



Intelligent Training Service For Management Training in SMEs

What is InTraServ

InTraServ is an EC funded project under the 5th Framework Programme - Information Society Technologies.

Its main goal is to try and evaluate an innovative Web-based intelligent training solution for manager upgrading in real SME environments operating in different fields.

Objectives

Objective 1

To realize a training platform including several state-of-the-art technologies such as: metadata and ontologies for knowledge manipulation, fuzzy learner modeling and case based reasoning. Within such platform, a learner can:

- select a particular set of topics from an ontology of covered arguments and let the system arrange a personalised self-adaptive course about such topics.
- use the system to solve daily working problems using a case based reasoning (CBR) methodology i.e. comparing the current problem with similar solved problems saved in the past.
- exercise about learnt topic using a set of business games that allow concrete experiences through experimentation.

Objective 2

To realize a set of courses covering several aspects of the managerial training in three European languages (Italian, English, Spanish): Business Decision, Marketing, Marketing Management, Marketing Research and Management Control.

Objective 3

To realize a set of business games addressing the business decision process through a "what...if" approach. In particular, two business games will be made available: a Business Game for Strategic Decisions, a Business Game on Management Control.

Objective 4

To evaluate the benefits of the InTraServ approach to training in terms of:

- overcome of distance, time and location barriers (training must serve a dispersed group of learners where and when they require it),
- flexibility (training can be undertaken between work tasks),
- availability (training material can be easily located),
- immediacy (user can obtain quickly solutions to daily working problems).

Experts will be exploited to collect empirical data through measurements in order to evaluate at what extent the InTraServ platform and the underlying training model is able to satisfy such set of needs and challenges and, in general, to cover all aspects of usability, efficiency and effectiveness of the learning support.

Objective 5

To sketch and evaluate a sustainable business model based on the ASP methodology around the proposed solution.

Objective 6

To disseminate the know-how resulting from the trial through the European Community by participating in clusters of EC projects addressing training for SMEs. To extend the obtained results to the scientific and enterprise community through the participation in conferences and workshops on the theme.

Main Features

Content Management

- Integration with the main software tools for content creation (MS PowerPoint, MS Word, etc)
- Possibility to import content from the main Web formats (HTML, PDF, Flash, ShockWave, AuthorWave, etc)
- Availability of integrated tools for test management
- Support of the main standards for content description (IMS, IMS-QTI)
- Possibility to manage contents at a higher abstraction level through ontologies compliant with the main standards for knowledge representation (DAML+OIL, SHOE)
- Possibility to extend the system with a set of drivers to manage new kind and formats of content

Collaboration

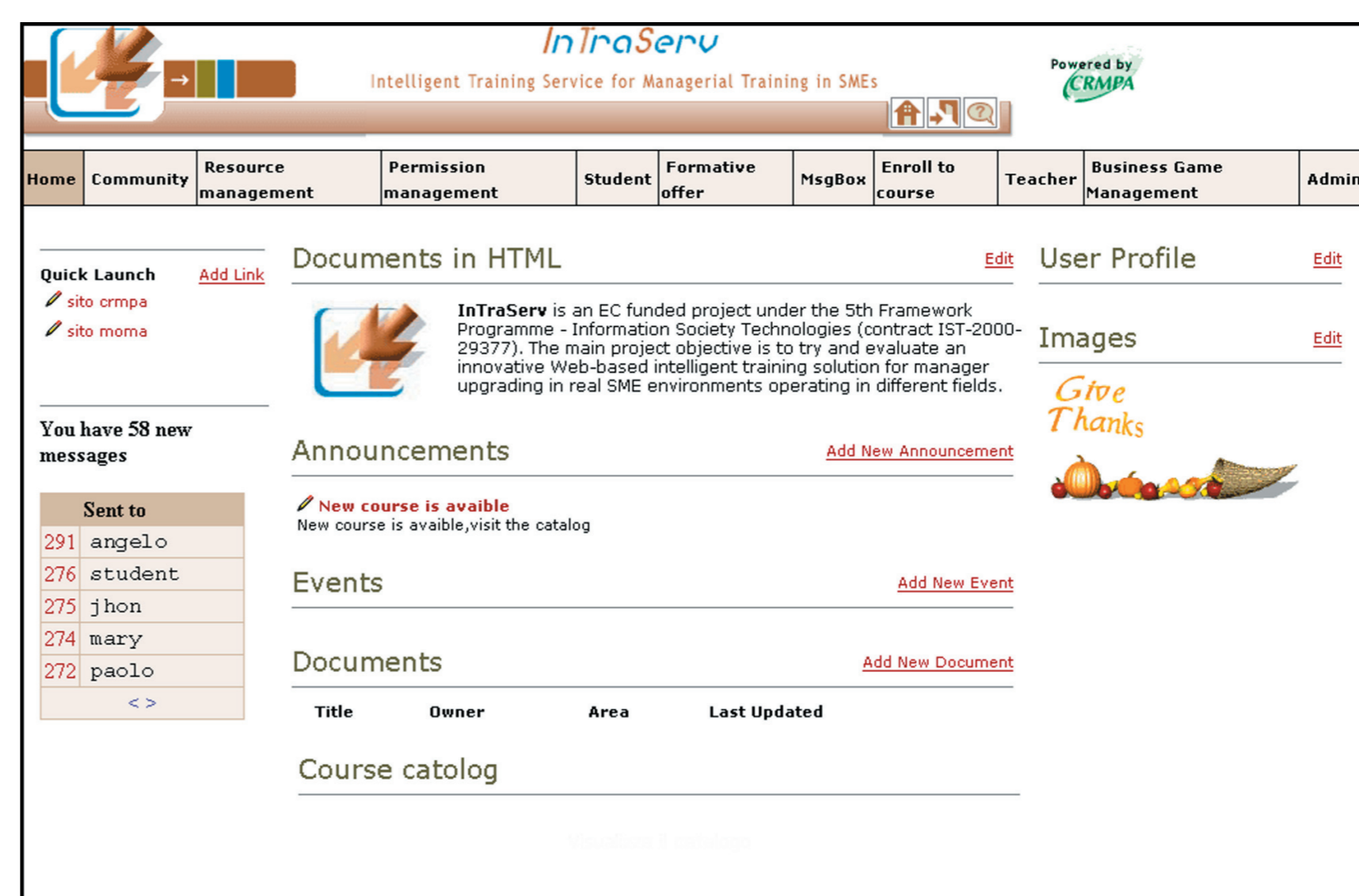
- Possibility to associate discussion forums to courses or inter-course and intra-course workgroups
- Integrated Messaging System and Textual Chat for synchronous and asynchronous message exchange
- Management of a remote repository to store and share documents
- Possibility to install additional plug-ins to handle advanced collaboration features (videoconference, follow-me browsing, application sharing, virtual classroom, etc.)

Course Management

- Possibility to create didactical paths through the aggregation of basic content (Learning Object)
- Support of the main standards for course description (SCORM 1.2, IMS-CP)
- Possibility of automatic or aided generation of didactical paths starting from learning goals
- Possibility of automatic customization of the training experience basing on previous knowledge of single learners and from their learning preferences
- Support for the automatic learner monitoring and evaluation in relation to the acquired knowledge and to the shown cognitive abilities and perceptive capabilities

System Administration

- Web-based portal completely customizable in relation to layout, content and section access rights
- Integrated tools for the management of users, groups, roles and access rights
- Possibility to extend the platform through plug-ins that allow to add new services and through drivers that allow to manage new kind of Learning Objects
- Possibility to completely administrate the system remotely



Main Advantages

The learning task for managers is becoming a critical element for the survival and the success of enterprises in the global competitive scenery. Given its generality (it is applicable for quite all kind of SMEs) we chose to adopt such main topic during this trial.

Using InTraServ, it will be possible for a manager

- to take personalized training between working tasks,
- to evaluate the formal knowledge acquired,
- to transform it in practical knowledge by experimenting what learnt in simulated.
- to be supported during his decision making process.

The platform will be made available exploiting an Application Service Provision methodology (ASP) i.e. the platform will be reachable from clients remotely, over the Internet.

Project Data

Project No: IST-2000-29377

Action Line: Trials and best practice addressing advanced solutions for on-the-job training in SMEs

Start Date: 01/12/2001

End Date: 31/05/2003

Duration: 18 Month

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