



Developing Employability  
Programmes using Interactive  
Curriculum Technologies

# **DEPICT / EUROPEAN EMPLOYABILITY INNOVATION PROGRAMME COURSE GUIDE**

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## **INTRODUCTION**

Welcome to the DEPICT / European Employability Innovation Programme (EEIP) Course Guide.

This booklet brings together all the information you have received so far to enable you to go back and catch up with anything you have missed and feel confident in undertaking the rest of the programme.

All the lecturers on the project hope you are enjoying the programme. We all look forward to getting your feedback!

### **Pre- and Post- Course Evaluation**

If you have not yet started the course or have only done it small part, it's not too late to do the pre-course evaluation. You can complete it at [http://eu.qualtrics.com/SE/?SID=SV\\_0UjEX3QY1MKqhY9](http://eu.qualtrics.com/SE/?SID=SV_0UjEX3QY1MKqhY9)

You will be invited to attend a focus group in your home country to evaluate the course. Your University will contact you about the date and time of the focus group.

### **Log-in Details for all modules/technologies**

If you need log-in details for any part of the course, please contact the appropriate member of the team below and they will be happy to help.

### **Contact Details**

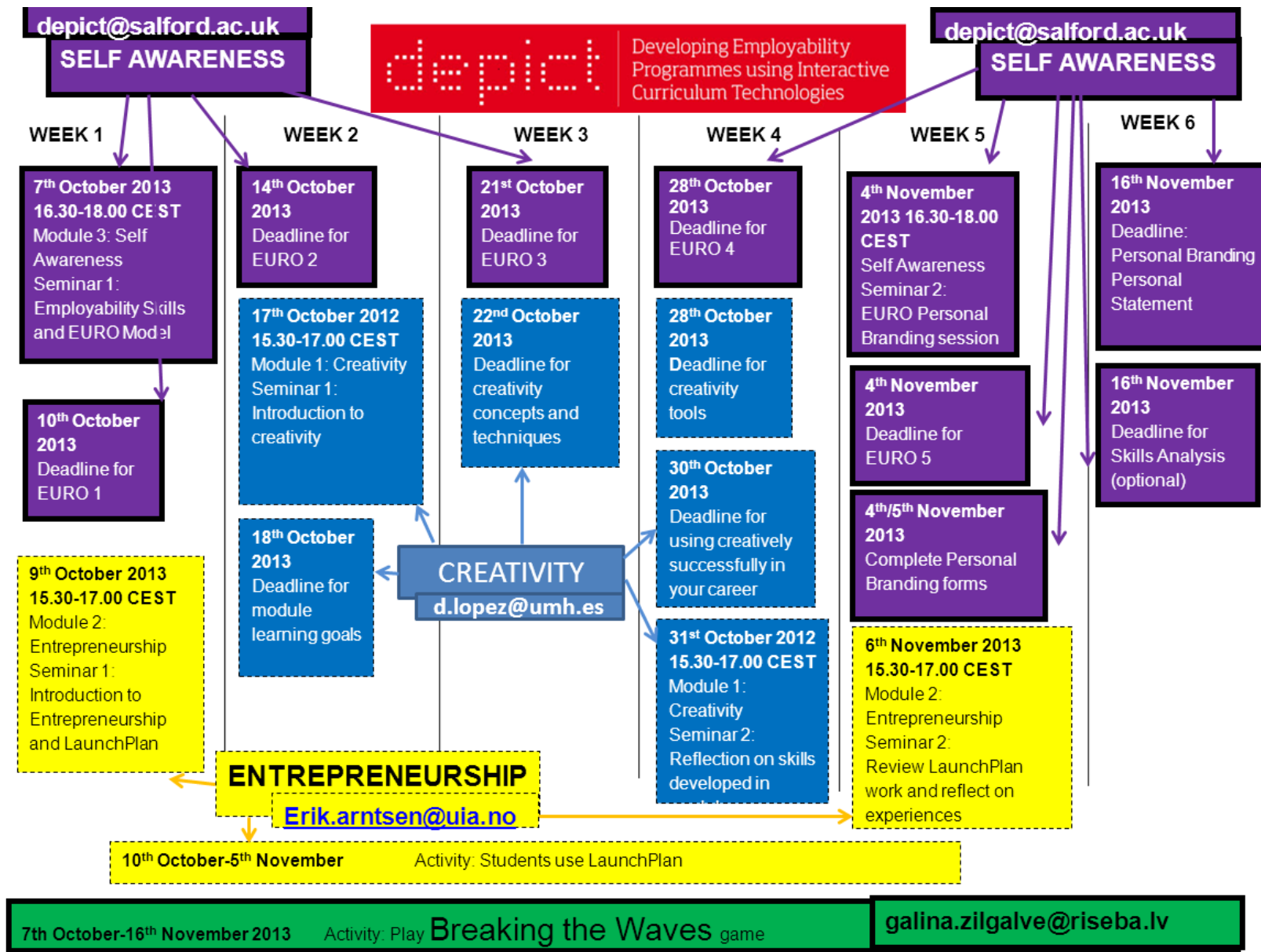
If you have any questions about DEPICT / EEIP, please contact:

**Module 1: Creativity (Schoology)** – Dolores Lopez, University Miguel Hernandez: [d.lopez@umh.es](mailto:d.lopez@umh.es)

**Module 2: Entrepreneurship (LaunchPlan)** - Erik Arntsen, University of Agder: [Erik.arntsen@uia.no](mailto:Erik.arntsen@uia.no)

**Module 3: Self Awareness (CareerHub)** – Tim Ward, University of Salford: [depict@salford.ac.uk](mailto:depict@salford.ac.uk)

**Module 4: Breaking the Waves** – Galina Zilgalve, RISEBA: [galine.zilgalve@riseba.lv](mailto:galine.zilgalve@riseba.lv) ( Module information to be sent out soon)



## **Module 1: CREATIVITY**

Module 1 is all about Creativity and invites you to explore creative theory and engage in some practical exercises to help you develop and reflect on your own creativity.

In our research, Creativity was cited by employers in the creative industries as a key skill. They want graduates who are able to think creatively, be innovative in their ideas, solve problems successfully and be able to approach their work in a creative way.

The module has been designed by Domingo Galiana and Dolores Lopez in partnership with local businesses at the University Miguel Hernandez in Elche, near Alicante in Spain.

Both Domingo and Dolores work in the University's careers service, called 'Observatorio Ocupacional' (The Occupational Observatory).

### **Technology used:**

The primary technology used in Module 1 is Schoology.

Schoology is an online learning platform, similar to Moodle or Blackboard, which allows lecturers to upload course materials and tasks for learners to complete.

Schoology is very easy to use and the module materials and assignment are clearly labelled so your learning journey is mapped out and easy to follow.

### **DIRECTIONS TO TAKE THE CREATIVITY COURSE AND ASSIGNMENTS**

In this course you will learn basics, intermediate and advanced creativity. From the definition and basic notions of the concept of creativity, techniques, how is it used in advertising and how organizations need to have developed this competence. Creative professionals solve situations and problems differently, proposing alternatives that perhaps others do not dare.

### **CREATIVITY SEMINARS**

There are two seminars for the Creativity module.

#### **Seminar 1: Introduction to Creativity**

The first seminar took place on 17<sup>th</sup> October. If you were unable to attend, don't worry, you can access a recording here: <https://connect.umh.es/p64358504/>

#### **Seminar 2: Reflection on module**

The second session takes place on Thursday 31<sup>st</sup> October, 16.30-18.00 Central European Time (3.30-5.00pm GMT)

Please login at 16.00 CEST (14.00 GMT) 30 minutes before the session is due to start.

To log in to the seminar:

Click: <http://connect.umh.es/sala4>

(Make sure you have a the browser (Microsoft Internet Explorer 6 or later; Mozilla Firefox; Google Chrome) and have installed and at least adobe flash player 10.1. To learn more about requirements [click here.](#))

1. Once you are on the [entry page](#), click the guest option and write your name. Click the entry button.
2. It is possible that the browser gives a warning message on the security certificate. Click the option to go to the web page anyway.
3. Write again the guest name and click again the entry button. Now you will enter the room.

### **LOGGING INTO SCHOOLGY**

User name: Your e-mail

Password: Your password

Access Code: MJJ6P-VTP9C (in case the platform asks for it)

### **Instructions for login:**

1. Go to [www.schoolgy.com](http://www.schoolgy.com)
2. Click on the Login area on the top menu.
3. Enter your Email Address and Password.
4. Click Login.

### **Schoolgy User Guide**

- Domingo and Dolores have created a Schoolgy user guide, just click on the link to download – <http://observatorio.umh.es/files/2013/10/Student-Guide-Schoolgy-enterprise-version.pdf>
- There is also a video user guide at <http://www.youtube.com/watch?v=2s4niCCjDvk>

Once you have logged in:

- 1) You can select the language of the platform clicking on button placed on the bottom right of the page.
- 2) On the top of the page you will find a button named Courses, select Creativity.
- 3) You have 3 lessons (basic, intermediate, advanced) level with the key concepts of creativity.
- 4) You have 7 assignments (6 of them are compulsory and 1 is optional). The assignments can be uploaded in a dropbox included in schoolgy.
- 5) You have to do 2 tests to evaluate your knowledge on creativity.

## Schoology Homepage



### **Important Module 1 dates:**

- 17<sup>th</sup> October – Seminar 1: Introduction to Creativity
- 18<sup>th</sup> October – submit module learning goals
- 22<sup>nd</sup> October – submit creativity concepts and techniques
- 30<sup>th</sup> October – submit 'using creativity successfully in your career'
- 31<sup>st</sup> October – Seminar 2: module summary and reflection

## Module 2: ENTREPRENEURSHIP

Module 2 focuses on Entrepreneurship. Entrepreneurship is a key skill for students wishing to work in the creative sector – it's common for creatives to work as free-lancers or run their own businesses. To be successful, it's important to understand how to be entrepreneurial and enterprising and have practical skills such as business-planning and marketing. Even if you do not want to run your own business, entrepreneurship is a valuable skill and one that you can use in any job – it's all about problem-solving, taking initiative and being proactive – qualities that all employers value, not just those in the creative sector.

The module has been designed by Erik Arntsen from the University of Agder in partnership with local businesses. Erik is an experience entrepreneurship teacher and has run many programmes with students from creative subjects to develop their enterprise and entrepreneurship skills.

### TECHNOLOGIES USED

The primary technology in this module is LaunchPlan. LaunchPlan is a tool which teaches you how to develop a robust business plan.

This module also uses Second Life to deliver two seminars on Entrepreneurship.

### DIRECTIONS FOR TAKING THE ENTREPRENEURSHIP MODULE

#### SEMINARS:

Both seminars will be held in Second Life.

#### **Using Second Life**

To attend the Second Life seminars, you need to sign up to Second Life and make an avatar.

By the start of the class, **install Second Life (SL)** on your computer, create an avatar, and be able to log in, move around, and communicate through chat. Please use a headset when in Second Life. Below are links on how to use SL, and most questions can be answered through googling your question.

1. <http://www.YouTube.com/watch?v=n0LxRZXAd3Y>
2. [http://wiki.secondlife.com/wiki/Video\\_Tutorials/Basics](http://wiki.secondlife.com/wiki/Video_Tutorials/Basics)  
<http://secondlife.com/destinations>

Second life is really easy to sign up for and use - it takes about 5 minutes to create your avatar and start exploring!

Seminar 1: Wednesday, October the 9<sup>th</sup> - an introduction on why and how to make a successful business plan, supported by the online tool LaunchPlan from 15.00 – 16.30.



The session will be on 'Entrepreneurship in virtual worlds', taught by Professor Robin Teigland, Stockholm School of Economics.

If you missed seminar 1, you can view the slides at [www.slideshare.net/eteigland](http://www.slideshare.net/eteigland). The title of the presentation is 'Stepping into the Internet: Exploring a new world of value creation'.

Seminar 2: Friday 8<sup>th</sup> November, 15.00 CET (2.00pm GMT) – follow up session to reflect and evaluate LaunchPlan.

### **LOGGING INTO LAUNCHPLAN**

Erik has arranged a free account for each student on DEPICT / EEIP. You can sign up by using the following link:

**Launchplan Student Sign Up Link** - <http://depict.launchplan.com/create-account.html>

Each University is arranging a LaunchPlan Skype session – please use the contacts details given at the beginning of this booklet to find out when your session is taking place.

### **Important Module Dates:**

- 9<sup>th</sup> October: Seminar 1– introduction to Entrepreneurship and LaunchPlan
- 10<sup>th</sup> October-6<sup>th</sup> November: Use LaunchPlan to develop your business plan
- 6<sup>th</sup> November: Seminar 2 – review and evaluation

### **MODULE 3: SELF-AWARENESS**

The Self-Awareness module uses the EURO model, a reflective module especially designed for the DEPICT / EEIP programme to enable you to effectively reflect on yourself, understand your skills and qualities, consider your achievements, and, ultimately, be able to successfully market yourself to employers.

The module has been developed by Tim Ward at the University of Salford, near Manchester, in the UK. Tim works in Careers and Employability at Salford and has a wealth of experience in delivering reflective workshops to students to encourage them to consider their employability and develop their self-confidence, particularly with regard to finding the job they want.

The module uses a piece of software called CareerHub to allow you to create an online portfolio of your skills, qualities and achievements.

### **MODULE 3 INSTRUCTIONS**

To start working on Module 3, simply go to the University of Salford website at <http://www.careers.salford.ac.uk/page/euroemployability>.

The webpage clearly explains what you need to do, and includes links to all the parts of the portfolio you need to complete.

#### **Online Seminars**

Tim will also be running 2 online seminars to complement the assignments in CareerHub. These will be run using Collaborate, an easy to use online seminar and conferencing tool.

The seminars are taking place on:

Monday 7<sup>th</sup> October – you can see a recording of this seminar at <http://blackboard.salford.ac.uk/webapps/bb-collaborate-BBPBLACK/guest.recording.launch.event?uid=5974068c-aaee-444b-a01c-8f1da3b8dac2>

The next session is about **Personal Branding**.

**[Personal Branding Seminar 4th November 2013 16.30 – 18.00 CEST \(15.30 – 17.00 GMT\)](#)**

Please login at 16.00 CEST (15.00 GMT) 30 minutes before the session is due to start

#### **Student Collaborate Guide**

User guides for Collaborate are available at: [Video](#) and [Text](#)

Please read through the instructions included and follow the links to the online learning films that guide you through. The simple steps will include:

1. Set up your Computer to be able to use Collaborate

2. Use Collaborate for the first time
3. Login to the seminars
4. Access the recorded seminars at any point
5. Please access the online training here:

Video: <http://www.brainshark.com/blackboardinc/vu?pi=zGLzYw5XBz35Sgz0>

Text: <http://library.blackboard.com/ref/8fb6da4a-0569-4d9e-89f3-c32ec8370cd9/index.htm>

6. The training video will guide you through the basics of using Collaborate. If you have any questions please e mail [DEPICT@salford.ac.uk](mailto:DEPICT@salford.ac.uk) with the subject title Collaborate problems.
7. Once you have watched the Collaborate training please follow the link (put link here) to access the first Skills and EURO Reflection seminar.
8. More information on Collaborate is available here: <http://www.blackboard.com/Platforms/Collaborate/Services/On-Demand-Learning-Center/Web-Conferencing.aspx/#freetraining>

#### **IMPORTANT MODULE DATES**

- 7<sup>th</sup> October: Seminar 1 – Self awareness
- 10<sup>th</sup> October: deadline for EURO1
- 14<sup>th</sup> October: deadline for EURO 2
- 21<sup>st</sup> October: Deadline for EURO 3
- 28<sup>th</sup> October: Deadline for EURO 4
- 4<sup>th</sup> November: Seminar 2: personal branding
- 4<sup>th</sup> November: Deadline for EURO 5
- 4<sup>th</sup>-5<sup>th</sup> November: Complete personal Branding Forms
- 16<sup>th</sup> November: Deadline for Personal branding personal statement and skills analysis