

## **Learning process based on the Living Learning Cycle: an application to the training of Cooperativism students of the Federal University of Viçosa**

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**Abstract:** This article shows the result of an investigation carried out with undergraduate students in Cooperativism of the Federal University of Viçosa, Brazil. The objective of this study is to understand the effectiveness of Business Games [Method] through experiential learning. For most of these students, traditional teaching has been far from an appropriate educational technique. The methodological procedures were qualitative analysis, according to their nature, and exploratory concerning their classification, the delimitation is that of a case study. For the collection and interpretation of data, the game Entrepreneur Rural and two one before the application of the game and another at the end. As a result, the business game applied to the Lifelong Learning Cycle is a method of teaching and learning in the students' perception, which provides a playful and stimulating environment, in which it transcends the barriers of traditional teaching. Thus, it is considered that these

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methods showed applicability and feasibility, being able to be adopted by other educational institutions.

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