



UNIVERSITÄT PADERBORN
Die Universität der Informationsgesellschaft

EU-StORe- Creating European Standards for Open Education and Open Learning Resources

(2014-1-RO01-KA202-002985)

*The EU-StORe project – OER-Scenarios
Germany*

THE EU-STORE OER CONFERENCE

Chair of Business and Human Resource Education II

Prof. Dr. Marc Beutner

The EU-StORe Situation in Germany

- **Great success of the EU-StORe-OER Criteria**
- Presentation of the EU-StORe-OER Criteria at the ministry and the north-rhine-westfalian parliament
- Selection of Prof. Marc Beutner as an OER specialist to do policy counselling in this field

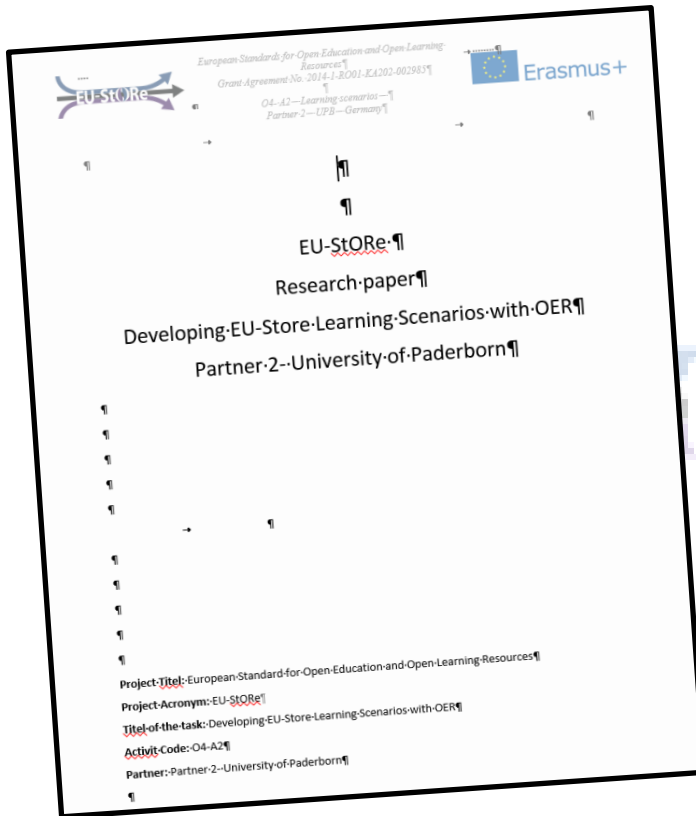
Work on OER and scenarios in Germany – UPB – Part 1

- expert analysis and the rating of existing OER (O2-A3):
completed ✓
- expert analysis and the rating of existing courses - MOOCs (O2-A4):
completed ✓
- The structure of the Online Platform and the translations in German are
completed ✓
- The acceptance evaluation (O2-A5) and the TAM (usability) evaluation
(O3-A2) are integrated in the online tool
completed ✓
 - You will get the access codes after this meeting to do the testing of the platform.

Work on OER and scenarios in Germany – UPB – Part 2

- creation of the promotion materials (O3-A4):
completed ✓
- Learning Scenarios (O4-A1) are finished (the deadline is the 30.07.):
completed ✓
- best-practice-showcases (O4-A3) are finished and we will go into the testing at the same time as this meeting will take place - (the deadline is the 31.05.):
nearly completed (✓)
- online handbook for trainers and teachers (O4-A2):
under construction (✓)
- strategies and guidelines for open learning (O1-A6):
under construction (✓)

Learning Scenarios



European Standards for Open Education and Open Learning Resources
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O4-A2—Learning scenarios—
Partner 2—UPB—Germany

Erasmus+

Developing EU-Store-Learning-Scenarios with OER

Title of the learning scenario		Target group --> Young adults --> Form 8y --> ?	Time frame of the learning scenario: --> 45 minutes / 1-lesson? --> MOOC? --> Etc.
Short description of the learning scenario	URL of the OER: Author of the OER: Creation date: Other information:		
Short description of the OER			
Structure of the learning scenario with OER			
Introduction	Methods, use of media and didactical design		
Main Part			
Last Part			
Reflection of the learners			

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The German Learning Scenario: Sales Pitch



Title of the learning scenario ¶ Sales conversation and sales pitch ¶	Target group ¶ --> Vocational school students ¶ --> Commercial training students ¶ ¶	Time frame of the learning scenario: ¶ --> 45 minutes --¶ 90 minutes ¶
Short description of the learning scenario ¶	In this learning scenario the learner will be introduced to the process of sales conversations and the main parts of a sales pitch. Who are the actors? What is important of the wishes of the customer? How to present the products and to legitimize the price of the product? How should the salesman act in this sales situation? What are the benefits and USPs of the product and what is the value etc.? ¶ ¶	
Short description of the OER ¶	The OER about "sales conversation and sales pitches" describes in a step-by-step online video a sales situation between a salesman and customer. ¶ In 8 phases the learner get the main information regarding the sales process. In an authentic scenario the learner will be guided through a sales conversation. ¶ At the end of this learning video the learner will be educate in the AIDA and ACCA model. AIDA is an acronym used in marketing and advertising that describes a common list of events that may occur when a consumer engages with an advertisement. ACCA model defines advertising goals for measuring advertising results, short DAGMAR. ¶	URL of the OER: ¶ http://seel.eduprojekt.eu/microunits/doku.php?id=m3-p4-en ¶ Author of the OER: ¶ Marc Beutner ¶ Creation date: ¶ 01.12.2015 ¶ Other information: ¶ Results of the European project SEEL ¶
Structure of the learning scenario with OER ¶	Methods, use of media and didactical design ¶	



The German Learning Scenario: Europe of the 25



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<p>Title-of-the-learning-scenario¶ (Main-elements-of-the-topic-and-content)¶</p>	<p>Target-group¶ --> 15--16-year-old-students-(secondary-school)¶ --> Grade-9/10-high-school-(German-Gymnasium)¶</p>	<p>Time-frame-of-the-learning-scenario:¶ --> 45minutes¶</p>
<p>Short-description-of-the-learning-scenario¶</p>	<p>Political-classes:What-would-happen-if-the-EU-expanded?¶ In-this-learning-scenario-the-learner-will-be-introduced-to-the-problems,-chances-and-opportunities-of-the-expansion-of-the-EU.¶ The-learners-will-analyse-the-specific-examples-in-new-member-countries-and-develop-an-understanding-of-EU-policies.¶</p>	<p>Outcomes-of-the-learning-scenarios:¶ --> Understanding-of-the-¶</p>
<p>Short-description-of-the-OER¶</p>	<p>Themenblätter im Unterricht (Nr.34)¶ Europa der 25¶ Osterweiterung der Europäischen Union¶ Since the first of May 2004, the European Union comprises 25 Member States. This OER examines the advantages and disadvantages of the enlargement. Hopes of "old" and the "new" EU member states are compared to fears. Using the example of the EU's agricultural policy in Poland, pupils can discuss how policy in the EU should be made to enable the Community to continue to function.¶ The European enlargement is still not complete and more states want to be included. How large should the European Union be?¶</p>	<p>URL-of-the-OER:¶ http://www.bpb.de/show/lernen/themenblaetter/36725/europa-der-25¶ Author-of-the-OER:¶ Bundeszentrale für politische Bildung/¶ Bruno Zandonella¶ Creation-date:¶ 01.05.2004¶ Time-frame-of-the-OER:¶ --> 15-minutes?¶ --> 3h?¶ --> Etc.¶ Other-information:¶ No-direct-license,-but-the-hint-that-you-can-use-the-material-free-and-share-in-your-classroom¶</p>



Showcases

- Presentation of the learning scenarios on an event which takes place at the same time as this meeting
- Presentation to teachers and future teachers
- Discussion on the relevance of OER
- Discussion on the learning scenarios and how they can be integrated in the curricular structures.
- Final day: 01st of June 2016

Contact

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<http://www.upb.de/wipaed>

<http://www.eustore.eduproject.eu>