

isep Instituto Superior de
Engenharia do Porto

Project promoter
INSTITUTO SUPERIOR DE ENGENHARIA DO PORTO

Portugal

Contact person: Carlos Vaz de Carvalho

www.isep.ipp.pt

 virtualcampus

Project partners

VIRTUAL CAMPUS, S.L.

Portugal

Contact person: Claudia Azevedo

www.isep.ipp.pt



TECHNICAL UNIVERSITY OF GRABOVO

Bulgaria

Contact person: Irena Rashkova

www.tugab.bg



TECHNOLOGICAL UNIVERSITY OF KAUNAS

Lithuania

Contact person: Saule Juzelėnienė

www.ktu.lt



XXI INVESLAN. S.L.

Spain

Contact person: Jaione Santos Miguel

www.inveslan.com



HELLENIC REGIONAL DEVELOPMENT CENTER

Greece

Contact person: Mr. Spiros Koutsogiannis

www.hrdc.org.gr



UNIVERSIDAD FEDERAL DE PELOTAS

Brazil

Contact person: Tobias Mülling

www.ufpel.edu.br



UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL

Brazil

Contact person: Underléa Miotto Bruscato

www.ufrgs.br

HABALL



GAME BASED LANGUAGE LEARNING

GAme BAseD Language Learning - GABALL

Project reference: 53127-LLP-1-2012-1-PT-KA2-KA2MP

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





Language and internalisation ...

A CHALLENGE FOR EUROPEAN COMPANIES

In Europe, only 4% of the Micro and SME have plans to internationalise. The current framework of the financial crisis, started in 2008, reinforced the urgent need for companies to internationalise their business.

One of the barriers to the internationalisation is the domain a foreign language. Research indicates that there is a close link between the domain of languages and success and profitability in the business.

Currently, there is a political concern and an obvious

urgency in encouraging European SMEs to develop internationalisation strategies and to promote the communication skills and cultural competences of their human capital.

For that, it is particularly relevant to use innovative learning instruments, which promote the self and interactive learning, allowing deal with similar situations that they have to face in internationalisation processes.

a suitable solution for companies' needs

GABALL PROJECT PROMOTES THE COMMUNICATION SKILLS OF SME STAFF

ADDRESSED TO

- SME MANAGERS AND MANAGERIAL STAFF
- ET PROVIDERS
- EXPERTS ON LEARNING
- EXPERTS ON LANGUAGE LEARNING
- EXPERTS ON GAME BASED LEARNING
- UNIVERSITIES
- ICT DEVELOPERS
- PROFESSIONAL ASSOCIATIONS
- PUBLIC AND PRIVATE STAKEHOLDERS

REINFORCING THE INTERPERSONAL AND INTERCULTURAL COMPETENCES OF SMES FOR INTERNATIONALISATION.

European Micro and SME will be able to communicate, establishing profitable joint ventures and collaborate and facilitating the European competitiveness.

SUPPORTING SMES MANAGERS AND HIGHER INSTITUTIONS STUDENTS THROUGHOUT INDIVIDUAL AND FLEXIBLE TRAINING PATHWAYS.

GABALL encourages innovative learning practices supporting the development of SME in Europe.

SUPPORTING THE DEVELOPMENT OF INNOVATIVE ICT BASED CONTENT.

GABALL creates an innovative learning environment incorporating elements of on-line and mobile learning and the approach of Serious Games methodologies and making easier the training in SMEs.

PROMOTING THE COOPERATION BETWEEN DIFFERENT ACTORS OF THE TRAINING PROCESS.

GABALL encourages the collaboration among Universities, VET providers, SMEs, stakeholders ... improving the training process and results.

DEVELOPING THE INTEGRATION OF LEARNING WITH WORKING LIFE.

GABALL promotes more learning conducive environments at the workplace, work-placed training and learning pathways as a basic for development of vocational skills relevant to the labor market needs in times of a globalised world.



DESIGNING AND PRODUCING INNOVATIVE LEARNING RESOURCES BASED ON GAMES ABLE TO DEVELOP THE COMPETENCES AND SKILLS FOR INTERNATIONALISATION.

GABALL will respond to the crucial learning needs for SME internationalisation.



SERIOUS GAME PLATFORM

GABALL will provide with a on-line game and learning platform, available in seven different languages.



SEVEN DIGITAL ROLE PLAY SCENARIOS

- (1) Internationalisation
- (2) Markets and innovation
- (3) Financing and tax
- (4) E-commerce terms
- (5) E-marketing terms
- (6) Legal and institutional environment
- (7) Cultures



GABALL USERS' MANUAL

with resources and information to use and manage the platform contents, scenarios and different tools.