



Newsletter #03

Play4Guidance - A European Business Game to train and guide students and young unemployed on entrepreneurial, transversal and mathematical skills

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Be an entrepreneur for a day!

How to learn basics of entrepreneurship playing the role of a Business Manager

The mechanisms of competition and gaming applied in work contexts favor the learning of complex skills. For example, in the case of the Business Game, the game participants manage a simulated company in which they make decisions, take action and review their effect. As in real life, the skills needed to "win" are related to the analysis of situations and quick decision-making. Moreover the ability to collaborate with a group plays an important role in managing complex business situations.



An example of this kind of application of "serious game to learn" is the LIUC University Business Game called: "Manage Your Own Company".

The Business Game "Manage your own company" is a simulation game between teams, where each team has the task of managing their own business

competing with the other in a market. The Business Game simulates a market of manufacturing companies, which operate by transforming raw materials into finished products, and are in indirect competition for acquisition of scarce resources upstream, in the process of acquisition of raw materials

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into finished products, and are in indirect competition for acquisition of scarce resources upstream, in the process of acquisition of raw materials from suppliers, and downstream, trying to sell the finished products to customers.

When you play you learn, even as adults

The aim of the game is to maximize the value of the company, assessed in terms of operating margin, recruitment policies, and the growth rate of investment and the financial results of

the company itself.

The game is divided into rounds, each round simulates a month of the company's activities and the market. Players make decisions during each round/month and analyze results / effects in the next one. Each year more than 1,000 participating students from secondary schools all over Italy are organized into teams of 4/5 members each. In the final, which is held on campus at LIUC University, the top 50 ranked teams are involved.

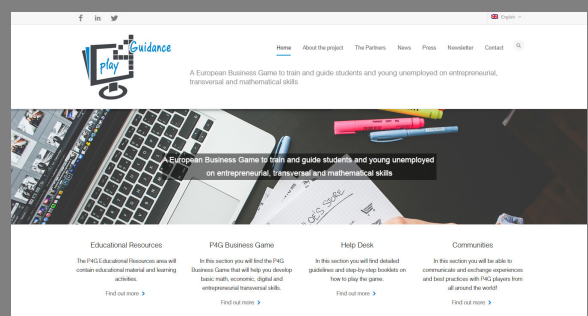


How many competences can you develop with the P4G business game? Take a look and get ready!

Preparations for the Play4Guidance national conferences

DCU have been preparing for the national conferences to take place towards the end of 2015. The conferences will be held on the DCU campus and will seek to raise awareness of the Play4Guidance project and the uses and benefits of the Business Game. We have planned to invite researchers and industry experts to discuss the potential of game-based learning, entrepreneurship education and digital soft skills during the conference. We anticipate that the conferences will provide opportunities for project dissemination and potential recruits for the pilot phase of the project in 2016. Included among the invitees are the national voluntary organisation for employment Communities Creating Jobs, ACCESS school representatives, career advisors, industry experts, business and transition year teachers, and college lecturers and researchers. At the same time, Greek partners NKUA and Science View are also being prepared for the national conferences to be held in Greece towards the end of 2015.

Don't forget to visit the updated P4G website, where you'll soon be able to experience to P4G Business Game, communicate and exchange experiences and best practices with P4G players from all around the world! gain access to rich educational material, find detailed guidelines and step-by-step booklets on how to play the game.



From Game to Guidance

Converting the Business Game in an evaluation system

The LIUC BG "Manage your own company" is a simulation game, where each team has the task of managing, from a strategic point of view, a company (your own company!) that is competing with other teams in a market. In order to win the game you (the team) have to reach the highest value of the company. After much experience with this game we can say that when a team wins each participant develops several skills during the game such as Learning by Doing, Team work, System Thinking, Critical analysis skills, Collaborative skills, Basic managerial, entrepreneurial and mathematical skills.

This is our starting point: a Business Game that helps to develop some particular skills. P4G is the chance to take a step forward: we will use the BG to assess and evaluate business competences! The pedagogical approach of the P4G project, in fact, is achieved by taking a multi-disciplinary approach to examine a set of principles which are considered from social-cultural approaches, psychological principles, gaming experiences and the technological point of view. After taking part in P4G, we expect participants to be aware of the complexity of business reality. They will understand what managing (or running) a business means and what kind of skills are needed. The P4G Business Game is an opportunity, for players, to have practical experience of managing a business and to measure the impact of this experience at European level.

To go on it is important, at this point, to accurately understand what the essential entrepreneurial competences and skills are. For this reason the partnership carried out a real competences assessment at European level using 3 principal tools: Literature review, Focus groups and Survey. Summarizing this process, we can say that the P4G partnership combined these three methods to be able to

- 1) capture the state of the art,
- 2) explore (emerging) competences in the domain,
- 3) prioritize competences and 4) create



recommendations for the business game development.

At this point we had all the elements we needed but, designing simulation for learning and designing simulation for assessment are very different and the move from simulation to simulation-based assessment is particularly challenging! Principles and tools needed to create valid assessment in simulation environments are not the same as those required to build simulations (or even to use them for learning). Designing simulations for *learning* requires focusing on the features of situations that provoke/ elicit the targeted knowledge and skills. Designing simulations for *assessment* requires focusing on the knowledge and skills provoked by a specific situation and evaluating how they were provoked/ elicited, what was the response, what were the results. So the partnership de-

ecided to use the Evidence Centered Design (ECD) to have a conceptual design framework. In fact, ECD provides a conceptual design framework for the elements of a coherent assessment; the design framework is based on the principles of evidentiary reasoning and the exigencies of assessment production and delivery. So we designed the assessment part of the P4G- BG in this framework in order to ensure that the way in which evidence is gathered and interpreted is consistent with the underlying knowledge and purposes that the assessment is intended to address.

So now we have something completely new! The P4G-BG is not only a Business Game but also a powerful guidance tool and we will finalize it shortly during the pilot phase.

People who are curious about the economic and managerial world, but do not know anything about it, can directly go through a simulated experience first hand with the P4G-BG. They will be able to measure themselves with typical actions and thoughts of the everyday life of an entrepreneur. At the end of the pathway, furthermore, they will be able to understand, if they like this kind of job, and if they have the essential entrepreneurial skills.

So the P4G-BG is about to become a tool to support guidance centres and job centres for skills evaluation, guidance and training thanks to its assessment features.

Companies, SMEs, employment centres, etc. will have the chance to use it very soon.

In 2016 several Pilot sessions (one in every country) will take place. All the participants of the pilot project will understand in detail how to use the PLAY4GUIDANCE Business Game for evaluation and guidance purposes; and they will all have a lot of fun! (it's a game don't forget!!).

News in brief



■ From 18 to 20 of September 2015 Play4guidance was at the jamtoday.eu gamejam in Milan, hosted by Museo della Scienza e della Tecnologia. An 48 hours event with non-stop gaming and creation of new games. The topic of the from 18 to 20 of September 2015 was Food for Health! On Friday 18 September P4G participated some interesting seminars in italian language. (Picture below by [jamtodaymilano/ The Game Machine](http://jamtodaymilano.com)) More info: jamtodaymilano.wordpress.com/



■ P4G visited Barcelona between 9-12 June 2015 to participate in the EDEN 2015 Annual Conference. P4G's Stefano Menon of FPM shared ideas and opportunities about the possible synergies among European projects. The European Distance and E-Learning Network - EDEN, shares knowledge and improves understanding amongst professionals in distance and e-learning and to promote policy and practice across the whole of Europe and beyond. The P4G presentation: <http://www.slideshare.net/stefanomenon/eden2015-barcelona-synergyp4g>

NetWBL invited Play4Guidance as a good practice

NetWBL, the European thematic network on Work Based Learning invited Play4Guidance at both the national conference in Italy (05 June 2015) as a good practice and the "2nd European Monitoring Conference NetWBL Work Based Learning TOOLKIT goes live!" (1-2 October 2015, Vilnius - Lithuania).



It was a pleasure for us to have the opportunity to present and discuss the project in such an important context. We have talked with teachers, managers, business associations, educational agencies... and at the end the most important outcome for us is the awareness that P4G Business

Game has the potential to be widely used in many scenarios. We are working to make it real.

More information about NetWBL: <http://smpf.lt/en/netwbl-conference>

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