Abstract

The principal objective of this tutorial is to explore existing solutions designed to stimulate business entrepreneurship and develop best practice strategies for their use in this area.

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games; serious games; learning; context; design; workshop; mobile learning.

1. Overview

This tutorial is the third of a series of tutorials dedicated to serious games: the previous two will be held at the I - KNOW conference in Graz and at the EC TEL conference in Saarbruecken, both in September 2012. It will entail several interactive sessions, where participants will be actively involved in playing games, analyzing them and discussing. The tutorial will also include some invited guest speakers to present different perspectives on what skills and attitudes need to be developed in the context of entrepreneurship and how this is currently being done. Through these different stimuli, participants will get an insight about how to set up a game concept and how to define their needs for games. After this tutorial a handbook about the use of serious games for training will be put together in digital format, containing results of all three events.

2. Format

The tutorial will be structured along the following program:
9:00 – 9:30 Plenary introduction with example videos and stills of existing games (David Wortley)
9:30 – 10:00 Discussion on approaches and strategies of games shown and their perceived outcomes and effectiveness (moderated)
10:00 – 10:15 Training Skills for Entrepreneurs: The perspective of the industry (Roberta Gagliardi)
10:15 – 10:30 Skills, Entrepreneurship and PMI (Gianmarco Antonelli)
10:30 – 11:00 coffee break
11:00 – 13:00 Breakout sessions with small teams playing selected games (supported). During this activity each group will perform an analysis of games based on
- Engagement level
- Suitability for target group
- Effectiveness for stimulating entrepreneurship
- Recommended usage e.g. stand-alone, tutor facilitated, peer group learning
13:00 – 14:30 Lunch
14:30 – 15:00 Breakout group reporting back (moderated)
15:00 – 15:15 Results from two previous tutorials (IKNOW and EC TEL 2012) (Lucia Pannese)
15:15 – 15:30 Skills for Entrepreneurship: a new digital approach (GianLuca Giovannucci)
15:30 – 16:00 coffee break
16:00 – 16:30 Best practices from different countries (Ian Cummings)
16:30 – 17:30 Plenary discussion on best practice strategies and game concept “Entrepreneurship, Policy and Practice” – conclusions (moderated)

3. Outcome

The discussions, the hands on activities and the group sessions aim to put together the best practices and ideas that have been analyzed and collected during the day to collaboratively produce a game concept for learning about entrepreneurship policy and practice. This collective exercise will give participants some insights how to define their needs for games and how they could use these. Participants engaged in this tutorial should gain a better understanding of the role of serious games for stimulating and developing entrepreneurship and the practicalities of designing and commissioning such games.

4. Guest Speakers

- David Wortley, independent expert in digital technologies and serious games
- Roberta Gagliardi, Confartigianato Lombardia: Training Skills for Entrepreneurs
  - Confartigianato Lombardy is the most representative organization of craftsmanship and SMEs in Lombardy and it is the biggest among the 20 regional federations in the national system of Confartigianato. This presentation highlights how a territorial organization is introducing serious games to train entrepreneurial skills for people who are already entrepreneurs of their craftsmanship organizations.
- Ian Cumming, ETF Europe
- Gian Luca Giovannucci, president EUCA: Skills for Entrepreneurship: a new digital approach
- Gianmarco Antonelli, PMI Emilia – Romagna

5. Moderators

The discussions, the hands on activities and the group sessions will be facilitated by David Wortley, independent expert in digital technologies and serious games; Lucia Pannese, CEO imaginary srl; and Stéphane Chaudron, learning methodologist.