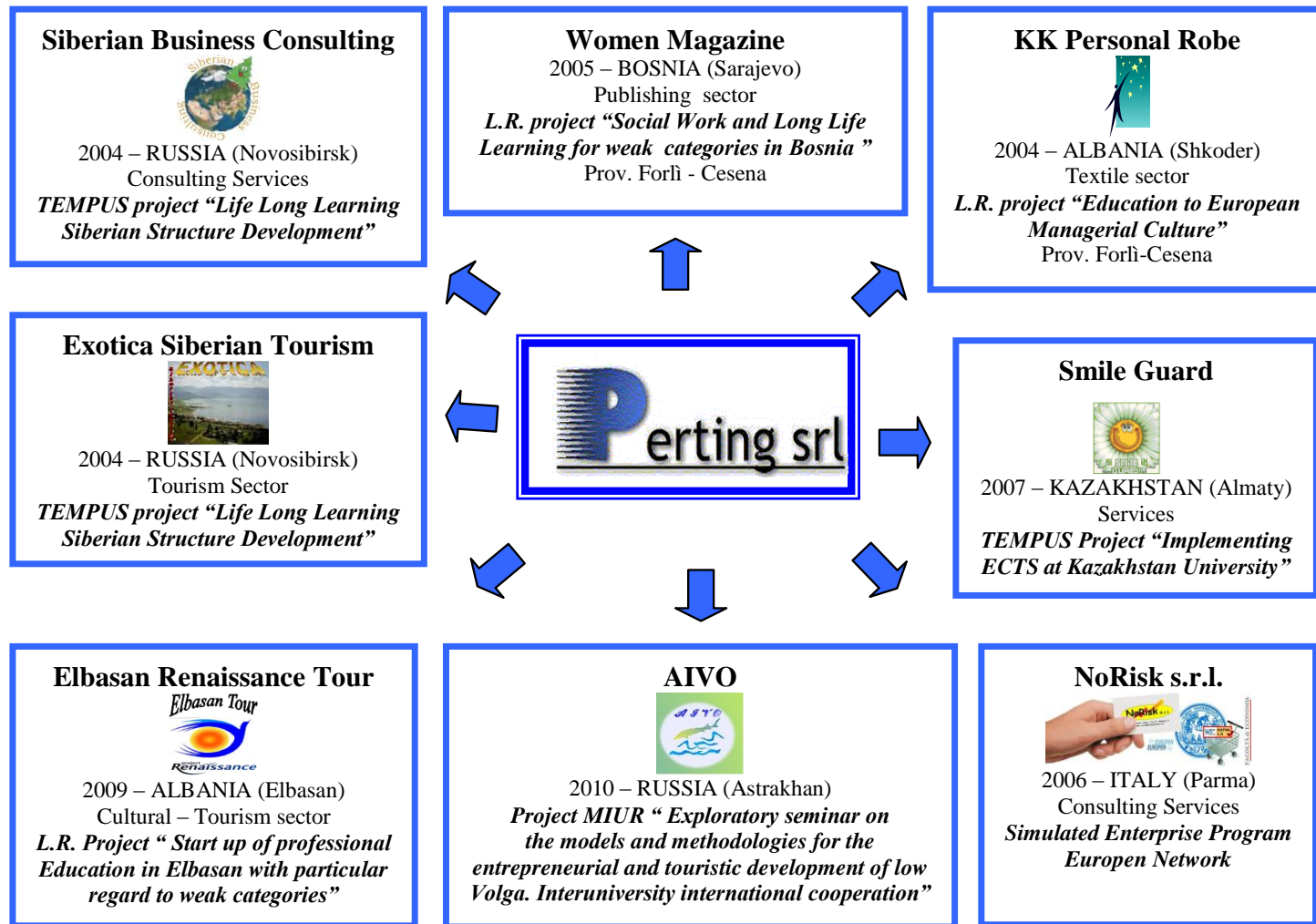


The international projects supported by Forlì Laboratory

Title	Target Place	Programme funding	Year
Network for Post Graduate Masters in Cultural Heritage and Tourism Management in Balkan Countries - CHTMBAL	Albania, Kosovo	TEMPUS JP	2011-2014
Regional Joint Doctoral Programme in Entrepreneurship and SME Management for Western Balkan Countries - DOCSMES	Albania, Macedonia, Kosovo	TEMPUS JP	2010 - 2013
Seminario esplorativo sui modelli e metodologie per lo sviluppo imprenditoriale e turistico del basso Volga.	Russia	MIUR - Cooperazione Interuniversitaria Internazionale	2009-2010
Development and valorization of local systems for innovative SMEs support in Albania, Bosnia and Serbia.	Albania, Bosnia, Serbia	INTERREG-CARDS PHARE	2007-2010
Implementing ECTS at Kazakhstan Universities	Kazakhstan	TEMPUS SM	2006-2008
Start up of professional education in Elbasan region with particular regard for weak categories.	Albania	Project Emilia-Romagna Region Law 24 June 2002, n. 12	2007-2009
Informatization of public transport services for a sustainable development in Tirana.	Albania	Cultural and Scientific Cooperation Programme	2005-2007
Life Long Learning: Siberian Structure development	Russia	TEMPUS JP	2004-2006
Education and technical assistance for the development of SMEs in Durazzo harbor district	Albania	Ministry of Foreign Affairs – General Directorate for the Economic Cooperation.	2004-2006

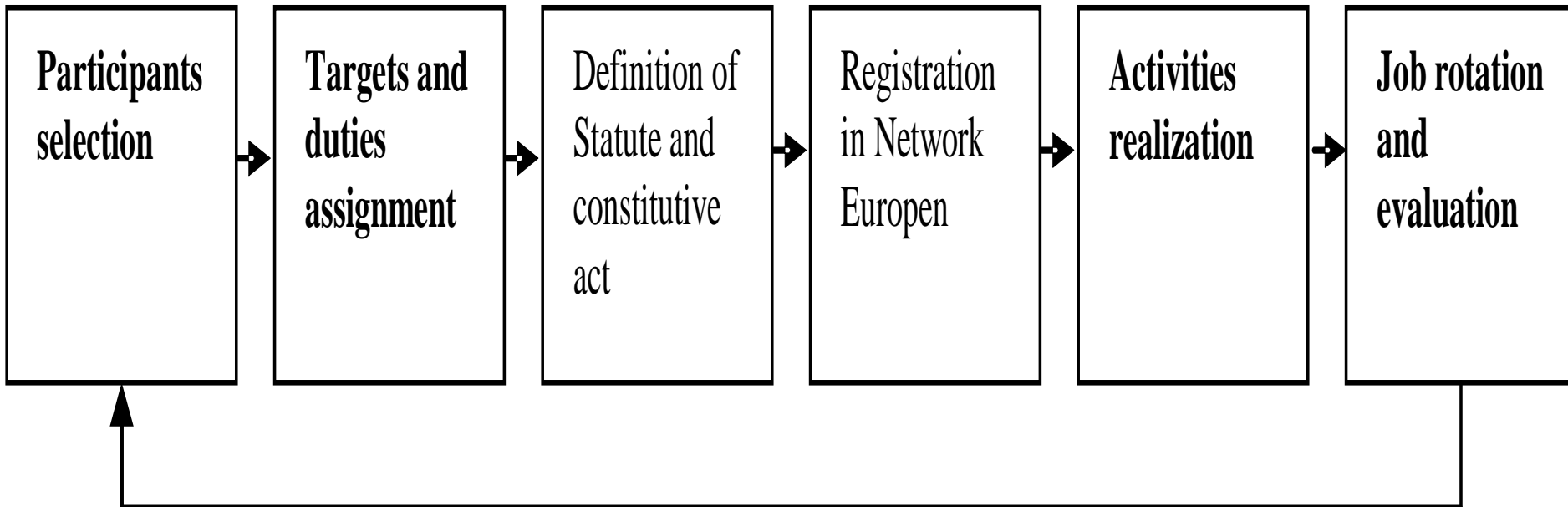


The net of simulated units created by Perting



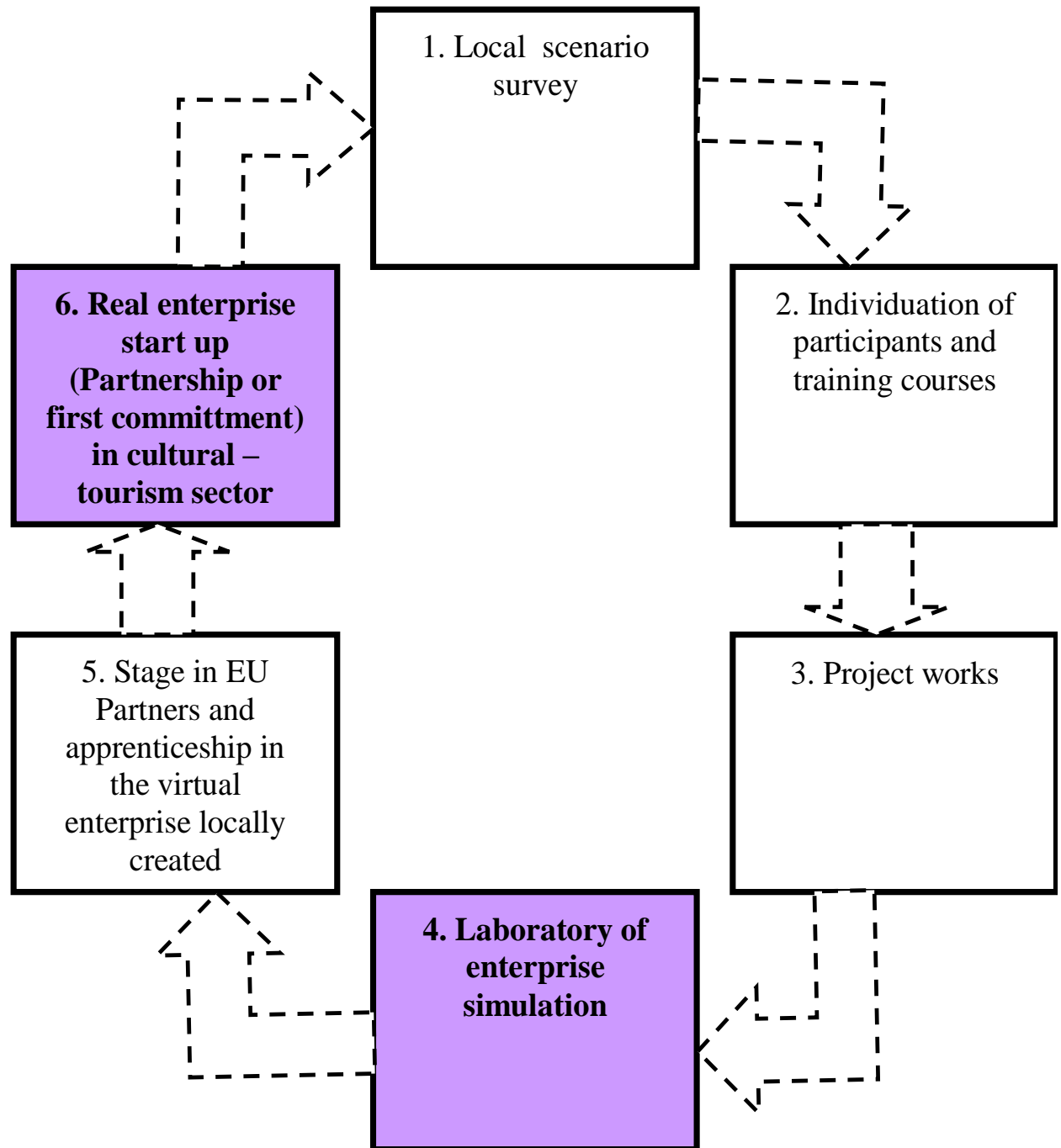


The process of simulated enterprises' start up in laboratory





The process of enterprise creation with Simulimpresa





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**

**1 Instructor;
2 Tutors; 13
Participants**

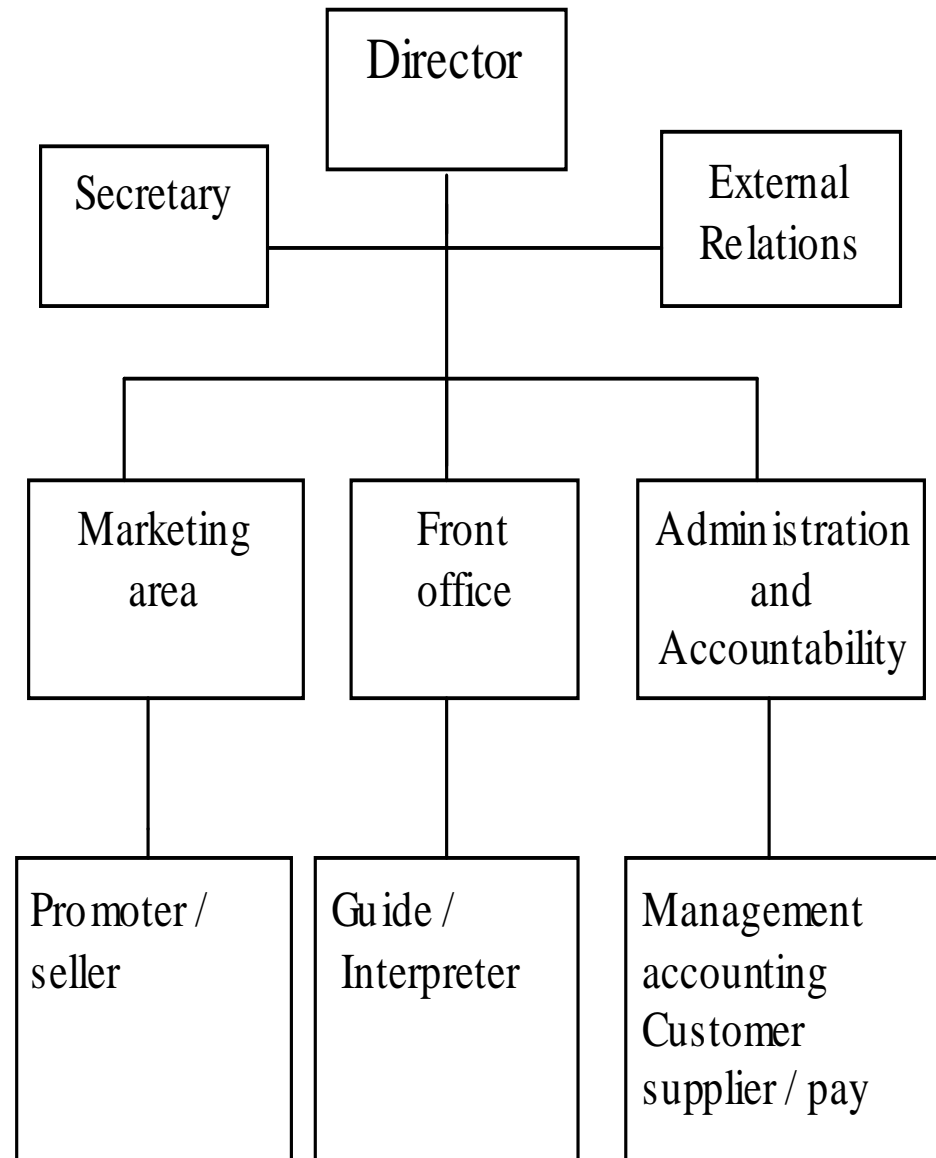


**Sector:
Cultural –
Tourism**

**Place:
Elbasan**



The organizational structure of





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).