

OpenScout Overview

Skill-based Scouting of Open Management Content

OpenScout Consortium
November 2009

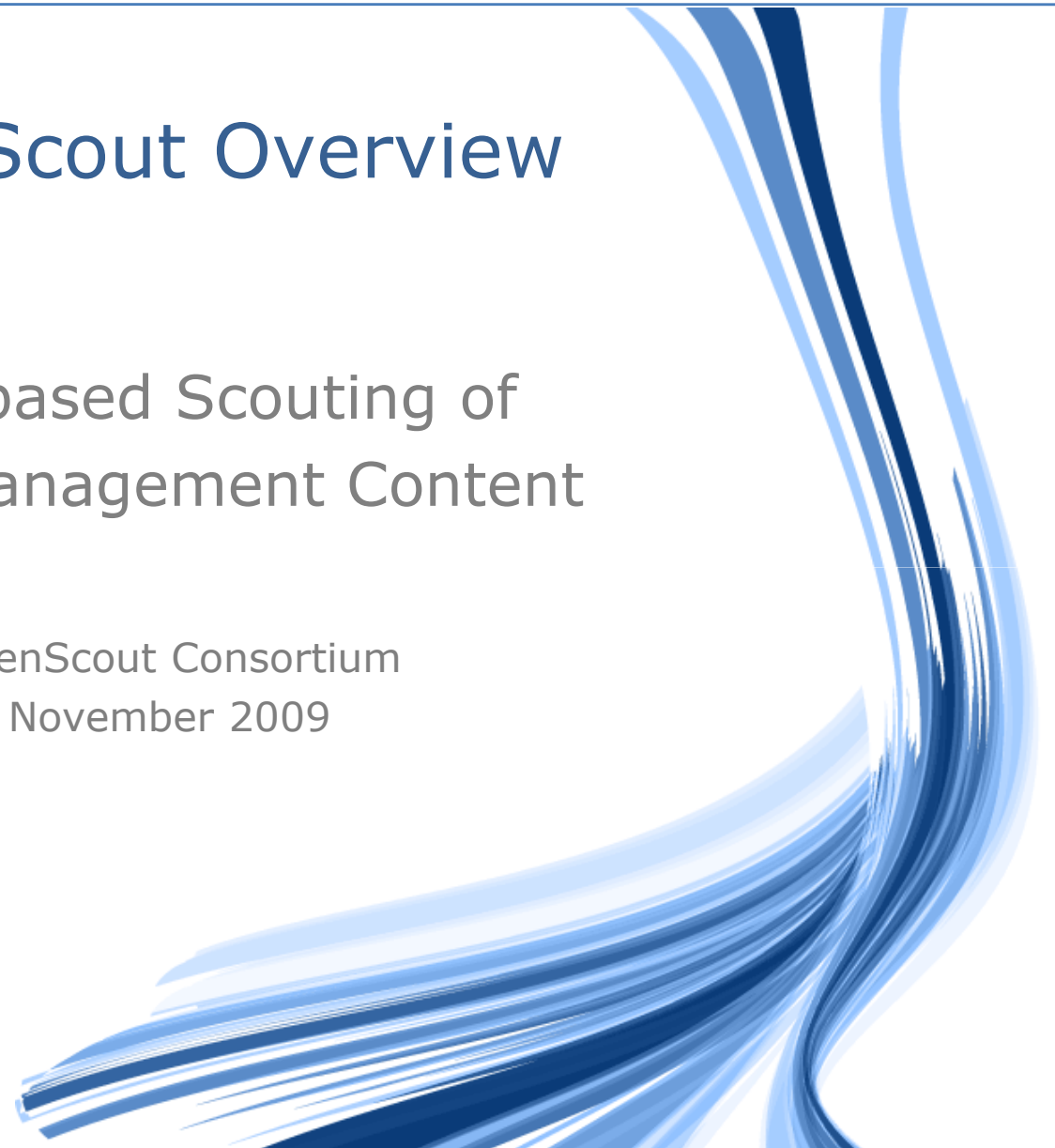
Partners



Co-funded by European Commission



eContentplus



OpenScout's Vision



Open content
for management education
at your fingertips

What is OpenScout?

OpenScout is a European project

- Co-funded by EU *eContentplus* Programme
- Targeted project in the area educational content
- 18 partners in 13 countries organized in 8 groups
- Duration: Sep. 2009 – Aug. 2012

OpenScout develops tools & services for

- Skill-based scouting of
- Open content for
- Management education and training

Learning by Managers

Studies on learning by managers (EFMD 2004)

- 85% of managers in SMEs would learn more using online material if content
 - Is quickly found, accessed, available
 - Meets identified learning needs (“competency needs”)

Learning scenarios

- Business trips, at home, in office, with colleagues

Content for diverse topics & levels (basic, advanced)

- Leadership, interpersonal skills, quantitative skills
communication, ethics, intercultural behaviour, ...
- Controlling, financial management, marketing, HR
management, risk management, ...

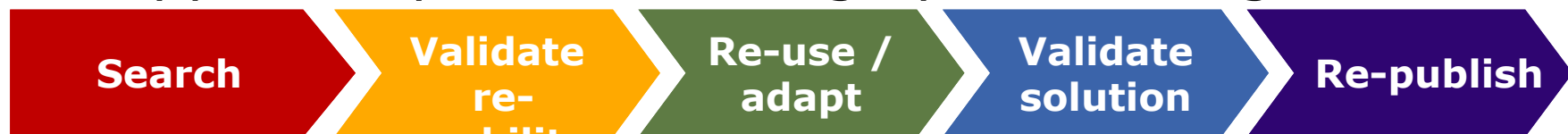
OpenScout's Motivation & Objective

Continuous learning in management ...

- Development of management skills essential
- Growing need for learning materials
 - Diverse topics, up-to-date, high-quality, inexpensive
 - Easy to access, skill-specific, adaptable, re-usable
- Open educational management content available, but many usage barriers

... utilizing openly accessible learning materials

- Easy-to-use web services to access open content
- Support all phases of using open learning materials



Target Groups of OpenScout

Learners

- Professionals in SMEs and large enterprises
- Students in higher education
- Participants of management education programs
- Individuals with special needs

Teachers & HR Developers

- Professors, teachers, instructors designing programs & courses for management education
- Education & training professionals who integrate management content in their programs

Content Providers

- Open content providers & brokers

OpenScout's Planned Results

Federated Content Base

- Connect leading management content repositories
- Extend with metadata to improve retrieval

Web Services

- Skill-based search & retrieval services
- Integration into Learning Management Systems (LCMS) and social network platforms

Tool Library

- Re-authoring, improvement, annotation of content

Open Content Community

- Enlarge group of learners & providers adopting services & standards for open content

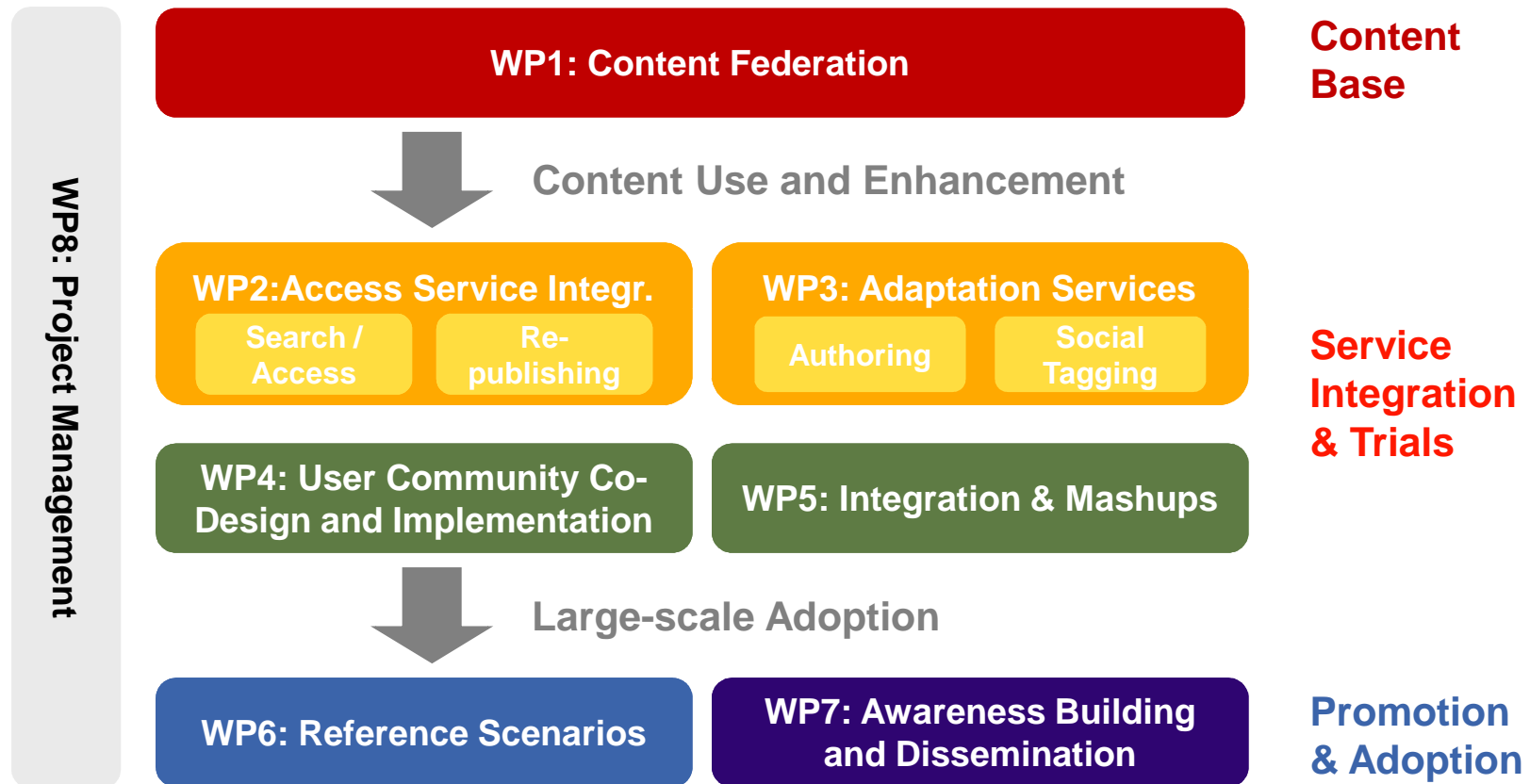
OpenScout Web Services - Examples

- Skill-based federated search
 - Search across all connected repositories
 - Connect competency, contents & context for search
- Application integration & LCMS publishing
 - Service to plug-in OpenScout tools in social networks
 - Publish & search federated content from within LCMS
- Publish/subscribe
 - User is notified when new content is added / changed
- Repository harvesting
 - Retrieve information about content of a repository
- Centralized metadata repository
 - Metadata about resources mapped to central repository

OpenScout Tool Library - Examples

- Content evaluation & rating
 - Annotate content with quality, social and other metadata
 - Slidestar: share, re-use, metadata editing
- Re-use & integrate learning scenarios
 - OpenLearn tools: Reuse & remix content to new objects
- Community communication
 - Collaborative writing, blogging, experience sharing
- Course creation and management tools
 - eXact Packager: create, index, package resources
- Interoperability through use of standards

Workpackages and their Relation



OpenScout Consortium

authoring,
adaptation



The Open
University



content
federation



industrial learning
technology, content
connectors



skill & competence
services

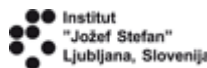


Hypatia AS
Accessibility - Universal Design - Standardisation

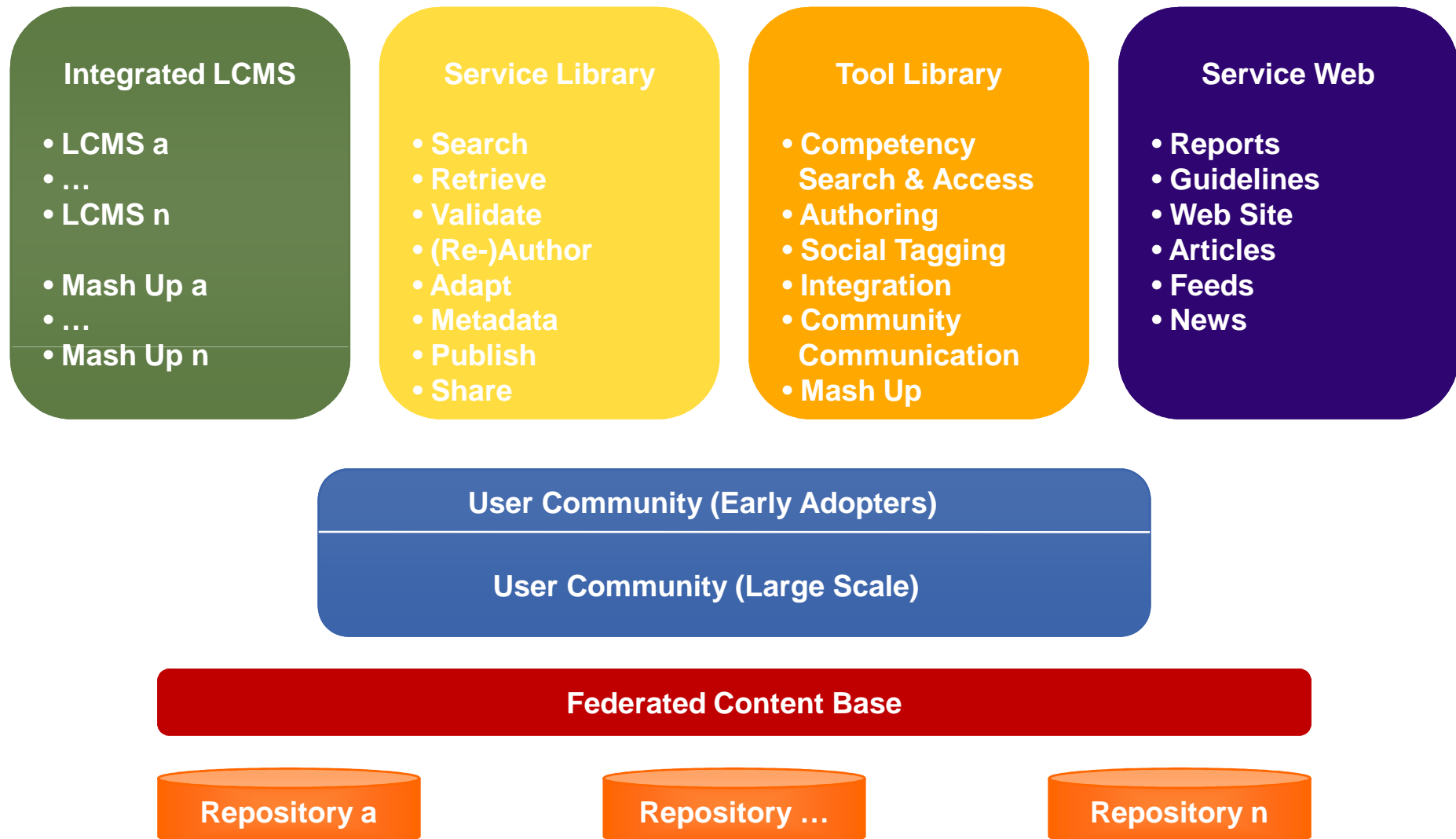
user community



reference scenarios,
evaluation



Main Outcomes of OpenScout



OpenScout's Impact

- Accelerate use of open learning resources in business education
- Reduce usage barriers through integrated services & tools (LCMS & social networks)
- Creation of largest federated, skill-tagged collection of management content (20.000 hours)
- Target Users: Learners and providers (individual and professional)
- Attract stakeholders to Open Content Community
⇒ Explosion of improved content & services
- Focus on standards to guarantee interoperability

Thank you for your attention!

More information at
www.openscout.net



WP1: Content Federation

Objective

- Content Federation and Content Maintenance Infrastructure

Main issues

- Integration of content repositories
- Federated search / single access point
- Harvesting
- Integrated application profiles
- OpenScout web

WP2: Access Service Integration

Objective

- Skill and Competence Based Integration and Services

Main Issues

- Rapid technology / solution development
- Approaches for meta-tagging
- Competence services: Identification, portfolios of competence services
- Updating / maintaining competence metadata
- Relations within / outside the project

WP3: Adaptation Services

Objective

- Authoring, Adaptation and Social Metadata

Main Issues

- Efforts for implementation / use
- Open Educational Resources (OER) in SME
- Re-contextualization using social metadata (mining, agent technologies), experiences
- Internationalization (UNEVOC)
- Recommendation services, trusted peers

WP4: User Community

Objective

- OpenScout Content Community and User Cluster Integration

Main issues

- Network: decision makers
- Level of commitment by users
- Social network dynamics
- Priorities of scenarios

WP5: Integration & Mash ups

Objective

- OpenScout Content Connector between LCMS and Open Content Repositories

Main issues

- Connector model
 - Connect LCMS with federated content base
 - Use of social metadata
- Mashup
- Privacy / “safe” use

WP6: Reference Scenarios

Objective

- Application of OpenScout in large-scaled reference Scenarios and Evaluation

Main issues

- Collection of good and bad examples for competence development / re-use (activities, objects, experiences) → “Cross-over” activities
- Classifying experiences / key factors / key features / success measures
- “43 goals” → goal orientation / competence-content connection / “goal ontologies”

WP7 Dissemination

Objective

- Awareness Building, Dissemination and Standardisation Work

Main issues

- Awareness raising
- Trust and adoption / products
- Creating sustainable structures (clusters, OC association, standards)

WP8: Management

Objective

- Consortium & Project Management

Main issues

- Common understanding
- Partner involvement / commitment
- Interface to European Commission

List of Contents for Federated Base

Provider	Quantity & Definition	IPR
AVICENNA by UNED / UNESCO	Up to 2000 learning hours	Creative common licensing partially realized and targeted by all.
OCI by UKOU	Up to 5.400 learning hours, in 3 to 15 hours per structured study unit released over 2 years	creative commons "attribution-non-commercial-shareAlike 2.0" license
SLIDESTAR by IMC	Up to 1000 lecture hours, 250 on management topics	creative commons "attribution-non-commercial-shareAlike 2.0" license
OCI from WINFOLINE repository by DFKI, Univ. Kassel and IMC	500 learning hours, organized in 10 to 12 complete lecture blocks of 50 learning hours	creative commons "attribution-non-commercial-shareAlike 2.0" license
OILI / ELTSA / by University of Jyväskylä	240 hours of initial materials Freeware	Open Content License

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Provider	Quantity & Definition	IPR
OpenER by OUNL	750 hours (25 ECTS) in units of max. 25 hours.	creative commons license 2.5 (by-nc-sa)
INSEAD	2096 documents, 37 Videos	Permission is granted to republish Knowledge articles, video and podcasts. During the project, a Creative Commons licensing scheme will be used for the contents.
EducaNext by the EducaNext Association, entering as associated partner (see annex)	1.000 Learning Objects including lecture notes, Web-based training applications, slides, textbooks, etc.	All learning resources are provided under EducaNext-specific Open Content Licenses
PLATOKEMPEN by SPK-	Up to 500 lecture hours, 100 on core management topics	Open content
Summary	> 20000 learning hours	Creative common licensing