PELLIC (Practice Enterprise for Language Learning and Intercultural Communication) is an EU funded project which is coordinated by Turku University of Applied Sciences (Finland) in cooperation with partner institutions in Spain, the Czech Republic, Germany and the UK (King’s College London). The aim of the project was to provide a virtual learning space where students across the EU can develop and practice their business communication skills in English. Students from different countries interact in business simulations by setting up ‘practice enterprise’ companies and trading with other virtual companies.

The PELLIC virtual learning environment (VLE) supports students by integrating audio-visual resources from real-life business situations, further enhancing the authenticity of the learning experience. To provide authentic business materials and situations, the partners from King’s College London, have co-operated with West London Business (WLB), West London’s chamber of commerce and economic development agency representing 800 companies. WLB provided various types of business correspondence and commercial materials, and the researcher from King’s was given permission to interview WLB staff and video-record some business meetings. These materials proved valuable as models for the practice enterprise companies, and many have been integrated into the five learning modules offered in the VLE.

More information about the PELLIC project and practice enterprise for learning Business English can be found at www.pellic.com.