

# Retailing Management for Adults in Lifelong Learning

## Minutes of meeting, Reykjavik, October 2009

### Present:

Kirsten Fridriksdottir, Verzlunarskoli Islands  
Alda Jona Noadottir, Verzlunarskoli Islands  
Gudrun Inga Sivertsen, Verzlunarskoli Islands  
Sigríður Björk Gunnarsdóttir, Verzlunarskoli Islands  
Hrafnhildur Briem, Verzlunarskoli Islands  
Bjorn Gardarsson, Fraedslumidstod atvinnulifsins  
Marianna Leikomaa, TAMK – University of Applied Sciences  
Hanna Torp, TAMK – University of Applied Sciences  
Donald MacBeath, North Highland College  
Jacky MacMillan, North Highland College  
Debbie Gray, North Highland College

### 1. Presentation of the Teacher's handbook

by Hanna Torp and Marianna Leikomaa.

- a. The book has a temporary title now, Pedagogical Considerations Regarding the Delivery of the Online Modules in Retail Management. This title will be changed.
- b. Hanna and Marianna will add something about discussions etc. for teachers not used to much online teaching. This is something that it is also possible to use in other e-learning. They will also add something about Case studies, i.e. Set up a new company.
- c. The Teacher's Handbook will end up being approx 20 PDF pages and will be put on the net.
- d. The draft will be finished by Mid December.

### 2. Retail Modules

An update from Thurso stated the following:

Retail - Update 28 September 2009 + added to through meeting		
Management 1	NHC	Completed Online Units ✓ Ready for Translation ✓ Translation Complete ✓
Finance	Finland	Completed Online Units ✓ Ready for Translation ✓ Translation Complete ✓  <i>Finland will add aim: Develop and execute a financial plan (including sales plan, operating costs, income statement, cash flow, balance sheet) and more.</i>
Labour Rights	Finland	Completed Online Units ✓ Ready for Translation ✓ Translation Complete ✓ Finland – Iceland has a

		separate module according to Icelandic law. <i>Silent Videos/Case studies need to be added –</i>
Merchandising	Iceland	Completed Online Units ✓ Ready for Translation ✓ Translation Complete ✓  <i>More images could be added – NHC can do this Alda send more exercises and cases by Oct 11.</i>
Buying and Selling	Iceland	Completed Online Units ✓ Ready for Translation ✓ Translation Complete  <i>More images could be added – NHC can do this</i>
Economics	Iceland	Completed Online Units ✓ Ready for Translation ✓ Translation Complete - almost  <i>Missing content – graphs and sections – please check</i>
Marketing	NHC	Written – being developed - text available now for checking and translation or wait till put in templates – within next 2 weeks.
Management 2	NHC	Written – being developed – text available now for checking and translation or wait till put in templates – within next 2 weeks.
IT	NHC	<i>Can you discuss this – is everyone happy to use this or would they like to use their own.</i> Iceland uses own material.

All the missing material is to finished by end of October and translations to be finished by end of November.

Decision was made about suggesting three learning blocks:

1. Introduction to learning online for learners + IT-module.
2. The Modules Management 1, Marketing, Merchandising and Buying and Selling.
3. Finance, Economics, Labour rights and Management 2.

Each module should be approx 80 hours work, 6 ETCS/Fein for all modules except IT > 3.

### 3. Implementation and piloting

- a. Finland will pilot the Finance and Labour rights modules in Oct/Nov and give feedback before Christmas.
- b. NHC will pilot Marketing and Merchandising before end of December
- c. Verslo will pilot Buying and Selling and Management 1 before end of December.

Questionnaires for students and teachers from Björn are ready for use. They will be used by Finland through their piloting and revised if necessary and then sent to all.

The implementation is very important for the evaluation of the project and we will try to find prime target groups.

#### **4. Partners access to the product**

All the content will be kept in separate folders to be uploaded into WebCT/Blackboard and/or Moodle.

Copyright was discussed and decided to sign a document about this. We will be looking for a short and clear version for us.

#### **5. National Stakeholders Meetings**

A stakeholders meeting will be held in each partner country by mid November 2009.

The purpose of the meeting will be twofold: a) Dissemination of the project and product b) To bring about interest in exploitation of the project/product.

A questionnaire to ensure that we get feedback from the stakeholders will be written by Björn.

#### **6. Finances.**

We went through what is left of the money for each partner. After the meeting everyone is to estimate what he has to pay for in staff cost and other and send to all partners by Nov 1<sup>st</sup>.

If there is any money left there is a possibility for a one-day meeting in Copenhagen in January with partners and an evaluator.

We can transfer up to 10% and no more than 5.000 € from other cost to staff cost. It is also possible to share 'other cost' with other partners.

Hrafnhildur needs to get all invoiced paid out by the project as well as timesheets, subcontracts, bank transfers and boarding passes/ticket with cost.

#### **7. Dissemination – Valorization**

- a. Caithness chamber of Commerce – Aileen attended a meeting on August 28 2009 and passed out some flyers after having spoken about RetAiL to a number of local business owners in Chaitness.
- b. Brochure. Need to add more things into it: Credits for each module, working hours and more about each module. Perhaps the same presentation that will be on the memory sticks.
- c. Memory stick. NHC will get an introduction from all modules together which will be put on the memory sticks as teasers. This demo will be finished by end of October.
- d. Leonardo Contact seminar in Reykjavik
- e. Leonardo Contact seminar in Lisbon
- f. Conference in Finland in December. Abstract from Hanna and Marianna has been sent and they hope their lecture will be accepted.

## **8. Evaluation of the project**

Evaluation cost could be 10-15 hours for each module and the evaluation should be done by someone that can evaluate the learning environment and the pedagogy of the text. Alda also wants somebody that can evaluate the content of the modules.

## **9. Háskólinn á Bifröst.**

During the meeting we were invited to visit Bifröst University where Geirlaug Johannsdottir showed us their premises and spoke about the education given at Bifrost, included their retail management program.

We were also given an introduction of the e-learning tool they use, called e-mission ([www.emission.is](http://www.emission.is)). It is an Icelandic developed software for where teachers can record lectures and uploaded files in almost any format, i.e. PowerPoint, PDF, Video/Audio and students can then download to their computers or iPod for example. Students can also send questions to each other or their teacher.

We also had the opportunity to speak about our RetAiL project.

## **10. Extension of the project**

The project has been granted an extension of the project period until December 31<sup>st</sup> with the final report to be sent in before end of February. This extended time will be used for piloting and if there is still some money left of the grant, for a last meeting in Copenhagen.