Project Deliverable

Project Number:	Project Acronym:	Project Title:
305532	Health-2-Market	From Health Research to Market - Advanced Services and Training Actions for the IPR Management and Business Exploitation of the EU-funded Research results in Health/life sciences

Instrument:	Thematic Priority
COORDINATION AND SUPPORT ACTION	HEALTH

Title
D3.2 Definition of e-learning infrastructure

Contractual Delivery Date:	Actual Delivery Date:
Month 6	Month 6

Start date of project:	Duration:
September, 1st 2012	36 months

Organisation name of lead contractor for this deliverable:	Document version:
Europa Media Non-profit Ltd	Final

Dissemination level (Project co-funded by the European Commission within the Seventh Framework Programme)		
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

Abstract :

This document describes the infrastructure plan of the Health-2-Market e-training that will provide standalone services as well as supplement the face-to-face trainings. It covers the description of the planned platform, provided services, teaching tools, monitoring and schedule of implementation.

Authors (organisations) :

Maria Toth (EM)

Gabriella Lovasz (EM)

Validated by: IE, SKEMA, UGOT, INNO

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1. Introduction

The e-learning of the Health-2-Market project will be available to participants who are interested in receiving either standalone training, or supplementary training to the face-to-face trainings.

Materials will be open to both of the groups mentioned above after registration. The e-training service will not just present information electronically, but adapt it in order to facilitate the learning process, possibly using interactive elements and pedagogical techniques.

The e-training courses will be developed and deployed in the frame of WP3 "Setting up and deployment of Health-2-Market e-infrastructure" that aims at:
1. Setting up a user-friendly e-training environment and curriculum for Health-2-Market on-line trainings and services.
2. Providing & adapting accordingly evidence & training material in the form of e-courses/e-modules.
3. Deploying e-training actions and Helpdesk services

The key tasks of the work package are:
- Task 3.1: Developing the concept of the e-training infrastructure and e-training curriculum, Responsible partner: Europa Media (EM)
- Task 3.2: Translating the training material into e-learning modules
  Responsible partner: EM
  Involved partners: University of Gothenburg (UGOT), School of Knowledge Economy and Management (SKEMA), IE University (IE), White Research, Q-PLAN
- Task 3.3: Setting up e-training software environment to be used - Maintenance and updates, Responsible partner: EM
- Task 3.4: Deployment of e-learning
  Responsible partner: EM
  Involved partners: all
- Task 3.5: Helpdesk
  Responsible partner: UGOT
  Involved partners: all

WP3 leader: Europa Media (EM)
Involved partners:
    Key partners: Business schools: IE University, UGOT, SKEMA,
    All other partners: engage, APRE, QPlan, White Research, Inno TSD

1.1. E-training courses descriptions

The e-learning of the Health-2-Market project may be used in two different ways; as a standalone course and as a supplementary course to the face-to-face trainings:

I. Standalone e-learning will be based on the adaptation of the face-to-face course materials: It will be a Modular e-learning where each module covers one topic and the different modules/topics complement each other. The registered participant can decide to select one, more or all the modules according to his or her interest.

II. Supplementary e-learning to offline courses: Face-to-face trainings can be supported by e-learning before/during/after the course based on the requirement of the relevant course (e.g. online discussion forum on a certain topic, online quiz, chat sessions, ice-breaking tools such as Lino (linoit.com) or GoAnimate! (goanimate.com) etc.). The functions of the Virtual Learning Environment (VLE) developed in Health-2-Market will complement the face-to-face training.

1.2. Standalone e-learning course

1.2.1. Length of the course

- Pilot e-learning covering all planned topics: 3 month (September – November 2013
- Final E-learning: continuously from January 2014 (if necessary, periods will be planned based on the pilot course experience and feedback)

1.2.2. Structure and topics

- The H2M standalone e-learning will consist of modules. Each module will cover one topic in line with the Deliverable D3.1 E-learning curriculum concept. (IE, February 2013).
- *Required information from business schools:*
  - o List of planed topics, responsible business school and responsible person with contact details,
  - o Module syllabus from the responsible lecturers with plans and list of requirements from EM (e.g. planned tools, schedule, expected/maximum number of participants).
- EM will provide module syllabus templates.

1.2.3. E-learning module structure/tools

Each standalone course module will consist of a mix among Presentation(s), Supporting documents/tools (case studies, articles, checklists, videos, games, test, assignments, etc.), Helpdesk, Qualification assessment (test, assignment, etc.), and Calendar.

If the responsible lecturer considers it desirable, additional tools like Skype voice sessions, short webinars, online discussion forum on a certain topic, online quiz, chat sessions, ice-breaking tools such as Lino (linoit.com) or GoAnimate! (goanimate.com) etc. may also be used. These tools will be used to make the courses more interactive. Each module, each teacher might prefer different tools, keeping the same framework.

1. **Presentation(s)**
   - Presentations with narration will serve as the core tool presenting the module
   - The narration can be text-based a voice narration, a full video presentation, or a full lecture recording.
   - The length of the presentations will be max 15 minutes; preferably 5-10 minutes each. One module can consist of more presentations if required.
   - Layout: PPT template with suggested font style, size and general design guides to ensure harmonised e-learning content. Videos, flashes, animations can be included.
   - Suggested software examples:
     - PPT based software: (EM has licence)
       - Articulate: http://www.articulate.com/
       - Lecturnity: http://www.lecturnity.com/en/lecturnity/overview-com/
     - Screen recording software: (EM has licence)
       - Camtasia: http://www.techsmith.com/camtasia.html
     - We could also use very good free applications, such as
       - Screenr: http://www.screenr.com/
       - Audacity: http://audacity.sourceforge.net/
       - Movie Maker http://windows.microsoft.com/en-us/windows7/products/features/movie-maker
   - *EM will:*
     - send detailed list of suggested software with samples
     - provide design guidelines, templates for the selected software
     - transfer the materials into the final format and upload it to the server
   - *Required input from business schools:*
     - Common decision on the selected software(s)
     - PPT based presentation(s)
     - Text for narration (e.g. as a note to the slides)
     - Audio file (if narration is selected as audio)
     - Guidelines/explanations in case the lecturer would like to add flash, video, need photo, graphic, etc.

2. **Supporting documents/tools (case studies, articles, checklists, videos, games, test, assignments, etc.)**
   - Based on the preference of the given module's teacher
   - *EM will:*
     - send detailed guidelines for Moodle upload or
     - support the teachers in uploading and using the tools
   - *Required input from business schools:*
     - Plans of the responsible lecturer with requirement list from EM (e.g. programming the test, provide online group working facility)
     - Final materials

3. **Helpdesk**
   - Form (chat, forum, etc.) and design based on UGOT's (task leader) preference and with the agreement of all business schools.

4. **Qualification assessment (test, assignment, etc.)**
- Qualification can be based on online tests, assignments, etc. according to the preference of the trainer of the given module.
- Alternative methods (assignments, open questions, etc.) can be applied based on the preference of the teacher.
- *Required input from business schools:*
    - o Minimum requirement suggestions
    - o Plans of the responsible teacher with requirement list from EM (e.g. programming the test, provide online group working facility)
- *EM will* support the teachers in uploading and using the tools.

5. **Calendar (optional)**
Calendar will be available to present deadlines within the course/module.

1.2.4. *Participants*

Anyone can take part in the standalone e-training courses after registration without geographical or other limitations.

1.2.5. *Quality assurance*

Business schools will review each other's training material based on prior agreement.
Using the standard built-in tools of the Moodle framework will ensure a minimum and harmonised quality of the different e-learning modules.

Feedback collected within the Pilot period will be integrated in future development and update of the e-learning.

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1.3. Supplementary e-learning course to face-to-face trainings

Face-to-face trainings can be supported by e-learning before/during/after the course based on the requirement of the relevant course. Both intensive training academies and topic-specific seminars can be supported with an online course.

1.3.1.   Length/structure/tools

The length, structure and tools of the supplementary e-learning courses will be developed based on the requirement of the given face-to-face training with the agreement of all business schools involved in the given training.

Face-to-face training requirements, plans (e.g. services required) should be sent to EM 2 months prior to the course.

1.3.2.   Participants

Registered participants of the face-to-face trainings will get access to the relevant supplementary H2M e-learning material automatically.

1.3.3.   Quality assurance

The same quality assurance methods will be used as in the standalone e-learning.

2. e-learning platform description

2.1.   Platform

The Health-2-Market e-learning course will be integrated into a Moodle platform directly available from the Health-2-Market website. This Virtual Learning Environment or Course Management System has been selected because of its popularity (many users know already the system, which eases the learning process), and its open source nature. The platform will be hosted on the 64 bit Linux server of Europa Media.

The platform will be designed based on the requirements of the provided e-learning services (e.g. forum/helpdesk, chat, calendar etc.). The design layout of the platform will build on the general Health-2-Market design style and elements.

Final assignments and tests will be integrated directly into the Moodle framework instead of the e-learning software, so that the results can be monitored and compared easily.

2.2.   Provided services

The list of services available for participants in the frame of the Health-2-Market e-learning course is as follows:

- Pre-registration/Registration to the standalone e-learning course through the web portal interface
- Sign up for/un-enrol from the different modules
- Access to the given module(s)' materials
- Continuous support and feedback via the Helpdesk service
- Calendar function with optional reminders of the given module(s)
- Discussion board function based on the request of the teachers of the given modules
- Blog function based on the request of the teachers of the given module(s)
- Wiki function based on the request of the teachers of the given module(s)
- Live chat session based on the request of the teachers of the given module(s)

2.3.   Access

The course materials will be available only for registered users both in case of the standalone and supplementary e-learning course. Registration will be open to any interested person all around the world.

Non-registered users can see only the open topics and their descriptions together with selected feedback from previous participants.

Accessing the e-learning course materials requires only the use of an Internet browser (Explorer, Mozilla, Chore, etc.); the use of special programmes will not be required.

2.4. Monitoring and feedback

Participants can give feedback continuously during the e-learning course via an online form. The usage of the Helpdesk will be also analysed to identify further e-learning development opportunities.

Each user will be asked directly via email to fill in a Module feedback form after successfully fulfilling the qualification requirement of a given module.

All these feedbacks will be collected and analysed together with usage statistics after the Pilot course to improve the H2M e-learning services. Feedback will be collected continuously later on as well.

Usage information (e.g. frequency of logging in, average usage times) will be collected anonymously.

2.5. Pilot phase

The developed H2M e-learning materials will be tested in a 3-month long pilot period from September to November 2013. Based on the experiences and feedback received from the participants the course structure and materials will be updated if necessary.

2.6. Copyright

The most restrictive of the Creative Commons licenses CC-BY-NC-ND 3.0 will be used that allows user only to download the works and share them with others as long as they credit the source. Users cannot change the course materials in any way or use them commercially and if used, they have to credit the source.

3. Standalone e-learning development tasks and schedule

M6 (February 2013): Concept notes for the e-training curriculum (IE University) & e-learning infrastructure plan (Europa Media)

M7-8: (March-April): Finalising the e-learning infrastructure (Europa Media) &
e-training curriculum related to the standalone e-learning (IE)
Defining infrastructure requirements, selecting software (All Business Schools and EM)
Module syllabus plans (Business Schools)

M8 (April): Preparing templates (EM) to be used by the Business Schools to prepare the e-learning material inputs
Start setting up the e-learning platform (EM)
Opening the pre-registration (EM)
Finalising Module syllabuses (Business Schools)

M8-10 (April - June): Preparing e-learning material inputs (Business School with the involvement of all partners)

M8-12 (April - Aug): Translate the material inputs into the e-learning (EM)

M12 (August): Completion of the pilot e-training (EM)

M13 (Sept-Nov): Running pilot e-learning (EM, all Business Schools)

M 16 (December): Finalising e-learning (EM, all Business Schools)

M17 (January 2014): Opening e-learning (EM, all Business Schools)