StartUP

A smart OER gateway in Entrepreneurship
StartUp project

PROJECT   Intelligent training needs assessment and OER to foster Entrepreneurship

PROGRAMME EU Lifelong Learning Programme, KA3 ICT

DURATION   1 Jan 2013 - 30 Aug 2015

AIM        Develop a self-directive learning and assessment programme to develop an entrepreneurial mindset and skills
StartUp objectives

• Set up an *innovative* method for **evaluating** individual users **learning needs** in the **entrepreneurial** sector

• Provide effective **OER** corresponding to the actual **individual** learning **needs**

• Set up a peer-review and sharing **community** to ensure the **quality** of the individual learning path
Partners
Target group(s)

- Will benefit the OER teacher-training course and produce contents:
  - **EDUCATORS:**
    - School Teachers
    - University Teachers
    - VET trainees

- Will benefit the Expert System & Open Training:
  - **LEANERS:**
    - School Students
    - University Students
    - VET trainers
    - Adult learners and professionals, Informal and non-formal learners
Target group(s)

Long term Beneficiaries

- Public and private E&T institutions;
- Firms, companies and other employing institutions and organizations (benefit of their employees’ decision to increase their competences)
Competence Matrix
Entrepreneurial Competences Catalogue

<table>
<thead>
<tr>
<th>Area</th>
<th>Competence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business skills</strong></td>
<td>Business Planning&lt;br&gt;Financing and financial planning&lt;br&gt;Legal aspects and framework (including contracting skills)&lt;br&gt;Sales &amp; Marketing&lt;br&gt;Technology&lt;br&gt;Networking skills</td>
</tr>
<tr>
<td><strong>Management skills</strong></td>
<td>Leadership and initiative&lt;br&gt;Project management&lt;br&gt;Action planning and goal setting&lt;br&gt;Time management&lt;br&gt;Outcome orientation&lt;br&gt;Risk management&lt;br&gt;Conflict Management&lt;br&gt;Cooperation and team-working&lt;br&gt;Technology</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>Listening&lt;br&gt;Non-verbal communication&lt;br&gt;Public speaking &amp; presentation skills&lt;br&gt;Interpersonal skills&lt;br&gt;Empathy&lt;br&gt;Technology</td>
</tr>
<tr>
<td><strong>Selfdevelopment skills</strong></td>
<td>Emotional Intelligence (including empathy)&lt;br&gt;Motivation (including Recognising achievement/ objectives attained)&lt;br&gt;Assertiveness&lt;br&gt;Understanding own values&lt;br&gt;Conviction/self-belief&lt;br&gt;Creativity skills</td>
</tr>
</tbody>
</table>
Main Components

- **EXPERT SYSTEM**
  - USER PROFILING
  - SELF-ASSESSMENT
  - TAILORED TRAINING PATH BASED ON OERs

- **AUTHORING SYSTEM**
  - REVISE
  - REUSE
  - REMIX
  - REDISTRIBUTE

- **RATING SYSTEM**
  - COMMUNITY OF USERS
  - QUALITY and RELEVANCE CONTROL
THE VIRTUAL EXPERT IN STARTUP

The second set of questions is intended to self assess the level of competences, split in 4 clusters:

- Business skills (6 competences) → 18 questions
- Management skills (8 competences) → 24 questions
- Communication skills (6 competences)
- Self-development (6 competences) → 18 questions

The system defines the supposed user level for each competence according to his / her answers. 3 possible levels:

- Beginner
- Intermediate
- Advanced
THE VIRTUAL EXPERT IN STARTUP

The variables that actually consider the VE to select the list of OERs that are closest to the user's needs are:

• The level of each competence for a given cluster
• The target group

The first time the user accesses the VE, he / she must necessarily answer the questions to get a list of OERs according to its training needs.

Later the user may directly go to the training set or redo the profiling by the VE (e.g. by adding some more clusters)
TRAINING SETS

• Sets of OERs corresponding to a particular user profile

• The training set is shown to the user at the end of the profiling phase carried out by the virtual expert.

• The OERs will cover the competencies belonging to the clusters chosen by user in the virtual expert.

• Each competency is covered at the level set by the self assessment during the virtual expert questioning.
AUTHORING SYSTEM

Users can take an active part in the course development. User will be able to:

• Develop an OER from scratch;
• Adapt / remix an existing OER both in term of contents and format;
• Translate and localize an existing OER;
• Link to an OER, stored in an OER repository, as it is.
• Recommender system of OER
AUTHORING SYSTEM: METADATA

List of metadata which will describe univocally each OER:

- Title *
- Alternative Title
- Abstract *
- Language * (only one choice)
- Tags
- Author First Name
- Author Last Name
- Author Organization
- Date Created
- OER provider
- License * (only one choice)
- Encoding format * (only one choice)
- Duration
- Target group * (at least one choice)
- Competence area * (or cluster – only one choice)
- Level * (for each competence (if more than one) given a cluster – only one choice)
RATING SYSTEM

• To continually improve the system → OERs will be rated by the community of users in terms of quality and relevance.

• Next to each link of an OER, there will be an icon that will allow the user to assess what he / she has just been benefited.

• The rating system is a compromise between the user’s easiness and quickness in providing the assessment and the set of minimum information required by the system to self-improve.
Automatic extraction of OER and some metadata

- Communication - 5 skills
  - [http://dbpedia.org/resource/Category:Communication](http://dbpedia.org/resource/Category:Communication)
- Management - 8 skills
- Self-development - 6 skills
  - [http://dbpedia.org/resource/Category:Personal_development](http://dbpedia.org/resource/Category:Personal_development)
- Business - 6 skills

[j4loxa.com](http://j4loxa.com/sna/ser/recommender/)

[Start UP](http://j4loxa.com/sna/ser/recommender/)

[Lifelong Learning Programme](http://j4loxa.com/sna/ser/recommender/)
Graph: Clusters and competences
Entrepreneurship is considered to be a very important key competence by the European Commission, especially in these times of economic downturn. Our innovative method is based in a multilingual online environment, where individual learning needs of users meet selected and specified contents, learning objects, collected from the available Open Education Resources repositories in an easy, effective and quick way. The environment merges different existing technologies, such as expert systems and open source software, to set up a web community with the aim to provide the users with a customized training path based on their own learning style, specific needs, learning outcomes and the most effective digitised materials offered freely.
Browsing through StartUP graph

Selecting a specific node
Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading or directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal.

**Concepts (extracted from LOD-CLOUD)**
- Leadership and initiative
- Project management
- Action planning and goal setting
- Time management
- Risk management
- Outcome orientation
- Cooperation and teamwork
- Technology

**Nro.skills**: 8
OERs from Serendipity

Project Management

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File: 1-040-spring-2004.zip
This OER is part of OCW: Project Management
Published under: Download Course Materials
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Used by:
- Osgood, Nathaniel

Inherited Tag(s):
- civil and environmental engineering
- project management
- resource management
- financial controls
- construction management
- scheduling
- estimating
- progress monitoring
- project control

1.040 covers three important aspects of construction project management: the theory, methods and quantitative tools used to effectively plan, organize, and control construction projects; efficient management methods revealed through practice and research; and hands-on, practical project management knowledge from on-site situations and field.
About: **Business plan**
An Entity of Type: **YagoPermanentlyLocatedEntity**, from Named Graph: [http://dbpedia.org](http://dbpedia.org), within Data Space: **dbpedia.org**

Een ondernemingsplan, ook wel businessplan genoemd, is een plan voor het starten van een nieuwe of het overnemen van een bestaande onderneming. Ook voor gevestigde ondernemers is het steeds gebruikerlijker om een ondernemingsplan te maken en bij te houden. Een dergelijk plan vergroot de levensvatbaarheid van een onderneming. Het is bijvoorbeeld vereist bij een kredietaanvraag bij een bank of een uitkeringaanvraag op grond van het Besluit bijstandverlening zelfstandigen (Bbz.).

<table>
<thead>
<tr>
<th>Property</th>
<th>Value</th>
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<tbody>
<tr>
<td>dbpedia-owl:abstract</td>
<td>El plan de negocio o plan de empresa es una declaración formal de los objetivos de negocio, recogidos por escrito en un documento, que desarrolla, sistematiza e integra las actividades, estrategias de negocio, análisis de la situación del mercado y otros estudios que son necesarios para que una idea de negocio se convierta en una empresa viable, y en el cual se recoge la idea de rentabilidad del negocio. Este documento generalmente se apoya en documentos adicionales como el estudio del mercado, técnico, financiero y de organización. De estos documentos se extraen temas como los canales de comercialización, el precio, la distribución, el modelo de negocio, la ingeniería, la localización, el organigrama de la organización, la estructura de capital, la evaluación financiera, las fuentes de financiación, el personal necesario junto con su método de selección, la filosofía de la empresa, los aspectos legales, y su plan de salida. Generalmente es formulado por empresarios, directivos, o por un cuando tiene la intención de iniciar un negocio. En ese caso, se emplea internamente para la administración y planificación de la empresa. Además, lo utilizan para convencer a terceros, tales como bancos o posibles inversores (p. ej. los business angels o las empresas de capital riesgo), para que aporten financiación al negocio. Este plan puede ser una representación comercial del modelo que se seguirá. Reúne la información verbal y gráfica de lo que el negocio es o tendrá que ser. También se lo considera una síntesis de cómo el dueño de un negocio, administrador, o empresario, intentará organizar una labor empresarial e implementar las actividades necesarias y suficientes para que tenga éxito. El plan es una explicación escrita del modelo de negocio de la compañía a ser puesta en marcha. Usualmente los planes de negocio quedan obsoletos, por lo que una práctica común es su constante renovación y actualización. Una creencia común dentro de los círculos de negocio es sobre el verdadero valor del plan, va que lo desestiman demasiado, sin</td>
</tr>
</tbody>
</table>
e.g. Concept **Management** is same as:

**Goal:** enrich queries

- http://ru.dbpedia.org/resource/Категория: Менеджмент
- http://eu.dbpedia.org/resource/Kategoria: Kudeaketa
- http://wikidata.dbpedia.org/resource/Q7012003
- http://zh.dbpedia.org/resource/Category: 管理学
- http://ar.dbpedia.org/resource/تصنيف: إدارة
- http://az.dbpedia.org/resource/Kategoriya: Menedecment
- http://be.dbpedia.org/resource/Катэгорыя: Менеджмент
- http://bs.dbpedia.org/resource/Kategorija: Menadžment
- http://ca.dbpedia.org/resource/Categoria: Gestió
- http://eo.dbpedia.org/resource/Kategorio: Regado
- http://et.dbpedia.org/resource/Kategooria: Juhtimine
- http://fa.dbpedia.org/resource/رده‌بندی: مدیریت
- http://fi.dbpedia.org/resource/Luokka: Johtaminen
- http://he.dbpedia.org/resource/תת-קטגוריות
- http://hr.dbpedia.org/resource/Kategorija: Menadžment
- http://ia.dbpedia.org/resource/Categoria: Administration
- http://id.dbpedia.org/resource/Kategori: Manajemen
- http://io.dbpedia.org/resource/Kategorio: Jerado
- http://ms.dbpedia.org/resource/Kategori: Manajemen
This resources were published by the most influential Twitter users that publish about this thematic. And ordered through an algorithm that uses criteria of collective intelligence.

"Mom, What is Project Management?" | Edutopia

Guest blogger Chris Hare, project manager and parent, uses a book report assignment to demonstrate how project management is already in place in the classroom, and how easy it would be to fine-tune this practice.

Episode 267: Integration of Project Management and Ongoing Business (Premium) #PMOT

Project Management for Beginners and Experts. Are you looking to improve your Project Management Skills? Then listen to The Project Management Podcast, a weekly program that delivers best practices and new developments in the field of project management.

Merlin for Mac – ProjectWizards presents Merlin – Project Management for OS X

ProjectWizards presents Merlin, the leading Project Management software for Mac OS X. Plan and manage your projects. Work on a Mac with a feature set similar to Microsoft Project on Windows and stay compatible to other project management applications on Mac or Windows.

Online Project Management Certification Exam Training 2013 | Project Management and Templates

Are you looking for project management certification exam study material? Which door is the suitable for online PMP training 2013?

5 tips on how online project management tools can help your business
Relevant users mined from twitter

Betweenness is a centrality measure of a vertex within a graph (there is also edge betweenness, which is not discussed here). Betweenness centrality quantifies the number of times a node acts as a bridge along the shortest path between two other nodes. It was introduced as a measure for quantifying the control of a human on the communication between other humans in a social network.
Twitter hashtags for entrepreneurs

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Click in a hash tag to show results in Twitter.
Get Involved!

- Mini Course for authors
  - Sept 2014

- Restricted Community Test
  - Nov-Dic 2014 (we aim for 140 users)

- Open Community Test
  - Jan 2015 (we aim for +500 users)

- Learning path integration
  - ongoing
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