

Business Management and Web Design

Mobility Initiative

March 2013



OBJECTIVES OF THE INITIATIVE

The objectives of the “Business Management and Web Design” Mobility Initiative is to give a group of technical and vocational school students the opportunity to:

- Have a practical in company work experience
- Learn about different working methods in use of enterprises in Italy
- Acquire skills working on the field to foster their future employability
- Acquire a better motivation to learn
- Get to know the European Labour Market

TARGET GROUP

The “Business Management and Web design” Mobility Initiative is addressed to a group of technical and vocational school students accompanied by their trainers.

The technical and vocational school students involved in the initiative should have good school grades and should be willing to have a European experience helping them to develop specific skills related to their subject area as well as to get to know the Italian labour market in their subject area.

RELEVANCE OF THE INITIATIVE

The “Business Management and Web design” Mobility Initiative is relevant to respond to the needs of the students involved because it will give them the opportunity to:

- Learn abroad and develop practical skills that enhance their future employability, by working in a different professional environment that provide them with a better approach to the European Job Market
- Have a direct contact and get to know the European Labour Market, participating in in-company training activities so as to understand the needs and expectations of companies making use of new technologies for Business Management and of Software house developing internet websites and portals also learning about different existing experiences and work methods of another European Country (i.e. Italy)
- During the in-company visits the students will have the possibility to discover how companies operating in Italy in their field of study, carry out their activities. The students will find out how these companies organize their work as well as the specific skills and expertise their staff should have.
- Get in contact with professionals of other country, working in the same field area. This will give the students involved the opportunity to develop a more aware and open minded approach to the concept of European citizenship.

PREPARATION

The students involved in the “Business Management and Web design” Mobility Initiative, before the beginning of the mobility project will have to:

- Review the basic concepts of their field of study in order to be ready for the working experience.
- Carry out a brief study on the Italian labour market and prepare a list of questions and topics of discussion that will be proposed to their in-company tutor during their two weeks internship period.

ORGANIZATION AND PRACTICAL SUPPORT

The “Business Management and Web design” Mobility Initiative has a total duration of 2 weeks, they are organized in:

- 1/2 day of orientation, preparation, final evaluation
- 1/2 day of cultural visit
- 9 days of work experience in Italian companies

Therefore at the end of the initiative, the students will:

- have had a working experience in their area of studies in an Italian company.
- have known the working method of an Italian company in their area of studies
- have acquired a practical experience of the Italian labour market.

The “Business Management and Web design” Mobility Initiative is combined with a half board accommodation package for every participant.

The package proposed includes:

- 13 nights stay in Florence in 6 – 8 bedroom hostel + a shared bedroom for the teachers.
- 12 breakfast at the hostel
- 13 dinners at the hostel

MONITORING

During the “Business Management and Web design” Mobility Initiative the supervision of the participants is carried out in close cooperation between Pixel tutor, the in-company tutor and the students’ national teachers. The correct development of the training programme is monitored by the organizers of the initiative at Pixel, the host institution. The progress of the pupils involved in the work experience is monitored through an internship report that will be produced by the in-company tutor.

VALIDATION OF THE ACQUIRED SKILLS

Each student involved in the “Business Management and Web design” Mobility Initiative, at the end of the two weeks, receive a the Europass Mobility document to record the competences acquired during the initiative itself. The document is produced in cooperation between Pixel and each Company hosting the internship.

EVALUATION

Each participant in the “Business Management and Web design” Mobility Initiative, at the end of the two weeks, is asked to fill in an evaluation form focusing on all aspects of their mobility experience in Italy. The evaluation forms are collected by Pixel and they are used to create an evaluation Report on the experience. The results of the evaluation are used for the planning of further mobility initiatives that will be based on the strengths of the experiences concluded and will overcome the weaknesses. The final Evaluation Report will be sent from Pixel to the promoting organization.

THE HOST ORGANIZATION

GENERAL DESCRIPTION

The Mobility Initiative is organized by Pixel, an education and training institution based in Florence (Italy). Pixel was created in 1999 and now has a permanent staff of 15 people and a network of about 100 external experts and trainers that cooperate with them on specific activities.

Pixel has 13 years of experience in the following areas:

- **In Service Training** addressed to Public Authorities, Universities, Schools, Training Institution, Cultural Associations.
- **Initial Vocational Training**, addressed to persons undergoing education and vocational training, to support the acquisition of transversal skills to support their insertion in the labour market.
- **European Projects.** 90 projects were carried out to date in the field of education, training and culture.
- **Projects funded by the European Social Fund.** 40 projects carried out to date in Tuscany in the fields of initial vocational training and in service training.

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions. Pixel's European partners are: ministries, universities, schools, regions, provinces, municipalities, training institutions, research centres, cultural institutions, schools, hospitals etc. in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: <http://www.pixel-online.net>.

STAFF EXPERIENCE AND EXPERTISE

The Mobility Initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has almost 20 years of experience in the planning and management of international education and training events. She is in charge of the creation of the programme for the group of students, of the identification of the trainers and experts who deliver the practical course.

- Dr. Andrea Peraldo has 10 years of experience in the organization of international training events. He is in charge of the contacts with the local bodies who are actively involved in the initiative (i.e. enterprises, social parties, schools etc). He organizes all activities related to in company training and study visits.

The tutors involved in the delivery of the classroom based part of the Mobility Initiative have a long experience in delivering courses for initial vocational training, adopt a very practical approach for the training, based on the constant integration between theory and practice and speak a very good and clear English.

- Dr. Antonio Giordano has experience in the support to the organization of international training initiatives. He is in charge of tutoring the group of students and is with them from their arrival until their departure. He organizes the cultural visits and social events.

THE PROGRAMME

Week 1

DAY 0 Sun	Afternoon	Arrival
	Activities	Information on Activities
DAY 1 Mon	Morning (8:30 – 13:30) Training in Classroom	Self presentation of all participants in the study visit <ul style="list-style-type: none"> • Power Point Presentation presenting the school • Brief self presentation of each of the accompanying teachers • Brief self presentation of each of the participating students. This can include, for example: name, nationality, age, type of studies carried out, future perspectives in terms of studies/ work opportunities, expectations from the mobility initiative to Florence etc. • Presentation of Pixel • Practicalities • Brief self presentation of the trainers and tutors • Presentation of cultural and behavioral issue related to Italian job market expectations • Presentation of the Companies hosting the internship • One to one explanation to each single student of practical issues about the company hosting their internship (e.g. how to get there, time schedule, where to eat etc.)
	Afternoon 18.30	Cultural Visits with Pixel Tutor
DAY 2 Tue	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
DAY 3 Wed	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
DAY 4 Thu	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
DAY 5 Fri	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> - Business Management - Web design
Sat Sun	All Day	Free time for Cultural Visits with national teachers

Week 2

	Activities	Information on Activities
DAY 6 Mon	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
DAY 7 Tue	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
DAY 8 Wed	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
DAY 9 Thu	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
	Afternoon 14:00 – 18:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
DAY 10 Fri	Morning 9:00 – 13:00 Work experience	Internship in an Italian company operating in the field of: - Business Management - Web design
	Afternoon 14:00 – 18:00 Evaluation	Wrap Up Session at Pixel and Final Evaluation
DAY 11 Sat	Morning	Departure

HOST COMPANIES

Below is a list of the companies operating in the field of **Web Design** who have expressed their willingness to host interns.

1) Uplink

<http://www.uplink.it>

For 10 years Uplink Web Agency Ltd ® has been supporting companies and it has become their ideal partner in planning, developing and promoting their services and products.

It has over 400 clients throughout Italy, with commercial and operational offices in Milan and Florence.

Uplink also carries out training seminars on Management, and actively participates and cooperates in consortia, alliances with universities. It has a very dynamic working group, motivated and in continuous evolution.

2) Connectis S.r.l.

<http://www.connectisweb.com>

Connectis was created in 1999 by two computer engineers specialized in electronics. Connectis' core business is the creation of Internet applications addressed to public authorities operating in the field of tourism.

3) Frankenstein Srl

<http://www.frankenstein.sm/>

The company operates in three main areas: technologies, marketing, contents. Its offers address all aspects of the digital environments with a specific focus on culture and environment.

4) Vertical Media

<http://www.verticalmedia.it/>

Designers, copywriters, experts in Web Marketing, programmers: this is the Vertical Media team.

Our "mission" is to help companies to promote their brand and improve and consolidate its business from the definition of the corporate and the creation of the website, to promotion through the most effective web marketing strategies.

5) Webag

<http://www.webag.it/>

Webag.it is a professional team of digital communication, specialized in the creation of modern, attractive and functional websites. This web agency takes care of the strategic aspects of Web Design, Web Marketing and E-commerce, providing effective solutions for companies that want to use the internet successfully.

6) Pixel

Pixel is an education and training institution based in Florence (Italy), founded in 1999. Pixel's mission is to promote an innovative approach to education, training and culture by trying to exploit the best potential of ICT for education and training. Pixel carries out the following activities:

- European Project Planning and Management in the field of education, training, culture
- Support and advice for planning and management of transnational projects
- Delivery of in-service training for public authorities, universities, schools, and research centres
- Research and development services to support education and training
- Organization of International Conferences in the fields of education, training and culture

7) Mudocreativo

<http://www.mudocreativo.com/>

Mudocreativo is a specialized web agency with specific know how in visual identities through the web, graphic design, brand identity and photography. Among its products, website developed by mini site,

ecommerce site, nest, posters, catalogs, business cards and graphics coordinates. Through the assistance of web marketing, SEO, SEM and social media marketing, Mudocreativo makes sure that the web can be a 'good business opportunity and not just a business card.

8) Weekend in Italy

<http://www.waf.it>

Weekend a Firenze S.r.l. (Weekend in Florence) pioneered Italian tourism e-commerce with the first authentic Florentine goods and reservations service in 1995. Established by centuries-old Florentine families long connected to the arts of Florence, the site offers both armchair and on-the-road travelers global access to authentic, high-quality leather goods, marbled paper products, fashion accessories, art glass and ceramics, and books or interactive CDs on Italian art, culture, and history. Weekend a Firenze also offers an exclusive service not available elsewhere - on-line reservations to Florence's most popular museums, including the Uffizi. Weekend a Firenze is also the hub for other on-line services, including commercial Web hosting and design services for major Italian enterprises, and a chain of cyber-cafes offering convenient Internet access to Italian citizens and travelers alike.

The tasks that the Web Design students will carry out during the internship may include:

- Support in the development of specific section of web sites
- Support in the technical creation of electronic databases
- Check of functionality and debugging of existing web sites
- Language check of the English version of web sites that are being developed
- Updating of contents of existing web sites (images, texts)
- Re-sizing of images
- Creation of web applications (e.g. questionnaires forms)
- Changing and updating of structures of web sites
- Solutions of problems related to updating of browsers (e.g. Chrome)
- Integration of movies into existing web sites
- Integration of existing web sites with social networks

Below is a list of some of the companies who have expressed their willingness to host as interns students in the field of **Business Management**.

1) University of Florence, International Relations Department

<http://www.unifi.it>

The International Relations Department of the University of Florence is in charge of all International initiatives in which the University is involved. The Administrative Office of the department is in charge, among other issues, of the management of the financial aspects of the European cooperation projects in which the University is involved.

2) Hotel Palazzo Dal Borgo

<http://www.hotelaprile.it/>

Four star hotel, located in the homonymous renaissance building built in 1480, among the oldest hotels in Florence. The hotel offer its guests evening lectures on Art and History of Florence.

3) AC Hotel Firenze

<http://www.ac-hotels.com>

Brand of Marriott International with over 3.400 hotels in the world, AC Hotels appeals to both the business and leisure traveler who seeks to experience the culture of the city while enjoying modern comforts, stylish design and the latest technology.

4) European Institute

<http://www.istitutoeuropeo.it>

Situated in the heart of Florence, it is specialized in teaching Italian language, art, music and culture to students from all over the world. It is an active cultural center that offers its students the opportunity to learn about many diverse aspects - ancient and modern - of Italian life, including Italian history, art, literature, music, as well as food, wine, and places of interest.

5) Maggio Fiorentino Formazione

management@maggioformazione.it

Maggio Fiorentino Formazione is an academy of higher education, a center of excellence in training.

Maggio Fiorentino Formazione addresses to several target groups (opera singers, set designers, orchestra, theater tailors, costume designers, makeup artists and hairdressers theater, sound technicians, set designers) offering them a unique opportunity from various points of view: the possibility of "experience" on the stage of a large theater, teaching by renowned artists, access to resources artistic, technical, logistical and stage of the theater. Maggio Fiorentino Formazione intends to stand for a strong integration between the educational and artistic practice and a strong interaction between the different professional profiles.

6) Eurocentres

Eurocentres is an accredited Italian language school in Florence that offers a wide range of courses for beginner through to advanced levels standards. Eurocentres is a Swiss Foundation which was established in 1948 to help people to learn to communicate in different languages.. At present Eurocentres teaches in 35 schools around Europe, USA; Canada, Australia and Japan. About 15.000 students annually study one of the world's most important languages at Eurocentres.

7) Pixel

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- European Project Planning and Management in the field of education, training, culture
- Support and advice for planning and management of transnational projects
- Delivery of in-service training for public authorities, universities, schools, research centres and private companies
- Research and development services to support education and training

The tasks that the business administration students will carry out during the internship may include:

- Support in the creation of documents using MS Word
- Support in the creation of documents using PowerPoint
- Support in the creation of documents using Excel spreadsheets
- Support in the creation of database
- Support in the Reception area
- Assistance in the business management and leadership process
- Assistance in the recruitment and selection activity
- Assistance in the human resources management
- Support to customer services

STUDENTS PROFILES

11 students from Business Studies (10 females and 1 male)

13 students from Computing (9 males and 6 females)

INFORMATION ON THE INITIATIVE

Target Group	Technical and Vocational School students
Language	The language used during the mobility experience is English
Location	The initiative is held in companies of the Florentine Area
Dates	Arrival: Sunday 10 March 2013 Departure: Saturday 23 March 2013
Time	2 weeks Monday to Friday: 9.00 – 18.00
Organization	<ul style="list-style-type: none">• 1/2 day of orientation and preparation to the internship• 1/2 day of cultural visit• 9 days of work experience in Italian companies
Participation Fee	Participation fee: 1.283 eur per participating student

The participation fee includes:

- 13 nights stay in Florence in 5/6bedroom hostel with ensuite + a single bedroom for the teachers. (Towels, changed every five days, are included)
- 12 full breakfast at the hostel
- 13 dinners at the hostel
- public transport to reach the company in which the internship will be held (if needed)
- Tax on tourism for 13 days

The participation fee does not include:

- Lunches
- Transport from and to the airport on the day of arrival and departure
- Costs related to all activities carried out during the free time for cultural visits (i.e. costs incurred during Saturdays and Sundays)

Hostel Booking Details	4 bedrooms with 5 beds each, with ensuite 1 bedroom with 6 beds, with ensuite Arrival: Sunday 10 March 2013 Departure: Saturday 23 March 2013
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TOTAL FEES

1.283 eur x 26 students (sharing a 5/6 bedrooms accommodation) = 33.358 eur

TOTAL: 33.358 eur