

Today's work force needs practical language and intercultural communication skills relevant to the workplace in order to enhance competitiveness within Europe.

The objective of PELLIC is to create a virtual learning environment (VLE) and course materials for language courses to meet these requirements. The lingua franca and target language of the project is English, as is commonly the case in real-life international business encounters, but the materials, once piloted, could be adapted for teaching other European languages.

The PELLIC project aims to provide a virtual learning space where students can practice business communication skills in English within a Practice Enterprise environment. This will be made available as an easily-accessible open source virtual learning environment for use in tertiary level education, advanced vocational training and continuing education.

The Practice Enterprise pedagogy promoted by PELLIC gives learners the opportunity to develop their business language skills by setting up and running virtual companies, interacting and trading with other practice enterprise companies in different countries. Learners can access language lessons within the VLE whenever they need them to support a number of business activities.

- Writing a business plan and starting up a company
- Planning a company website
- Developing a marketing plan
- Advertising and marketing products
- Making arrangements for meetings, sales visits and exhibitions
- Sales presentations and negotiations
- Sending business letters and e-mails
- Making business phonecalls
- Running and participating in meetings
- Writing reports, minutes of meetings and other business documents

These activities take place within the interactive, simulated business life environment of Practice Enterprise pedagogy. Project outcomes include the virtual learning environment where learners can set up and run companies, models of business language relevant to a number of business activities, language lessons which can be accessed when needed, and teacher support materials. Project materials are designed for blended learning but allow for different combinations of online and face-to-face learning.