

# Business Management and Web Design

Initial Vocational Training Initiative



# OBJECTIVES OF THE INITIATIVE

The objectives of the “Business Management and Web Design” Initial Vocational Training 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” Initial Vocational Training 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” Initial Vocational Training 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” Initial Vocational Training 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” Initial Vocational Training Initiative has a total duration of 2 weeks, they are organized in:

- 1/2 day of orientation and preparation to the
- 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” Initial Vocational Training Initiative is combined with an “all inclusive” meals and 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” Initial Vocational Training 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” Initial Vocational Training 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” Initial Vocational Training 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 initial vocational training 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 initial vocational training 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, who are chosen among the network of about 100 experts who continuously cooperate with Pixel.

The trainers involved in the delivery of the classroom based part of the initial vocational training 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. 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.

- Dr. Stefano Zanini has 5 year 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

<b>DAY</b> <b>0</b> <b>Sun</b>	<b>Afternoon</b>	Arrival
	<b>Activities</b>	<b>Information on Activities</b>
<b>DAY</b> <b>1</b> <b>Mon</b>	<b>Morning</b> (8:30 – 13:30) <b>Training in Classroom</b>	<b>Self presentation of all participants in the study visit</b> <ul style="list-style-type: none"> <li>• Power Point Presentation presenting the school</li> <li>• Brief self presentation of each of the accompanying teachers</li> <li>• 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.</li> <li>• Presentation of Pixel</li> <li>• Practicalities</li> <li>• Brief self presentation of the trainers and tutors</li> <li>• Presentation of cultural and behavioral issue related to Italian job market expectations</li> <li>• Presentation of the Companies hosting the internship</li> <li>• 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.)</li> </ul>
	<b>Afternoon</b>	Cultural Visits with Pixel Tutor
<b>DAY</b> <b>2</b> <b>Tue</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
<b>DAY</b> <b>3</b> <b>Wed</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
<b>DAY</b> <b>4</b> <b>Thu</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
<b>DAY</b> <b>5</b> <b>Fri</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: <ul style="list-style-type: none"> <li>- Business Management</li> <li>- Web design</li> </ul>
<b>Sat</b> <b>Sun</b>	<b>All Day</b>	Free time for Cultural Visits with national teachers

## Week 2

	<b>Activities</b>	<b>Information on Activities</b>
<b>DAY 6 Mon</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
<b>DAY 7 Tue</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
<b>DAY 8 Wed</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
<b>DAY 9 Thu</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
<b>DAY 10 Fri</b>	<b>Morning</b> 9:00 – 13:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
	<b>Afternoon</b> 14:00 – 18:00 <b>Work experience</b>	Internship in an Italian company operating in the field of: - Business Management - Web design
<b>DAY 11 Sat</b>	<b>Afternoon</b>	Departure

# POTENTIAL HOST COMPANIES

Below is a list of some of the companies operating in the field of **ICT / Web design and business management** who have expressed their willingness to host interns. The final and complete list of companies will be provided to the sending organization one month before the arrival of the students to Florence.

## 1) WebDev

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

WebDev develops Internet services and custom solutions for companies offering a range of internet web solutions highly customizable and adaptable to the needs of customers. WebDev has a specific expertise in the realization of projects in the field of Cultural Heritage.

## 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) Space SpA

<http://www.spacespa.it>

SPACE Ltd is an Information Technology company dedicated to services for cultural innovation. Space Ltd produces integrated digital solutions for museums and museum networks.

## 4) Frankenstein Srl

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

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

## 5) Sisu

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

SISU is an IT company offering services at all levels: software installation, network configurations, offers for servers and internet services and solutions.

## 6) Koris

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

Koris is a web agency developing web sites, blogs, multimedia catalogues, dynamic web solutions, Flash banners and animations etc.

The tasks that the IT 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 administration**. The final and complete list of companies will be provided to the sending organization one month before the arrival of the students to Florence.

#### **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) Confindustria Firenze**

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

The Association of Industrials of Florence represents the industrial companies located in the city of Florence. They provide the member companies with the relevant information and support on management, finances, administration, marketing, internationalization etc.

#### **3) Grand Hotel Mediterraneo**

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

The hotel is specialized in business services with a focus on conference organization and facilities.

#### **4) Studio Sanesi e Associati**

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

The Sanesi Studio is a team of professional accountants providing fiscal and administrative support to companies. Studio Sanesi also support the company in their internationalization process.

#### **5) Alinari**

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

Alinari founded in Florence in 1852, is the oldest firm in the world working in the field of photography, the image and communication. The birth of photography and the story of the Firm go hand in hand in their development and growth, as attested to by the immense Alinari owned fund of 4.000.000 photographs, collected in the Alinari Archives.

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

9 students from Business Studies (8 females and 1 male)

13 students from Computing (12 males and 1 female)

# INFORMATION ON THE INITIATIVE

<b>Target Group</b>	Technical and Vocational School students
<b>Language</b>	The language used during the mobility experience is English
<b>Location</b>	The initiative is held in companies of the Florentine Area
<b>Dates</b>	Arrival: Sunday 4 March 2012 Departure: Saturday 17 March 2012
<b>Time</b>	2 weeks Monday to Friday: 9.00 – 18.00
<b>Organization</b>	<ul style="list-style-type: none"> <li>• 1/2 day of orientation and preparation to the internship</li> <li>• 1/2 day of cultural visit</li> <li>• 9 days of work experience in Italian companies</li> </ul>
<b>Participation Fee</b>	Participation fee: 1.283 eur per participating student (for those sharing a 5 bedrooms accommodation) 1.333 eur per participating student (for those sharing a 4 bedrooms accommodation)

The participation fee includes:

- 13 nights stay in Florence in 4 or 5 bedroom 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
- 9 return tickets of public transport to reach the company in which the internship will be held
- 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)

<b>Hostel Booking Details</b>	1 bedroom with 5 beds each, with ensuite (for 5 males) 2 bedrooms with 4 beds each, with ensuite (for 8 males) 1 bedroom with 5 beds each, with ensuite (for 5 females) 1 bedroom with 4 beds each, with ensuite (for 4 females)
	Arrival: Sunday 4 March 2012 Departure: Saturday 17 March 2012

## TOTAL FEES

1.283 eur x 10 students (sharing a 5 bedrooms accommodation) = 12.830 eur

1.333 eur x 12 students (sharing a 4 bedrooms accommodation) = 15.996 eur

**TOTAL: 28.826 eur**