Co.Pop

CORPORATION POP

MANCHESTER BUSINESS SCHOOL IN SECOND LIFE

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“75% of UK universities are actively developing or using Second Life”

‘A Spring 2008 snapshot of UK Higher and Further Education Developments in Second Life’ **Eduserv 2008**

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BUSINESS SCHOOLS WITH CAMPUSES IN SECOND LIFE

- **INSEAD**
  – innovative research lab and first business school in Second Life
- **Goizueta Business School, Emory University**
  – virtual business simulation
- **Instituto de Empresa (IE) Business School**
- **University of Hamburg School of Business Administration**
- **ESC Toulouse**

… and in the UK

- **Newcastle University Business School**
- **Edinburgh University School of Management**

… and now

- **Manchester Business School**

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HOW SOME UK UNIVERSITIES ARE USING SECOND LIFE

- **University of Edinburgh**
  - tutorial space and place for tutors and students to meet in an online distance only Masters programme (MSc e-learning)
- **University of Ulster**
  - integrating VLEs (Moodle) in to Second Life
  - integration and display of external hardware sensor information
  - creation of different stage layouts and lighting set-ups for drama students
- **St Andrews University**
  - virtual archaeology project which allows students to explore an archaeological dig
- **University of Liverpool**
  - protein ‘rezzing’ toolkit enabling biology students to examine protein structures
- **University of Plymouth**
  - simulation of assisted living research programme

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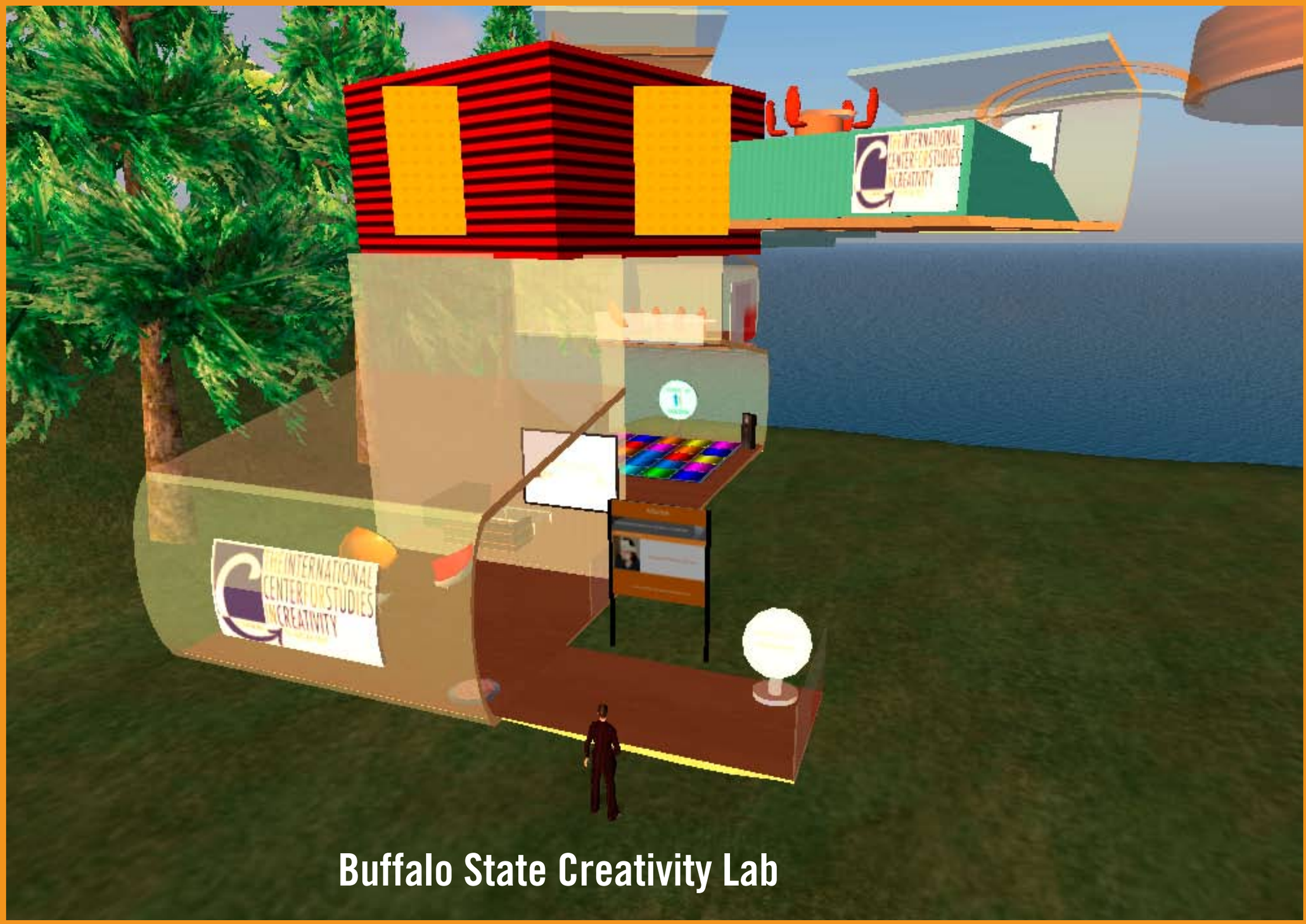
SOME SECOND LIFE LOCATIONS



Buffalo State Creativity Lab

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SOME SECOND LIFE LOCATIONS

Drexel University

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University of Bedfordshire

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SOME SECOND LIFE LOCATIONS

Coventry University

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Derby University

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SOME SECOND LIFE LOCATIONS

University of Edinburgh Management School

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SOME SECOND LIFE LOCATIONS

Newcastle University Business School

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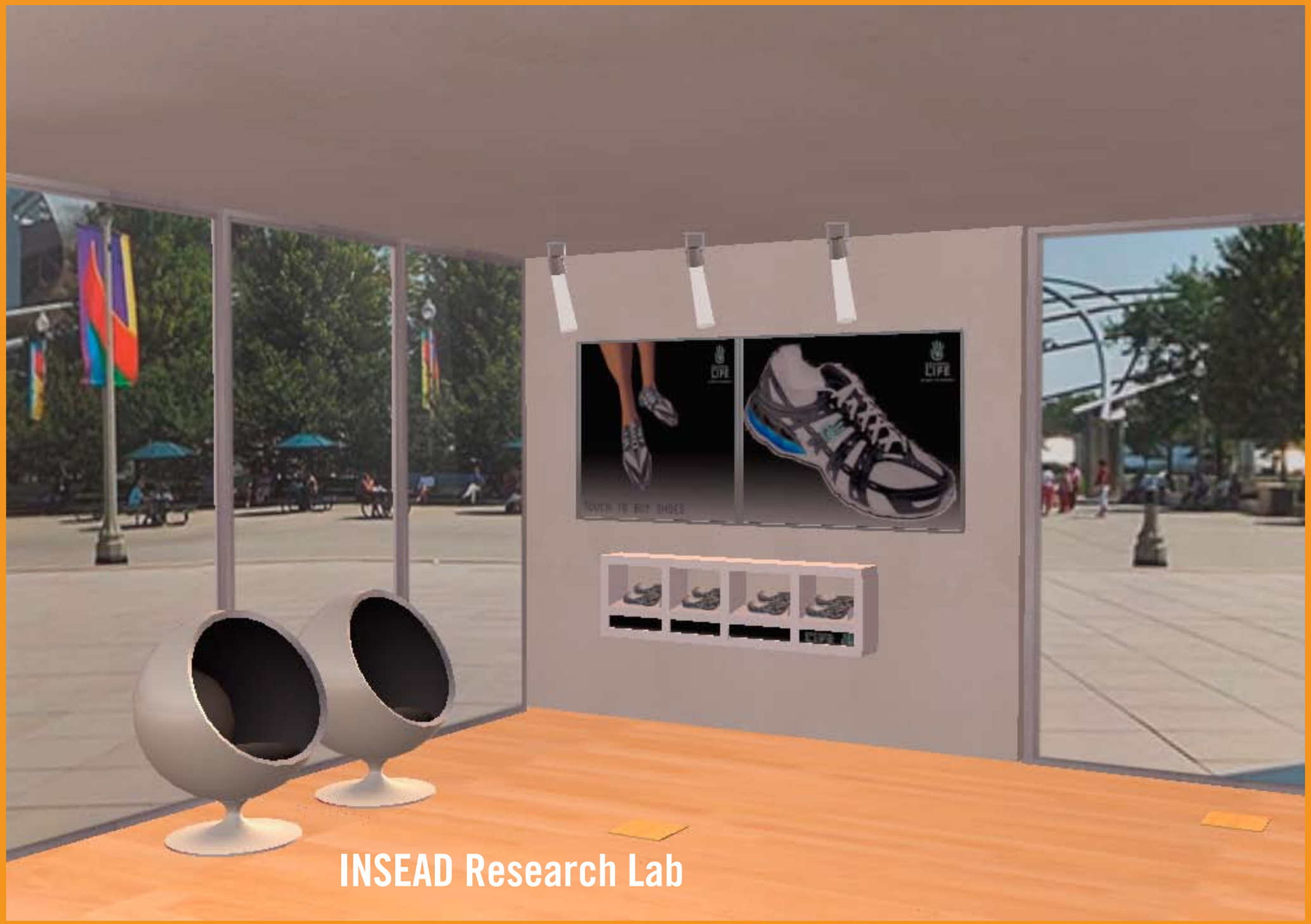

INSEAD Research Lab

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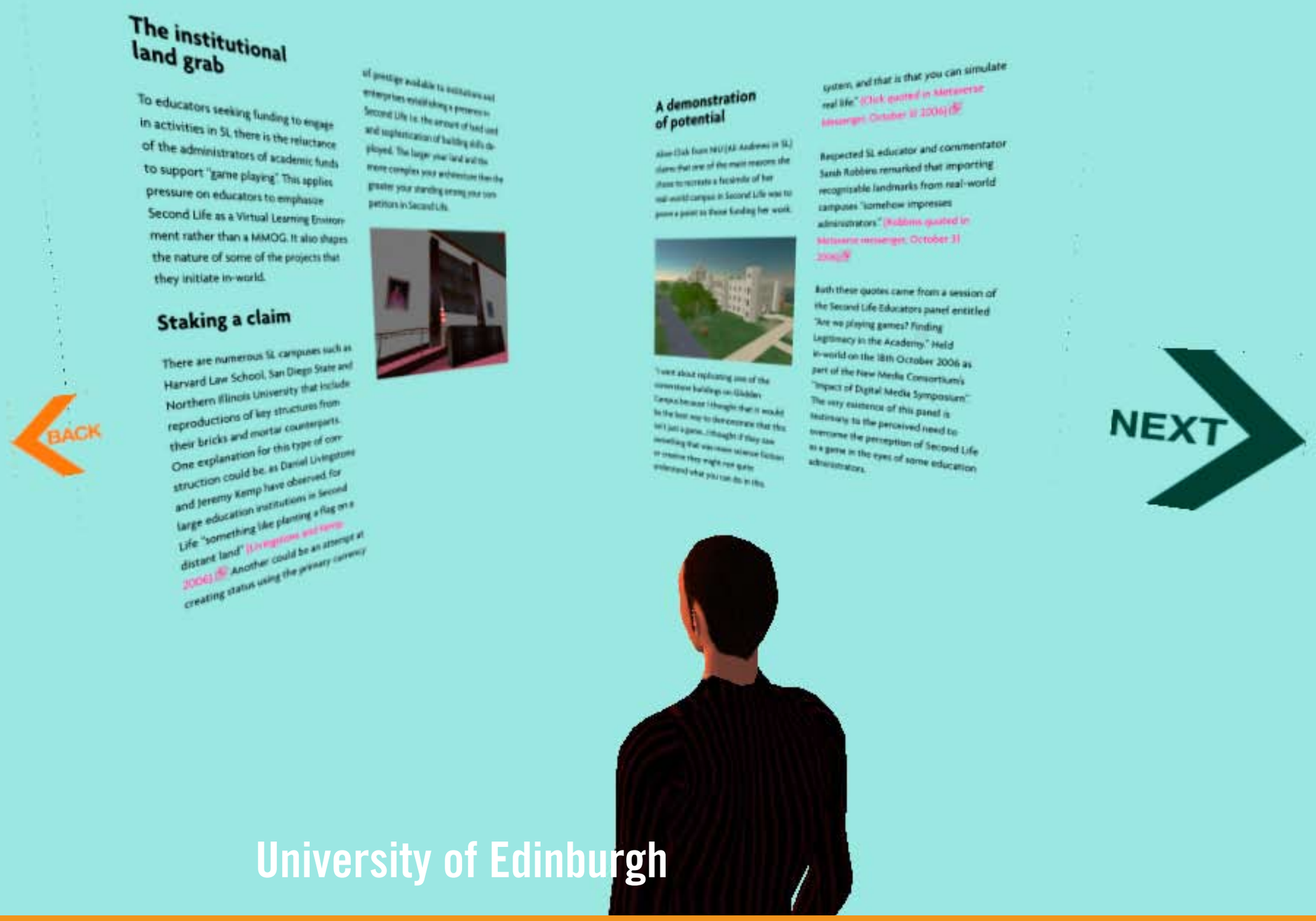

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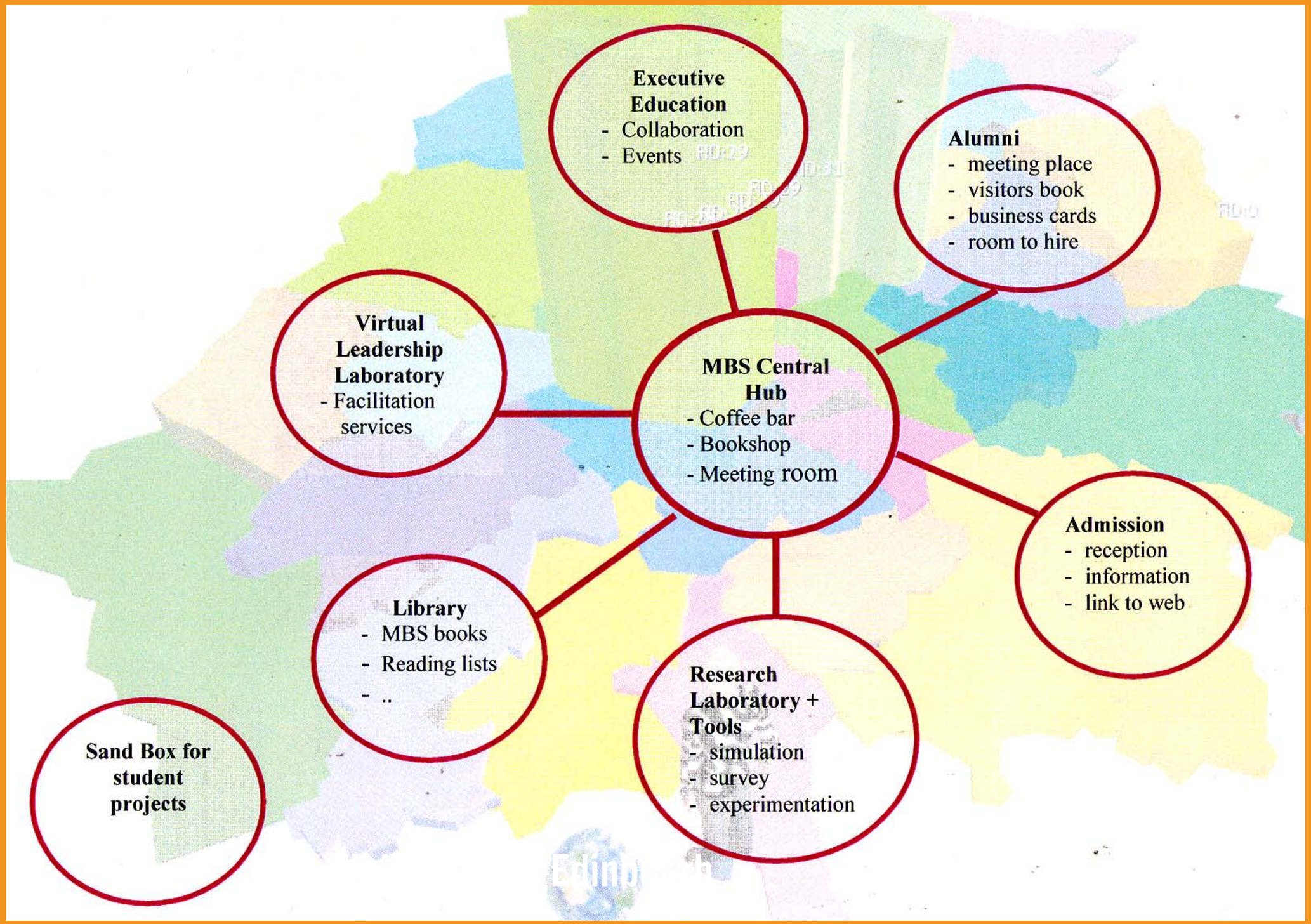
MBS – THE BRIEF



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MBS – OUR AIMS

- a space that can develop in a modular fashion
- present the business school as an exciting and forward-thinking organisation
- become a meeting place for exchanging ideas
- contain content of real value
- be recognised as a benchmark for other university virtual world develoments
- be easily navigable, simple and clear
- be ‘sticky’ encouraging longterm interaction with the space

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MBS – OUR SOURCES OF INSPIRATION

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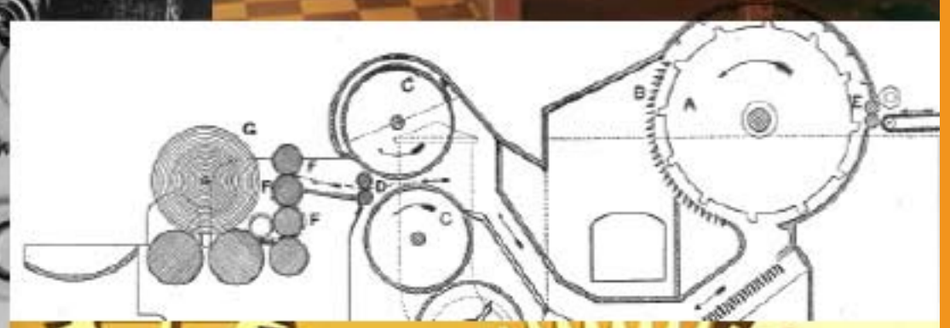
MBS – OUR SOURCES OF INSPIRATION



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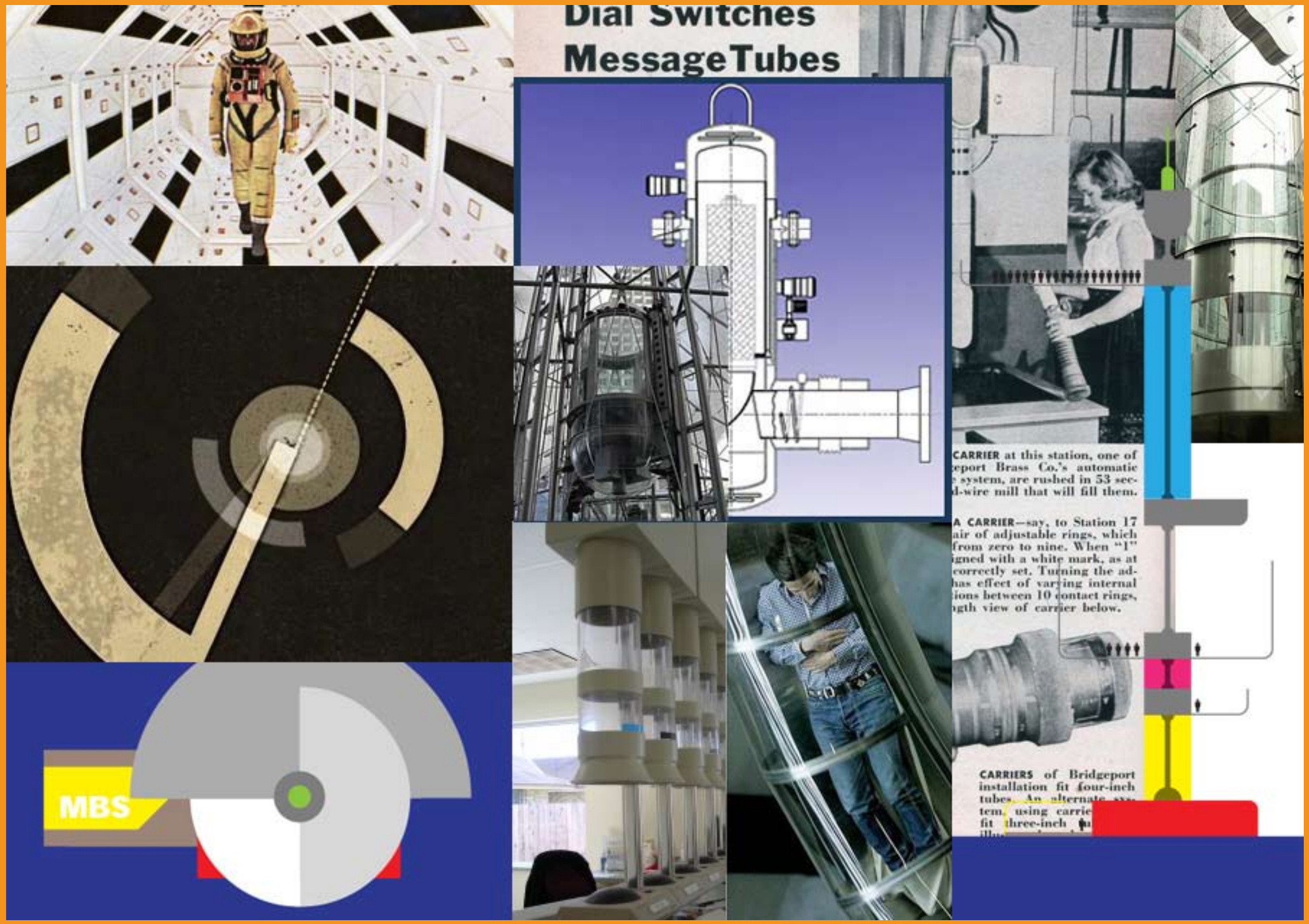

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MBS – OUR RESPONSE

- **takes the idea of ‘the 3d web’ literally**
  - uses familiar website paradigm of top level and secondary navigation to determine the design and build of a ‘physical’ structure in Second Life creating an environment where navigation is intuitive and rational
- **unconstrained by ‘real world’ physics**
  - impossible structure centred around a tower
  - each level colour coded representing top level navigation
  - modular spaces represent the secondary navigation

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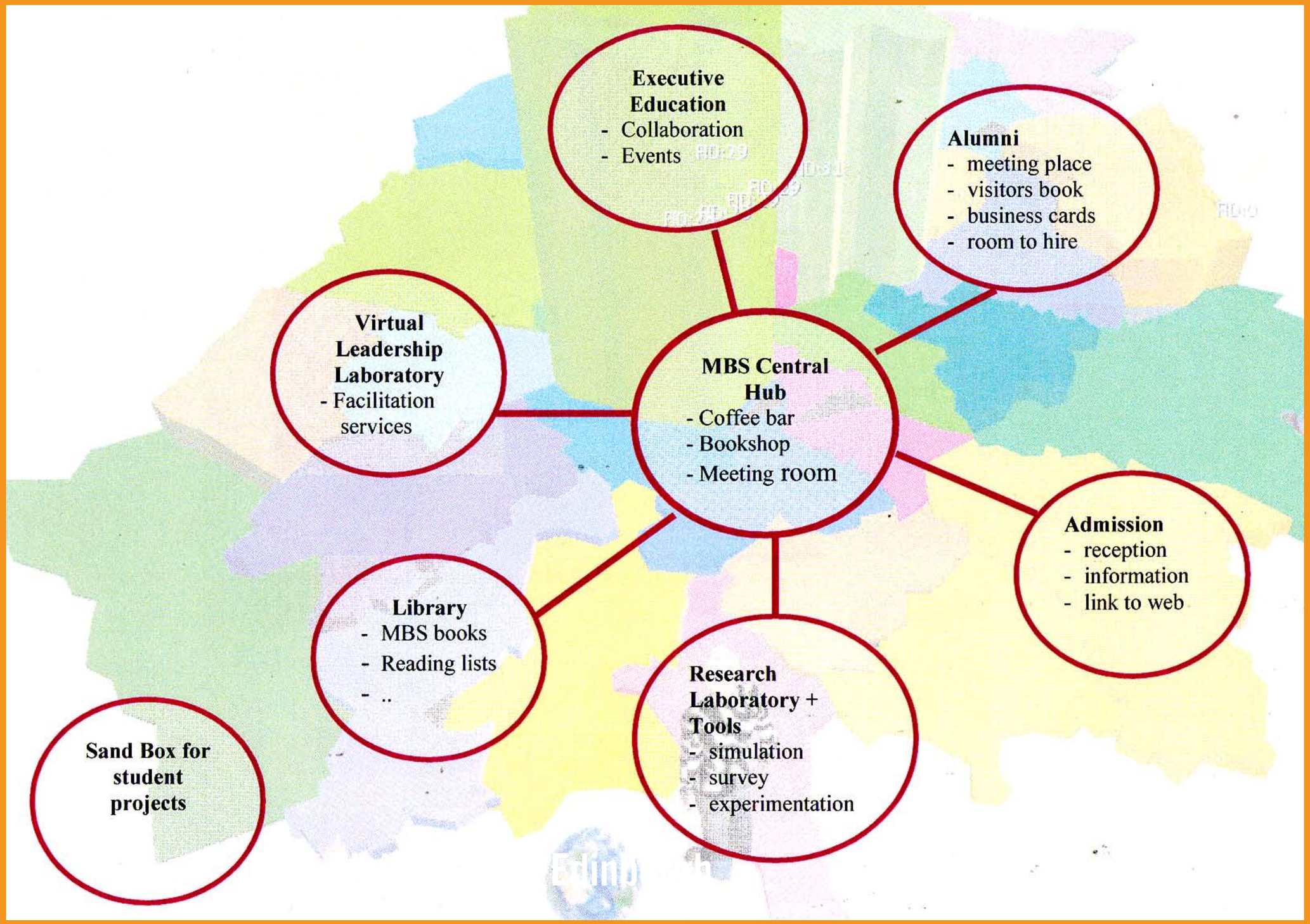
MBS – WHAT'S NEXT?



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