

Learning English through Practice Enterprise Methodology, Samples of Best Practice from PELLIC. Practice Enterprise for Language Learning & Intercultural Communication

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Abstract

Today's work force needs practical language and intercultural communication skills relevant to the workplace in order to enhance competitiveness within Europe.

The Practice Enterprise Methodology used in the PELLIC project provides a virtual learning space where students can practice business communication skills in English within a Practice Enterprise environment. A pilot training has been successfully carried out on a virtual learning environment.

The Practice Enterprise pedagogy promoted by PELLIC [1] gives learners the opportunity to develop their business language skills by setting up and running virtual companies, interacting and trading with other practice enterprise companies in different countries. Learners can access language lessons within the VLE whenever they need them to support a number of business activities.

- Writing a business plan and starting up a company
- Planning a company website
- Developing a marketing plan
- Advertising and marketing products
- Making arrangements for meetings, sales visits and exhibitions
- Sales presentations and negotiations
- Sending business letters and e-mails
- Making business phone calls
- Running of and participating in meetings
- Writing reports, minutes of meetings and other business documents.

Project materials are designed for blended learning but allow for different combinations of online and face-to-face learning. As one of the latest developments SecondLife® was integrated as a platform for exhibitions and marketing goods. [2]