

## ***IKTA5 134/02.***

### ***Centre of E-learning globalization and localization***

The aim of the project is to promote one of the promising segments of the Hungarian content industry, the production of the multimedia-based electronic educational materials: the localization of foreign curriculums and the adaptation of Hungarian language educational materials to foreign language environment (“Glokalisierung”). Within the frame of the project, we shall develop technical and business models and solutions where

- the curriculums can be made portable using the e-learning database between the different e-learning frameworks
- private entrepreneurs, small entrepreneurs and developers of larger firms can work together on development of curriculums in team using the internet technology
- the critical mass of the curriculums reachable for most of the domestic distance learning systems can emerge in the central database containing standard curriculums which can dramatically increase the domestic spread of e-learning

The domestic e-learning projects have the typical weakness so far that the created curriculums can be used only in a specific framework. The curriculums can be produced and stored with the help of the portable e-learning database to be developed within the framework of the project in such a format where the portability of the curriculums between the educational frameworks is realized by the automatic export/import procedures.

It is a new solution in e-learning practice that the curriculums can be extracted from the common curriculum database not only by applying the off-line conversions but we ensure the on-line access to the curriculum database. Much more flexible license constructions can be formed between the education providers and curriculum developers according to the actual use because the use of the curriculum can be tracked in details.

The realization of the concept of the project is supported with the following innovative technical components:

- domestic spreading of international e-learning standards
- integrated XML-SQL in the database technology
- internet teamwork in the development of curriculums
- modern multimedia technologies in the localization of the curriculums

The project has social benefits:

- it improves the equality of opportunity in the education as well as in the job creation: it increases the access to e-learning systems and the curriculum development in virtual teams supports the distance work
- it promotes the faster domestic spreading of the e-learning methodology with the sharp increase of the set of curriculums and it helps directly the more effective knowledge transfer and social programs aiming the lifetime education
- development of domestic content industry, creating its “EU compatibility”
- increase of the invisible export by the foreign naturalization of the domestic curriculums

We shall work out a still non-existent cooperation model between the different participants of the e-learning market that can be base of international cooperation models.