

TITLE

Learning for service

KEY CONCEPTS

Services, 21st century skills, creativity, employment, businesses

NARRATIVE OVERVIEW

Students in Ms Moreno's class are asked to compare existing services on the market in different business fields and to evaluate the services' successes and weaknesses. She organises visits to companies and videoconferences with business experts to help the students understand the background and strategies behind the various services.

Once students have completed their background research, they complete comparative case studies on the existing services they have researched. The case studies are uploaded to the online classroom environment for peer review, comment and comparison. Students then design a project to launch a new service on the market, inviting experts and company representatives to discuss the project in a dialogic whole class discussion, via videoconferencing or face-to-face interaction.

At the end of the process, Ms Moreno works with the experts and her students to evaluate the strengths and weaknesses of their own service, based on their initial findings of existing services. They also summarise the skills and knowledge that have been developed in order in the process and that are required in order to launch successful businesses into the market.

TREND/S

A shift to service sector employment

The economic downturn is mostly affecting jobs in manufacturing and agriculture, and this appears to have accelerated the shift to services. In fact, services are still expected to provide most job growth between now and 2020.

Growing emphasis on 21st century skills

There is an increasing emphasis on "21st century skills" like problem solving, collaboration and digital skills. These skills are now seen as essential for a competitive Europe in a global economy. The EU is actively shaping this trend by pursuing policies to support these skills in the wider population.

VISION (ASPIRATIONS & AIMS)

- to develop the skills needed to be able to add value to service based economy
- to prepare future citizens to face the new labour market and the service sector

ENVIRONMENT

- online classroom
- classroom
- business environment

PEOPLE & ROLES

- teachers – coordinate, facilitate and organise
- students – interact with companies and experts, peer review of projects
- companies and experts – provide guidance for students on projects and different service industries

INTERACTIONS (INCL. PEDAGOGIES)

- students and companies (web-based)
- students and experts (via videoconferencing or face-to-face meetings)
- students and teachers –discussion

ACTIVITIES

- design service-based projects
- 'ask the expert'
- videoconferencing
- face-to-face/virtual visits to companies
- compare services
- add value to existing services

RESOURCES (INCL. TECHNOLOGIES)

- service company case studies
- company/business experts
- videos
- comparative studies
- online classroom environment