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# S.PLA.S.H - SALES PLATFORM STUDIES FOR HIGHER EDUCATION

KA2 – STRATEGIC PARTNERSHIP IN THE FIELD OF HE

2020-1-IT02-KA203-079882



# INTELLECTUAL OUTPUTS

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PROFILE  
AND  
PROGRAM DESIGN

E-LEARNING  
PLATFORM  
ANALYSIS

INTERACTIVE  
VIDEO AND NARRATIVE  
BRANCHED SCENARIOS

TESTING AND  
ONLINE SALES  
COMPETITIONS



2020-09-01

2021-01-01

2021-07-01

2022-10-01

2021-01-31

2021-10-31

2022-09-30

2023-08-31

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## IOI - PROFILE AND PROGRAM DESIGN

The starting point is a COMMON RESEARCH in the contexts of the partnership, UPDATING THE RESEARCH ON TRAINING DEMAND AND OFFER. In part this research was carried out in the realization of the first intellectual output of the INKAMS project, it is therefore intended to update it WITH A PARTICULAR FOCUS ON THE THEME OF INTERNATIONAL SALES AND DIGITAL SELLING.

Once the gaps have emerged and after an active comparison through the representation in the field through focus groups or in depth interviews in the territories of the partnership, will be created the draft of the course based on blended learning method.

The blended learning method combines the use of e-learning platforms and the social learning theory for higher education as simulations of real work situations and competitions.

# IOI - PROFILE AND PROGRAM DESIGN

Within this output the TRAINING SCHEME will be created and in particular it will be structured in terms of:

- topics,
- learning outcomes and skills,
- number of hours of study on the learning platform
- methods and duration of online sales competitions.

## IO2 - E-LEARNING PLATFORM ANALYSIS

In this IO, different platforms on sales education will be analyzed by the partnership (in terms of usability, content and level of engagement). Existing gaps will be identified and, if possible, feedback will be shared with the owners of the e-learning platform and a vademecum will be created for their adaptation to the needs emerging from the analysis of the IO1 research.

The aim of this IO is to study digital platforms suitable for university use and test its use in sales education in international contexts at universities.

The purpose of this work package is twofold: to study different digital platforms and their use for university teaching and lifelong learning purposes but also to be tested in order to underline the importance of digital sales tools for students and overcome the uncertainties and fears related to the digital reform.

## IO2 - E-LEARNING PLATFORM ANALYSIS

The target groups of this IO are students whose training will be oriented to a transition from the traditional to a platform-based type, European universities interested in increasing their training offer in the field of international sales and companies interested in continuous training the staff through e-learning methodologies.

After the identification of the e-learning platforms in the previous Intellectual Output, these will be studied and from 1 to 3 e-platforms will be selected to be used, tested and piloted in the latest intellectual output.

# IO2 - E-LEARNING PLATFORM ANALYSIS

The work will be coordinated by TAMPERE UNIVERSITY.

2.1 Identify the criteria for the analysis of the e-learning platforms that host courses on the subject of sales, presumably it will be qualitative criteria such as:

- usability and accessibility of the platform;
- knowledge and skills of the training process;
- comprehensibility of what is exposed in the course;
- applicability of knowledge and skills;
- verifying learning methods;
- if available, the satisfaction already expressed by learners towards the training process and the way in which it is carried out will be analyzed the number of users who have already completed the path compared to those who have instead interrupted it.



## IO2 - E-LEARNING PLATFORM ANALYSIS

2.2 Conducting the analysis according to common criteria, verifying the correspondence of the contents treated with what emerged from the analysis in the Intellectual Output I.

2.3 Manual for the adaptability of the platforms to the training needs emerged.

## IO3 - INTERACTIVE VIDEO AND NARRATIVE BRANCHED SCENARIOS

The IO foresees the implementation of a series of interdependent activities:

- Content processing;
- OER development;
- Design and Development of narrative branched scenarios.

The OERs will be developed as interactive video training pills, which combine entertainment and learning and increase the involvement of learners (immersive education), maximizing the effectiveness of learning even after the end of the project.

The learning content will be delivered using a form-actor shot inside the Green Room, using Chroma Key techniques combined with motion graphics or with the application of virtual 3D environments. Thanks to the presence of keywords that appear on the video, the user will be able to interact interactively with a click to consult the additional in-depth materials made available to him in different formats (PDF, links to videos or external websites, interviews with stakeholders etc.)

## IO3 - INTERACTIVE VIDEO AND NARRATIVE BRANCHED SCENARIOS

The materials created will be usable through the CONFORM (erudire.it) Moodle platform with the application of the TIN CAN tracing functional to the issue of open badges.

UNIVPM, as coordinator:

- will verify the respect of the times of realization of the single activities required by the TASK
- will check the response of the solutions adopted to the needs shared with the partnership
- will resolve any problems

## IO3 - INTERACTIVE VIDEO AND NARRATIVE BRANCHED SCENARIOS

- 3.1 DRAFTING OF THE FEASIBILITY STUDY (Conform, as technical responsible of the IO)
- 3.2 PREPARATION OF THE STORYBOARD FOR THE ELABORATION OF THE CONTENT (Conform)
- 3.3 ELABORATION OF THE CONTENTS OF OER (Partner Universities)
- 3.4 REALIZATION AND RELEASE OF INTERACTIVE TRAINING VIDEO PILLS (Conform)
- 3.5 DESIGN OF GAMIFIED SCENARIOS (Conform)
- 3.6 DEVELOPMENT OF THE GAME CONTENT (All Partners, coordinated by UNIVPM)
- 3.7 CREATION OF THE SCENARIOS (Conform)

# IO4 - TESTING AND ONLINE SALES COMPETITIONS

Due to the innovative nature of the training course, this will be tested on a panel of 65 (20 IT, 15 AT, 15 FI, 15 DK) university students.

Tangible outputs of this phase will be:

- collecting feedback from participants;
- realization of the online sales competition;
- narrative report that can guarantee the replicability and transferability of the model to other contexts.

# IO4 - TESTING AND ONLINE SALES COMPETITIONS

4.1 Definition of the selection criteria for participants in the testing and launch of the call

4.2 Elaboration of the feedback questionnaires to be administered to the beneficiary learners

4.3 Testing the route. During this phase the partners:

- will collect real work situations from companies, analyze them and choose which one to implement in the online sales competition;
- support the beneficiaries during the entire testing phase;
- organize the online sales competition involving the students and companies that will take part in it;
- evaluate the results achieved by the students;
- administer and analyze the feedback questionnaires;
- prepare the national narrative report.