

GLOBAL-SPIN: Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin-Offs

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WP8.2 – Web/tablet Corporate Learning Course Pilot Training Report

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WP8.2 – Web/tablet Corporate Learning Course Pilot Training Activity Report

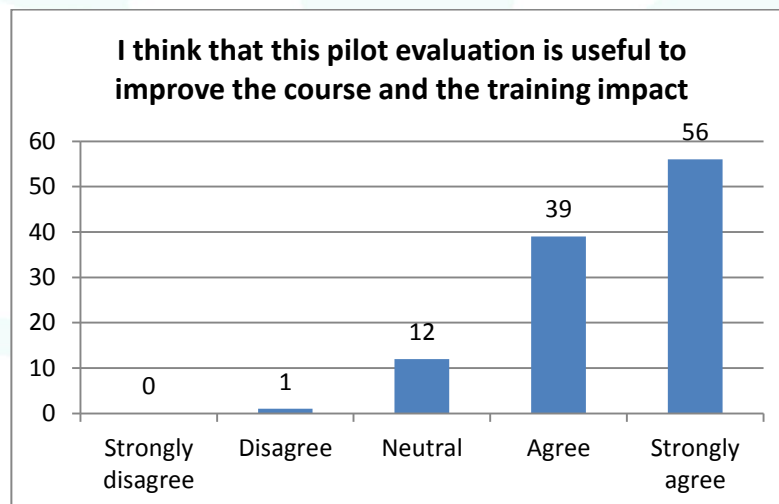
1. WP8.2 Objective Description

As stated in the Project proposal: “The Pilot test will be conducted online for a minimum of 105 participants, Spin Offs managers, at least 15 involved by each partner. Participants from other European countries will be welcomed to join and the partnership will make a special dissemination effort to ensure the maximum geographical coverage possible for the participants.”

2. Pilot Training Session Set Up

During testing, tutors from the consortium were available to support participants as needed, to solve/report technical problems and discuss the learning content of the online training programme.

The feedback has been collected through an online evaluation tool (Google Form) that allowed the consortium to assess the impact of the Global Spin training programme. The quality of the pilot activity itself has been assessed by the pilot participants themselves and show the following results: in total 88% of the testers **agreed** or **strongly agreed** that the Corporate Learning Course Pilot Training Activity was useful to improve the course and the training impact.



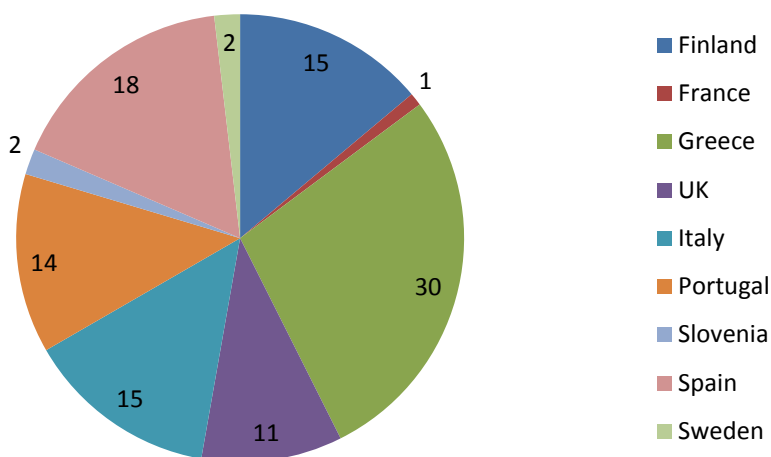
3. Pilot Evaluation Session Activity Report

3.1 Demographics

In total, 108 testers took part in the WP8.2 pilot activities – each partner organisation secured between 15 and 17 testers and the testers that were based in 9 different EU countries:

	Partners organisations	Number of testers
P1	FGUGREM, Spain	17
P2	University of Patras, Greece	15
P3	Promimpresa, Italy	15
P4	VAMK, Finland	15
P5	CCS, Greece	15
P6	Inova, UK	16
P7	ADV, Portugal	15
	Total	108

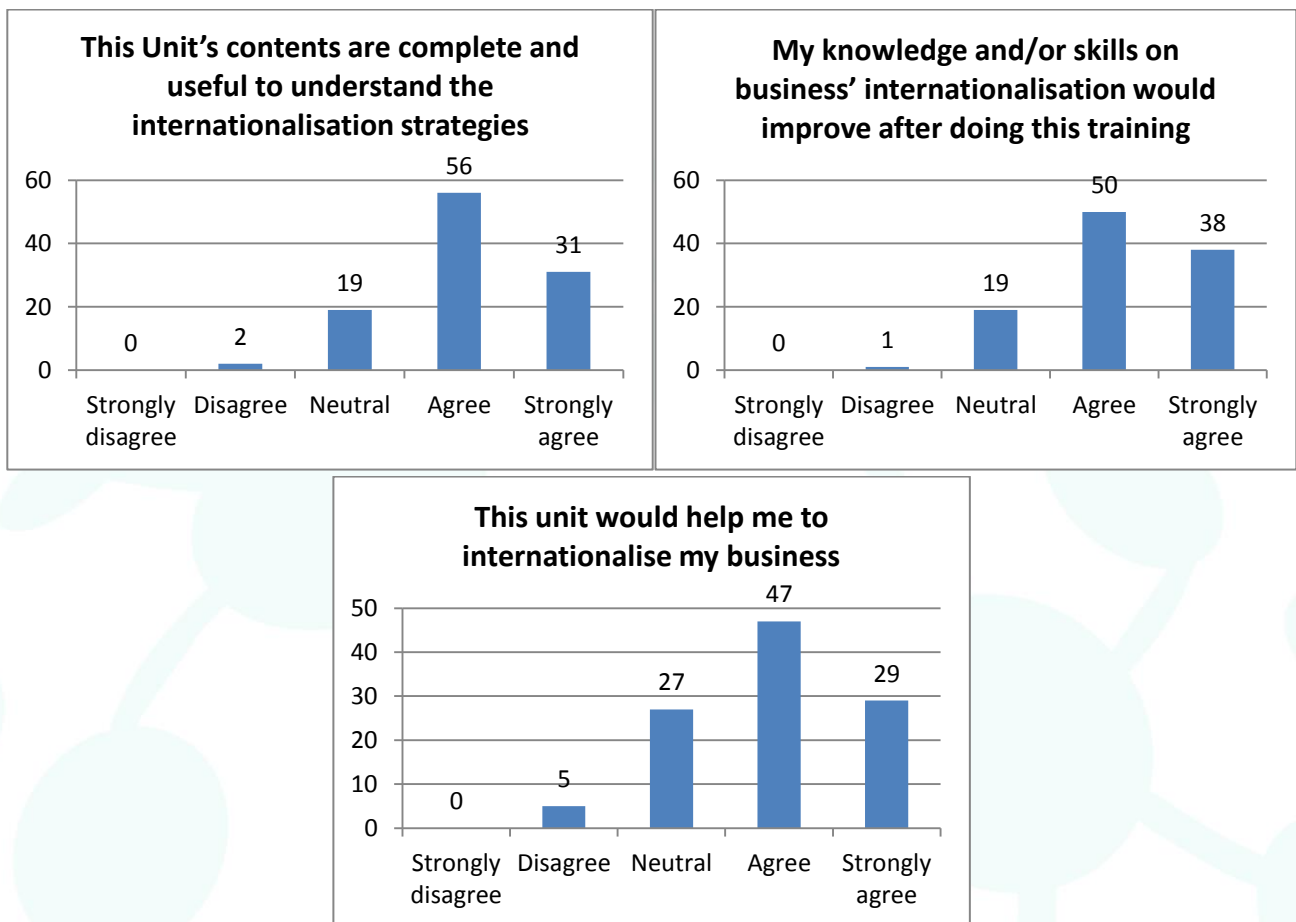
In which country are you currently based?



3.2 Global Spin online training programme learning impact

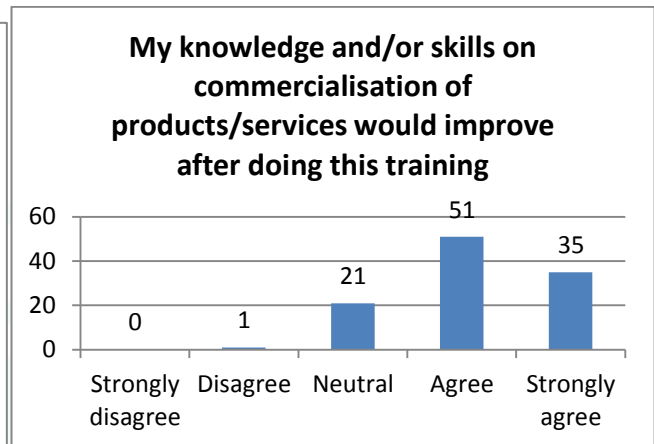
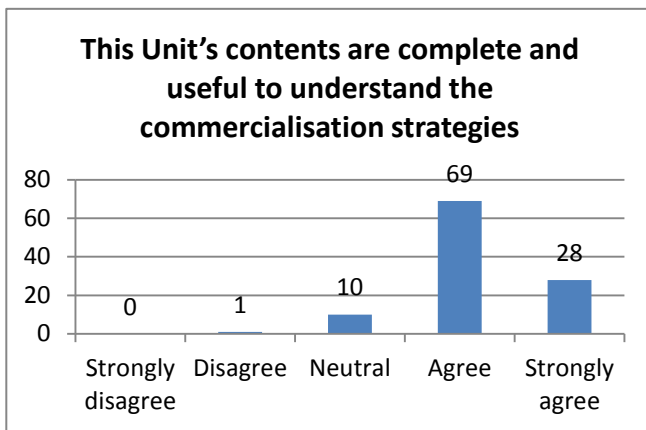
3.2.1 Learning impact of Unit 1: Learning and Growing for the Transnational Entrepreneur

The following charts show how the testers rated the learning impact of Unit 1. The overall results show that a vast majority of the testers “agreed” and “strongly agreed” that the Unit 1 was “complete and useful to understand the internationalisation strategies”, that their knowledge would improve after completing the training and that this could help internalise their business.



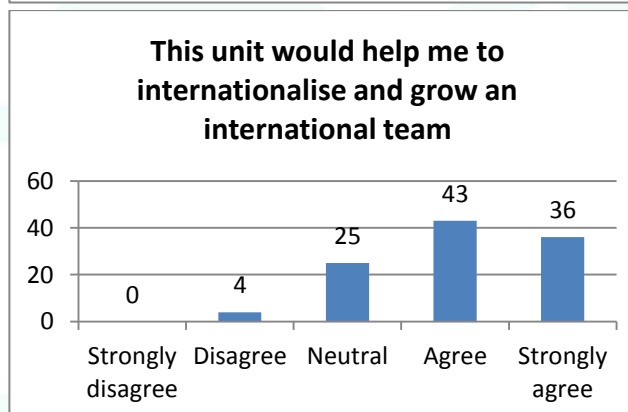
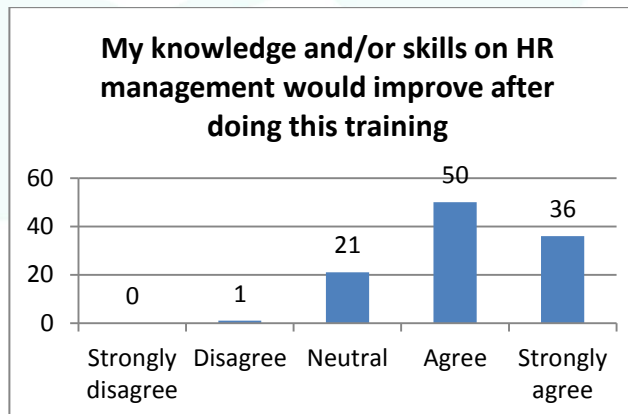
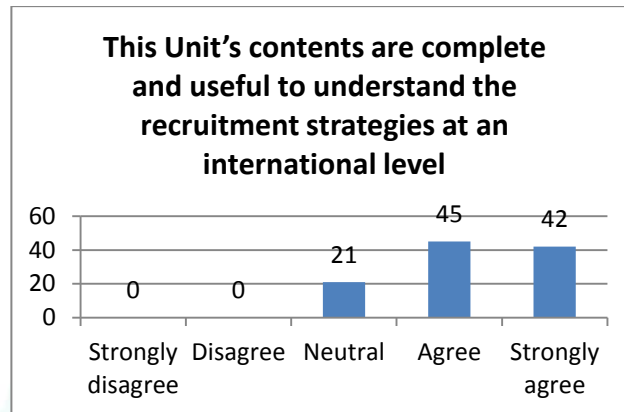
3.2.2 Learning impact of Unit 2: Commercialisation of Products/Services

The following charts show how the testers rated the learning impact of Unit 2. The overall results show that a vast majority of the testers “agreed” and “strongly agreed” that the Unit 2 was “complete and useful to understand the commercialisation strategies”, that their knowledge would improve after completing the training and that this could help internalise their products/services.



3.2.3 Learning impact of Unit 3: Recruiting of global talent

The following charts show how the testers rated the learning impact of Unit 3. The overall results show that a vast majority of the testers “agreed” and “strongly agreed” that the Unit 3 was “complete and useful to understand the recruitment strategies at an international level”, that their knowledge would improve after completing the training and that this could help grow an international team.



3.2.4 Open questions on the content of the Global Spin training and relevance to the training needs of the transitional entrepreneurs

Most of the comments received in relation to the contents are very positive, emphasising their quality and usefulness, for instance:

“The contents of the three modules are rigorous and contain well-written and synthesized information”

Nevertheless, depending on the different profiles of users, there are opposing views about the difficulty to understand them. While some comments state that part of contents are too complex:

“Vocabulary and concepts were sometimes difficult to understand”

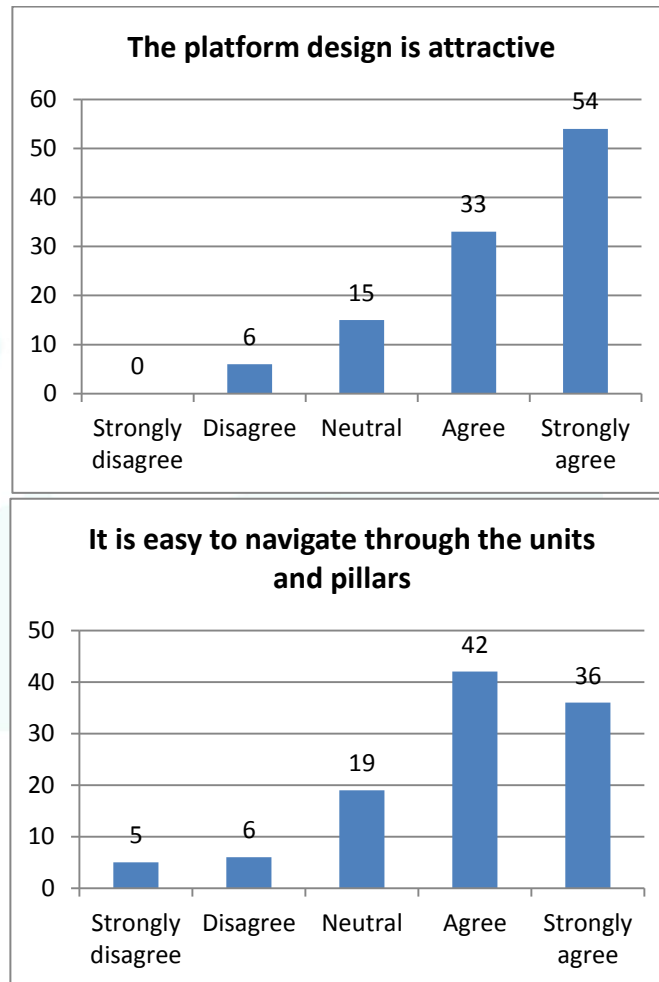
“As a micro-size entrepreneur some parts of the learning material were difficult to apply into my own business”

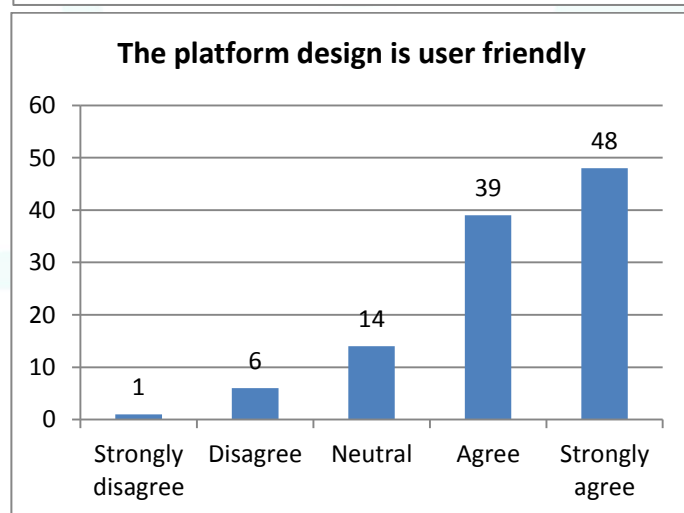
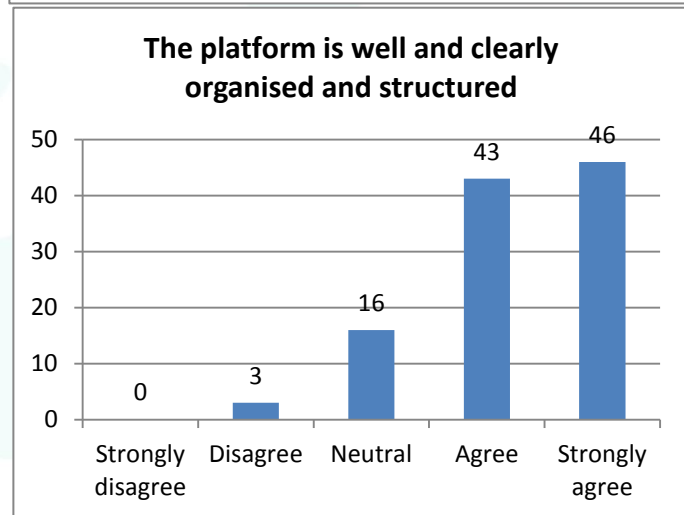
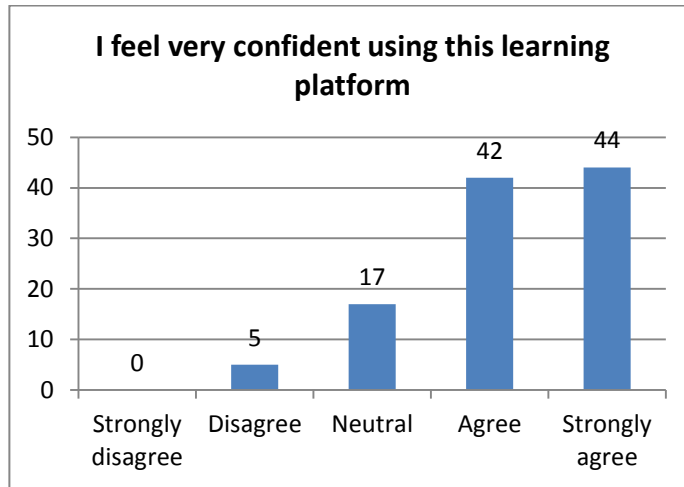
Other testers find them too easy:

“The content in other modules is quite basic and would have enjoyed more in-depth content with more concrete tips and actionable advice”

3.3 General aspect, structure and usability of the Global Spin platform

The following charts show how the testers rated the design of the platform and its usability. Most of the testers felt confident using the Global Spin platform, thus, it received positive feedback on its general aspect and structure.





3.4 Open questions on the general aspect, structure and usability of the Global Spin platform

The aim of this document was to apply external suggestions on the final version of the learning tool in order to improve its quality and usefulness. For that reason, although about one half of the open question comments received were positive, mainly constructive criticisms and advices for improvement are displayed below.

Additionally, in order to be consistent and coherent with the reporting methodology established along all this Work Package, the comments done by users have been classified, and even divided, depending on the aspects they assessed, following the similar structure used in WP8.3 Report.

Registering on the platform:

Few comments from different countries highlighted some troubles when getting registered in the platform:

"I couldn't log in until I'd received an authentication email and this took AGES to arrive!! I know the message on the site says that if it doesn't come within 10 minutes to check your spam folder but realistically, who is going to wait that long?!! I think people expect these things to arrive immediately or they'll just move on to something else and forget about it. Also, when I clicked the link in the authentication email, Gmail gave me a pop up saying that it was leading me to an 'untrusted site'. I think it needs the security certification setting up - this can be done for free"

"Receiving the activation email took too long"

"The warning that appears when your password does not fulfil the prerequisites (during the registration), should have bigger letters!"

Technical troubles when navigating the platform:

Four persons in Finland said that it was not possible to open pillars (two of them were using Mozilla):

"Finnish versions did not work (pillars did not open at all)", "Finnish pillars didn't open every time"

"Navigation between pillars did not work well in Finnish version", "Several sections in units 2 and 3 did not open".

One person using Firefox said that:

"Several of the sections would not open, so it is hard to give feedback".

One person using Microsoft Edge 42.17134.1.0 declared:

"Start- buttons (in the study modules) not always working. I had to use the upper left burger menu to get to the content. Some headlines next to burger menu are too long and do not fit in the space, thus can't read the whole header".

Most of testers used Google Chrome and they identified as technical problem the slow page load time.

Page load time:

More than 20 comments warned about the excessive time taken to load contents and open new window or pages. Most of them manifested to be using Google Chrome or did not specified. Example of comments:

"The downloading pages and moving between pillars were slow"

“Loading was quite slow”

Web navigation across pillars and units:

Several comments (about 15) from different countries considered that it is not easy enough to navigate between pillars and passing from one to another takes to many steps and time. Example of comments:

“There should be a button “Next” when you finish a unit and it's confusing that the unit opens a new window and there is no finish button”

“It's not easy to navigate between units and pillars”

“I thought it was a bit challenging to identify how to go one step back. Some “back” button is missing”

“There should be a return button in all pages. It's too difficult to return from the home page (where all the pillars are)”

“When you are finished with reading a unit the window should take you back where you started”

“The “Let's start” button is small and difficult to find especially on mobile. When you finish a sub-unit for example 1.1, there isn't any navigation button for either going to the next or returning to the selection page”

“The platform is very attractive and a priori is very well organized but it is not totally clear how you are supposed to move between pillars. When I finished a pillar I missed indications about how to move to the next one. In addition, every click on the platform took 4 to 7 seconds to load. Therefore, the slowness or number of clicks should be reduced”.

Some other comments that can be useful are: “There are screens between pillars and the actual contents that are unnecessary”

Visibility of the whole pillars:

Some few comments stated that all the pillars are not immediately visible by the users and when scrolling down the page of the Units the users have to select “all” in order to view the full list of pillars. Example of comments:

“When you click in Unit all pillars should appear and not just 3 or 4”

“It seemed that there were only four pillars in each set and the “All” button is too small”

About the way contents are visualised and displayed:

Other comments about the way contents are visualised are:

“I believe it would be useful to have a short summary with the most important points of each pillar at the end of the lesson as there is a lot of information given”

Interactive resources

Several comments from different countries suggested including more videos and other interactive resources:

“I would prefer multimedia material”

“I believe that both the quality of the context (written text) and the simplicity of the navigation through the platform are well done. However, reading the text can become very monotonous for

people (like me) who are easily distracted. More visual and interactive components, or even a narrative that helps visualise the learning process, could be useful"

"Perhaps some videos could be added"

"A more visual design of the content and "story line"

Image and colour:

Some comments in relation to the general image were:

"The choice of fonts is not appropriate for reading content on the web"

"The colours are too dark in some places"

About language options:

About 10 comments from 3 different countries have mentioned that there are some errors in translations or parts that are not completely translated into Portuguese, Finnish and Spanish, example of comments:

"Finnish language needs revising all through the material"

"In Unit 2 there are some titles and one pillar that is not available in Portuguese" "There are some translations errors in Portuguese"

A couple of comments mentioned that it was difficult to find language selection button:

"It was difficult to find language selection button; would be good to have in front page"

Also, there was a comment saying:

"The option to proceed in a different language is not clear".

3.5 The Global Spin platform additional features

The questionnaires received the following comments on the platform additional features:

Success and Failure Cases:

All comments regarding to this section were positive, such as,

"It's useful to see the practical cases"

"The cases offer the most interesting info"

Awarding system:

Oposing perspectives of this were found. Some users said:

"The awarding system is a really smart idea! It encourages people to continue learning!"

"Badges are awesome"

While two others were not able to understand it:

"Find it difficult to understand how it works or what the value is"

"I didn't understand the award system"

Share my story:

As for the awarding system, some users valued very positively the Share My Story section, while some others had difficulties to understand the use and the functioning of it:

"Section not working"

"Share your story' section doesn't seem to let me view other people stories; I can only add my own"

"I do not understand how the area Share your experience will show up with the information provided"

Some opinions provide what could be the keys to help users to visualize and understand the sections and to encourage them to participate:

"There could be examples to get started"

"It is a good idea but the format is not ideal (the white page is not really motivating ;))"

"It would be good to have option to view others before adding one myself"

The exercises:

This feature of the platform was the less valued by users. Besides one positive comment:

"The practical exercises also seemed very useful"

All the rest (7) suggested improving it, in particular, providing more interactivity: "Some of the answers to the exercises could have the option of being shared with other participants attending the course"

"I liked the exercises, would have also like to see videos"

"More interactive exercises would make it more engaging"

"It could be great to try the exercises directly on the platform"

Also, a tester suggested improving the instructions:

"I think the instructions in the exercises are not always clear"

Assessing the pillars: one tester said that:

"I could not rank the pillars"

Finally, the testers could choose up to 3 answers to show what they thought should be improved in the platform and what they valued the most about it (across the learning content, the platform aspect and the additional features). According to the participants, the exercises and the additional resources could be improved, and the aspects they valued the most were the Unit 3, the Success and Failure Cases and the Unit 1.

Which elements do you think should be improved in the platform and/or the contents? Choose up to three of the following options		
The exercises	35	32%
The additional resources	28	26%
Unit 2: Commercialization of Products/Services content	22	20%
Unit 1: Learning and Growing for the Transnational Entrepreneur content	15	14%
The "Share your story" section	15	14%
Unit 3 Recruiting of global talent content	13	12%
The learning platform	11	10%
The awarding system	11	10%
Success and Failure Cases	3	3%
	153 answers	

Which elements did you value the most about the platform and/or the contents? Choose up to three of the following options		
Unit 3 Recruiting of global talent content	41	38%
Success and Failure Cases	38	35%
Unit 1: Learning and Growing for the Transnational Entrepreneur content	33	30%
The learning platform	32	29%
The awarding system	27	25%
Unit 2: Commercialization of Products/Services content	26	24%
The exercises	19	17%
The additional resources	12	11%
The "Share your story" section	11	10%
	239 answers	

4. Conclusion and recommendation for the improvement report

The results from this pilot training activity were useful for the fine-tuning of the Global Spin training programme and plenty of comments were very positive and some of the testers provided their emails at the end of the questionnaire in order to receive more information. Also, some of them signed the Manifesto after participating in the pilot test. Some general positive comments were:

“Congratulations!”

“I will sign the manifesto next”

“I have already signed the manifesto and can see that this is work in progress!”

“Well done for the Learning platform and its content!”

“I think that it is helpful for young entrepreneur”

The evaluation of the pilot users across all questions had an overall rating of 4.1 out of 5, meaning that the satisfaction rate was 82%, which exceeded the objective of 75% satisfaction by users. The **WP 8.4 Improvement Report** will focus on suggestions for improvements as highlighted in this report, especially in the parts 3.4 and 3.5.

5. Annexes

Annex 1	Copy of the original answers on pdf
Annex 2	Answers Excel table with charts