

Moodle in a Cross-Cultural Project

Christine Dülfer

March 13, 2008

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Agenda

- About the Project
 - Objectives and Participants
 - Project Task and Employers
 - Project Overview (2007/08)
 - Evaluation of Students' Performance
- Why do we moodle?
- Moodle Workspace: Topic Outline
- Q & A

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The project

- was designed by Duane Green and Christine Dülfer (spring 2005)
- covers most of the basic principles of marketing
- VLE
 - 2005/06: lo-net
 - 2006/07: WebCT
 - 2007/08: moodle



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Objectives

- understanding of the basic principles of marketing
 - market research
 - marketing ethics
 - buyer behaviour
 - marketing mix
- team work
- interaction in English (German trainees)
- work experience (UK students)

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Participants

-  Students from Sir George Monoux College, London (BTEC National)
-  Students from Berufliche Schulen Korbach und Bad Arolsen (trainees: industrial clerk)
-  German companies (15 manufacturers in the Korbach area)
-  Teachers from both colleges

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Project Task

German manufacturers from the Korbach area would like to launch their products on the UK market.

Students develop a marketing strategy (marketing mix) for these products.

Students work in teams; each team consists of students from London and Korbach.

Language: English

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Products

2005/06 HEWI: lever handle 111XAR01.130
Almo: Omnican syringe
Horizont: hobbygard kit



2006/07 Mauser Care furniture solution
Essex Nexans: fine wire
Continental AG: industrial hoses

2007/08 HEWI: "Soft Touch" door handle
HEWI: Sanitary Accessories 805
Wilke Wurstwaren: Dynamax
Weidemann: Hoftrac 1250 CX



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Project Overview



November 2007: Workshops at Sir
George Monoux College, London



November 2007 - April 2008: Teams
develop marketing strategies



April 2008: Workshops in Korbach and
final event

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November 2007: Workshops at UK college

German students present the German
employers and respective products
Session on team work (team work experiment,
Tuckman model)

Team building, team roles, team contracts
Teams develop action plans

Introduction: Moodle

Market research (City Business Library)

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Introduction: Moodle



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November 2007 – April 2008



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General Forums

Forum	Description	Discussions	Subscribed	RSS
HEWI G-UK	Soft Touch	3	No	
HEWI HERDES	Sanitary Accessories 805	1	No	
News Forums	General news and announcements	6	Yes	
Red Power	Hoftrac 1250 CX	1	No	
Teamwork F.G.E.	Hoftrac 1250 CX	3	No	
The Door Handles	Sanitary Accessories 805	4	No	
VERSATILE	Dynamax	1	No	
Wilke Ambassadors	Dynamax	2	No	

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April 2008: Workshops at German college

Team building activity (rock climbing)
In-company work experience
Teams prepare and rehearse presentations
Final event
Guided tour of an industrial site
Party at King's
Evaluation



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Evaluation of students' performance:

Presentation of companies (German trainees)
Workshops
Action plans (to be handed in by all teams)

Participation in class
Activity reports and deadlines (Moodle)
Assignments 1 – 6 (Moodle)

Report on in-company work experience (UK students)
Final report and presentation

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Why do we moodle?

Communication	Administration
File-sharing	Activity reports
Chat	Assignments
Calendar	Grading
News forum	Evaluation
Support	Money
Online-Tasks	That's why we moodle!
Feedback	

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Moodle Workspace: Topic Outline

Course Information / Forums
1 Course Documents
2 Activities
3 Assignments
4 Books & Resources
5 Web Links
6 Exams
7 Pictures

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Screenshot of the Moodle workspace showing the Assignment 2 page. The page displays a list of assignments with columns for Topic, Name, Assignment type, Due date, Submitted, and Grade. The assignments are:

Topic	Name	Assignment type	Due date	Submitted	Grade
3	1. Product - Journal of Innovation	Advanced uploading of file	Thursday, 4 December 2007, 12:00 AM		
	2. Market Research - Use of Internet	Advanced uploading of file	Wednesday, 20 December 2007, 08:00 PM		
	3. Pricing - Use of Internet	Advanced uploading of file	Wednesday, 20 February 2008, 08:00 PM		
	4. Distribution - Journal of Innovation	Advanced uploading of file	Monday, 25 March 2008, 11:00 PM		
	5. Customer and Marketing - Journal of Innovation	Advanced uploading of file	Monday, 25 March 2008, 11:00 PM		
	6. Final Report including Conclusion and Presentation (in Korbach, Germany)	Advanced uploading of file	Wednesday, 27 April 2008, 08:00 PM		
4	Please upload your team's final report	Upload a single file	Wednesday, 27 April 2008, 08:00 PM		
	Please upload your team's presentation	Upload a single file	Wednesday, 27 April 2008, 08:00 PM		

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What our students say about the project:

"We improved our abilities in project-management and team-work. ... The presentation itself helped us to improve our confidence and to act professional in a formal environment. It was an interesting project and we hope that we won't lose the contact to our new friends."

**Sarah Iske, Ramona Schiller,
Steffen Bieker, Adam Gaffar,
Muhammad Zahir Mapara
(Project 2006/07)**

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What our students say about the project:

"It was a pleasure to be on this project and we loved every minute of it, plus we learnt a lot."

**Michael Stützle, Stefan
Dreier, Abdul-Kadir
Mohamed, Mark Bown,
Rose-Marie Wijeraten
(Project 2006/07)**

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My team:
Duane Green
(since 2004)
Christoph Lauer
(since 2005)
Wasif Minhas
(2005-2007)
Esmie Lee
(since 2007)

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Literature

Frank Heyworth: A Guide to Project Management. European Centre for Modern Languages. Graz, 2002.

Gemma Hallam/Katherine Reed: AS-Level Business Studies. Coordination Group Publications Ltd. Kirkby in Furness, 2004.

Andrew McAuley: International Marketing – Consuming Globally, Thinking Locally. John Wiley & Sons, Ltd. Chichester, 2001.

Roger Beard/Susan Hoxley: Edexcel Level 3 BTEC Nationals in Business Specification. Edexcel Limited, 2006.

Rahmenlehrplan für den Ausbildungsberuf Industriekaufmann/Industriekauffrau. Beschluss der KMK vom 14.06.2002.

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Weblinks

Information on Moodle and free download:

<http://www.moodle.org>

Pädagogischer Austauschdienst:

<http://www.kmk-pad.org>

Berufliche Schulen des Landkreises Waldeck-Frankenberg in Korbach und Bad Arolsen: <http://www.berufsschule-korbach.de>

Sir George Monoux College, London:

<http://www.george-monoux.ac.uk>

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Berufliche Schulen Korbach und Bad Arolsen
- Kaufmännische Abteilung -

Kasseler Str. 17

34497 Korbach

tel. +49 5631 914848

fax +49 5631 914849

Christine.Duelfer@arcor.de

Christine Dülfer, Project Manager

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