



Unit of learning <i>Number and title</i>	Business Plan				
Duration <i>Hours</i>	1 hour				
Learning outcome Number and title	At the end of this Unit, the learner will be able to propose a clear business plan to potential investor after developing his/her <i>Business Model Canvas</i> .				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities	X	Self-awareness and self-efficacy	X	Taking the initiative	X
Creativity		Motivation and perseverance		Planning and management	X
Vision	X	Mobilising resources	X	Coping with uncertainty, ambiguity and risk	X
Valuing ideas		Financial and economic literacy	X	Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	
Source: http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/1fna27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
1. Basic Knowledges about Business			1. Development of a Business Model Canvas		
Assessment methods <i>(Click appropriate box/s)</i>	<ul style="list-style-type: none"> c Written exercises and test c Practical assignment autonomously and responsibly 				
Assessment criteria <i>Description and timing</i>	Quiz "How to make an effective business plan" Test: To carry out a Business Model Canvas				
Qualifications framework <i>Reference to EQF and NVQ</i>					
Existing resources	Documents/Articles: Websites: https://www.thebalancesmb.com/business-plan-2947267 Videos and tutorials: https://www.youtube.com/watch?v=yW4bK4Wid_E				





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	https://www.youtube.com/watch?v=mSMtJMLpBZc							
<p>Personal story</p>	<p>Rosalía Polo (p.17-20) is from Colombia. She was forced to migrate because of threats against her and her family. They were hired to participate in a carnival in Colombia, and due to a series of agreements, there had to be a representation of the artists in the committees.</p> <p>Currently, she has her own business selling dance clothing - tutus, flamenco skirts, maillots, etc. in Spain.</p> <p>She received help from the Foundation Tomillo to create her business plan. Rosalía never made a commercial strategy and it was something that made everything complicated for her. <i>Rosalía recommends not to start a business alone. She also suggests to identify a series of aspects beforehand: using the same terminologies (meaning of words if they're the same because of language or not) and quality and aesthetics (not the same according to country of origin).</i></p>							
<p>Activities</p>	<table border="1"> <thead> <tr> <th data-bbox="459 898 954 965">TITLE</th> <th data-bbox="954 898 1401 965">A1. What is a Business Plan?</th> </tr> </thead> <tbody> <tr> <td data-bbox="459 965 954 1738"> <p>DESCRIPTION:</p> </td> <td data-bbox="954 965 1401 1738"> <p>In this activity, you will learn what a Business Plan is, and why it is necessary starting your business.</p> <p>The Business plan is a reference document before setting up a company that will help you, your entourage and future investors to have a clear idea of the project. The main objective of the business plan is to attract potential investor(s). It is thanks to this document that they will decide to join you.</p> <p>Its achievement is an essential step for any entrepreneur. A good business plan must be composed of an economic study and a financial study to support your idea.</p> </td> </tr> <tr> <td data-bbox="459 1738 954 2031"> <p>DEVELOPMENT/METHODOLOGY:</p> </td> <td data-bbox="954 1738 1401 2031"> <p>LEARN:</p> <p>A business plan is a fundamental tool any start-up business needs to have. Usually, banks and capital firms need a qualitative business plan before investing in a business. Even though it may work, creation of a business without a business plan is not a good idea.</p> </td> </tr> </tbody> </table>		TITLE	A1. What is a Business Plan?	<p>DESCRIPTION:</p>	<p>In this activity, you will learn what a Business Plan is, and why it is necessary starting your business.</p> <p>The Business plan is a reference document before setting up a company that will help you, your entourage and future investors to have a clear idea of the project. The main objective of the business plan is to attract potential investor(s). It is thanks to this document that they will decide to join you.</p> <p>Its achievement is an essential step for any entrepreneur. A good business plan must be composed of an economic study and a financial study to support your idea.</p>	<p>DEVELOPMENT/METHODOLOGY:</p>	<p>LEARN:</p> <p>A business plan is a fundamental tool any start-up business needs to have. Usually, banks and capital firms need a qualitative business plan before investing in a business. Even though it may work, creation of a business without a business plan is not a good idea.</p>
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		<p>good idea.</p> <p>In fact, very few companies are able to last without one. Drawing up a business plan is an opportunity to think about your ideas, build your business and develop it in a safer way.</p> <p>A business plan normally includes an executive summary, an economic study and a financial study of the project:</p> <p>-The executive summary summarises your business plan, it presents the fundamental points and key figures of your project. This allows you to briefly understand what your project consists of.</p> <p>-The economic study of the project: This part is very important. Its purpose is to present the complete set-up of the project and to justify its coherence: market study, marketing strategy, sales strategy, team, etc.</p> <p>-The financial study of the project: It is a financial transcription of the business. It includes the most important points and numbers.</p>
	TIMING/LENGTH (IN MINUTES):	20'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	<p>https://www.petite-entreprise.net/P-159-88-G1-faire-un-business-plan-exemple-de-business-plan.html (in French)</p> <p>https://www.investopedia.com/terms/b/business-plan.asp#what-is-a-business-plan (in English)</p> <p>https://www.youtube.com/watch?v=FloGLHT4wGE (3:26/ in English)</p> <p>https://www.youtube.com/watch?v=fAH6E_JZ3JU</p> <p>https://www.youtube.com/watch?v=pD_V8_eyc5BU (5:10 / in French)</p>





	<table border="1"><tr><td data-bbox="443 322 954 504">TITLE</td><td data-bbox="954 322 1418 504">A2. How to achieve an efficient Business Plan?</td></tr><tr><td data-bbox="443 504 954 1482">DESCRIPTION:</td><td data-bbox="954 504 1418 1482"><p>DO:</p><p>In order to create a good business plan, you need to follow different steps:</p><p>1- Ask yourself the right questions.</p><p>*What is the idea of my project in one sentence? Which clientele am I targeting?; With whom will I launch my business?; Why do I need funds?</p><p>This will help you to have a clear idea of your business</p><p>2. Study the market situation for your project-</p><p>3. Establish a financial model of its activity</p><p>4. Write your business plan as a team</p><p>5. Make an executive summary</p><p>6. Have your business plan reviewed</p></td></tr><tr><td data-bbox="443 1482 954 2033">DEVELOPMENT/METHODOLOGY:</td><td data-bbox="954 1482 1418 2033"><p>Now that you're convinced of the need for a business plan, and the steps to make it happen, it's your turn to implement your business model.</p><p>LEARN:</p><p>You can now practice with the business model canvas tool. Very simple to use, <u>it will allow you to give a concrete ambition to your project.</u></p><p>This model is a tool that is used to simply transcribe a company</p></td></tr></table>	TITLE	A2. How to achieve an efficient Business Plan?	DESCRIPTION:	<p>DO:</p> <p>In order to create a good business plan, you need to follow different steps:</p> <p>1- Ask yourself the right questions.</p> <p>*What is the idea of my project in one sentence? Which clientele am I targeting?; With whom will I launch my business?; Why do I need funds?</p> <p>This will help you to have a clear idea of your business</p> <p>2. Study the market situation for your project-</p> <p>3. Establish a financial model of its activity</p> <p>4. Write your business plan as a team</p> <p>5. Make an executive summary</p> <p>6. Have your business plan reviewed</p>	DEVELOPMENT/METHODOLOGY:	<p>Now that you're convinced of the need for a business plan, and the steps to make it happen, it's your turn to implement your business model.</p> <p>LEARN:</p> <p>You can now practice with the business model canvas tool. Very simple to use, <u>it will allow you to give a concrete ambition to your project.</u></p> <p>This model is a tool that is used to simply transcribe a company</p>
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		<p>simply transcribe a company business model.</p> <p>The business model canvas provides information on:</p> <ul style="list-style-type: none">-the financing of the company;-the value proposition;-the target customer;-the cost structures. <p>This template is presented in the form below:</p> <p>https://www.tuzzit.com/fr/canevas/business_model_canvas</p> <p>DO:</p> <p>Activity: Now you have 20 minutes to make your own Business Model Canvas. To help you, use the resources below (videos and articles) to guide you in this process.</p>
	TIMING/LENGTH (IN MINUTES):	40'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	<p>Steps to create a business plan https://www.youtube.com/watch?v=dXfxmOcEUb0 (3' / VE)</p> <p>https://www.entrepreneur.com/article/247574 (VE)</p> <p>https://www.my-business-plan.fr/etapes-business-plan (VF)</p> <p>What is a Business Model Canva? https://business-builder.cci.fr/guide-creation/le-business-model/agir-definir-votre-business-model (VF)</p> <p>https://www.youtube.com/watch?v=dtf61YDCXDY (6:50 / VE)</p>





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QUIZ

Between 4-5 questions (multiple choice answers).

1. What is the correct definition of a Business plan? (correct answer a)

- a) The Business plan is a reference document before setting up a company that will help you, your entourage and future investors to have a clear idea of the project.
- b) The Business plan is a document used by the State to control the activity of a business.

2. What are the 3 components of a business plan? (correct answer b)

- a) An introduction, an economic study and a study limit.
- b) An executive summary, an economic study and a financial study of the project
- c) An executive summary, an economic scenario of the activity over 5 years and a financial study of the project
- d) An executive summary, an economic study and recommendations in connection with the economic study.

3. What is the right step order to follow to create an efficient Business Plan? (correct answer a)

a) 1. Ask yourself the right questions/ 2. Study the market situation for your project/ 3. Establish a financial model of the activity/ 4. Write your business plan as a team/ 5. Make an executive summary/ 6. Have your business plan reviewed

b) 1. Ask yourself the right question/ 2. Write your business plan as a team/ 3. Make an executive summary/ 4. Study the market situation for your project/ 5. Establish a financial model of the activity/ 6. Have your business plan reviewed.

4. What kind of information's the business model canvas provides? One answer is not correct (correct answer d)

- a) The value proposition
- b) The target customer
- c) The cost structure
- d) The communication strategy





OVERVIEW

Unit Number and title	Nº 3: SOCIAL ENTERPRISE AND GENDER				
Duration <i>Hours</i>	1 hour				
Learning Outcome	The students will acquire basic knowledge about the social and solidarity economy, the social enterprise and its relationship with gender.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities		Self-awareness and self-efficacy	X	Taking the initiative	
Creativity		Motivation and perseverance		Planning and management	X
Vision	X	Mobilising resources		Coping with uncertainty, ambiguity and risk	
Valuing ideas		Financial and economic literacy		Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	
Knowledge			Skills		
1. Know the concept of social enterprise. 2. To investigate the terms of social and circular economy. 3. To reflect on the social enterprise and gender.			1. Critical thinking.		
Assessment criteria	<input checked="" type="checkbox"/> Written exercises and test <input type="checkbox"/> Oral examination and exercises <input type="checkbox"/> Practical assignment under supervision <input type="checkbox"/> Practical assignment autonomously and responsibly <input type="checkbox"/> Other activities (please specify):				
Qualifications framework <i>Reference to EQF and NVQ</i>					

Source:

https://ec.europa.eu/growth/sectors/social-economy/enterprises_en

<https://socialenterprise.es/que-es-una-empresa-social/>

<https://www.eesc.europa.eu/resources/docs/eesc-2007-11-es.pdf>

<https://ecosfron.org/economia-social-y-solidaria/que-es-la-economia-social-y-solidaria/>

https://en.wikipedia.org/wiki/Social_economy





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Existing resources	<p>https://www.encyclopedia.com/social-sciences/applied-and-social-sciences-magazines/social-economy</p> <p>https://nonprofitquarterly.org/social-enterprise-definition-lack-clarity/</p> <p>https://www.researchgate.net/publication/301761619_Social_enterprise_Gender_gap_and_economic_development</p> <p>https://www.icrw.org/publications/women-and-social-enterprises-how-gender-integration-can-boost-entrepreneurial-solutions-to-poverty/</p> <p>https://socialenterprise.us/about/social-enterprise/</p>
PERSONAL STORY IO1 Connection	<p>Anna was born in Belarus in 1959. She married an army officer and had one daughter with him. However, her husband was killed during the nuclear disaster in Chernobyl.</p> <p>Anna had no savings and no particular hard skills except for repairing and mending clothes. Thereon, she was forced to work as seamstress.</p> <p>In 2005, she visited a friend of hers in Greece who encouraged her to move in Piraeus, in Greece. Anna decided to go for it.</p> <p>In only a few months, she launched her own local business of designing and selling hand-knitted socks.</p> <p>- <i>Anna notes that she had witnessed gender discrimination against other female entrepreneurs, but she has not faced such behaviours herself.</i></p>

LEARNING UNIT

Introduction to the Learning Unit	<p>With this unit we intend to briefly introduce certain concepts within the business world, which are a specific alternative that attends to criteria and values that are more respectful of people's realities and that have a much more social value:</p> <ul style="list-style-type: none">✓ Social enterprise✓ Social and Solidarity Economy✓ Circular Economy✓ Types of social enterprises✓ Social enterprise and gender
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ACTIVITIES

TITLE	Activity 1. WHAT IS A SOCIAL ENTERPRISE
DESCRIPTION:	Next, we will talk about different concepts that will help us to better understand what social enterprise is and to know this alternative that is more and more present every day.



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DEVELOPMENT

- METHODOLOGY

:

LEARN:

WHAT IS A COMPANY?

A company is a group of people and resources that seek to achieve economic benefit from the development of a particular activity. It must seek profit and achieve a series of objectives.

WHAT IS THE SOCIAL ENTERPRISE?

A **social enterprise** or social business is defined as a business that has specific social objectives that serve its primary purpose. Social enterprises seek to maximize profits while maximizing benefits to society and the environment. Their profits are principally used to fund social programs.

Social enterprises exist at the intersection of the private and voluntary sector... to balance activities that provide financial benefits with social goals.

You can learn more on this topic here:
<https://www.investopedia.com/terms/s/social-enterprise.asp>

The **European Commission** also has its definition: in the social enterprise, the social mission is more important than profitability or dividend distribution. And it sets out three qualities that would be found in a social enterprise:

- ✓ Those for whom the objective of the common good is the motive for their commercial activity;
- ✓ Those who mostly reinvest their profits in the achievement of the social objective;
- ✓ Those in which the method of organization and ownership system reflects the business mission using democratic and participatory principles and focusing on social justice.

DO:

Now, we invite you to think on the purpose of social enterprises. Write down 3 purposes you think that could fit in social enterprises.

LEARN:

DIFFERENCES BETWEEN SOCIAL ENTERPRISE AND ORDINARY ENTERPRISE

Although in the previous sections we have already listed what the characteristics of ordinary companies and social enterprises are, we would like to leave you with a small table so that we can clearly see what the differences are between the two companies:

SOCIAL ENTERPRISE	ORDINARY ENTERPRISE
Is looking to solve a social problem.	Focused on generating value and financial profit.
Combines business tools and strategies with social values	



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TIMING/LENGTH (IN MINUTES):	15'
NECESSARY RESOURCES FOR ITS IMPLEMENTATION	

TITLE	Activity 2. TYPES OF SOCIAL ENTERPRISES
DESCRIPTION:	This activity will help you to deepen your knowledge on Social Enterprises and to find some examples.



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DEVELOPMENT

- METHODOLOGY

:

LEARN:

TYPES OF SOCIAL ENTERPRISES

Basically, we cannot talk about specific types of social enterprises, but we can make a certain classification that considers their legal form and the population they serve.

We will now name some ways to classify social enterprises and give a brief description of each one and its characteristics.

Integration Companies

They are companies that aim to serve as a bridge to people who are in a situation of social vulnerability with difficulty in accessing a job, who can access a job in which they are also in constant training and then be able to move on to an ordinary company.

Special Employment Centres

These centres can be set up by both public bodies and private institutions or companies, provided that the aim is to be able to attend to people with some kind of functional, intellectual or mental diversity. In other words, their objective and purpose are to ensure paid employment for people with disabilities. They must constitute a means of integrating the greatest number of these workers into the normal work regime.

Social Initiative Cooperatives

Cooperatives whose social objective is either to provide care services by carrying out health, educational, cultural or other social activities, or to carry out any economic activity aimed at the labour integration of persons suffering from any kind of social exclusion and, in general, to meet social needs not covered by the market, shall be classified as "social initiatives". In addition, another of the characteristics that these cooperatives must have is that they must be non-profit making.

As we have already said at the beginning of this point, there can be many types of social enterprises, we have considered these to be the most relevant.



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TIMING/LENGTH (IN MINUTES):	30'
NECESSARY RESOURCES FOR ITS IMPLEMENTATION	

TITLE	Activity 3. CIRCULAR ECONOMY
DESCRIPTION:	In this activity you will learn about circular economy and some examples of companies based on it.



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DEVELOPMENT - METHODOLOGY :	LEARN: CIRCULAR ECONOMY A circular economy (often referred to simply as "circularity" ^[1]) is an economic system aimed at eliminating waste and the continual use of resources. Circular systems employ reuse, sharing, repair, refurbishment, remanufacturing and recycling to create a close-loop system, minimising the use of resource inputs and the creation of waste , pollution and carbon emissions On the other hand, the Circular Economy is a model of production and consumption that implies that consumption is based on reuse, trying to rent, share, repair, renew... different materials and products as often as possible, trying to generate less impact on the environment by the excessive use of things that wear out or that we consider to be wearing out. Source: https://en.wikipedia.org/wiki/Circular_economy Watch this video to better understand what is Circular Economy, by the Ellen McArthur foundation : https://www.youtube.com/watch?v=zCRKvDyyHml (3'48 minutes). Both the social economy and the circular economy are two aspects that are intertwined and that, one of the objectives that they have is to generate a social good that goes beyond conventionalism. For this reason, the mission of feminism is often promoted and made visible within the social economy and the circular economy, as a way of being able to take greater account of women as motors of social change and as priority anchors within the global economy, recognising the work that they do that is often not valued, is done in an unpaid manner or is paid in black or underpaid. That is why it is common to hear <i>Feminist Economics</i> talk about being concerned with showing the inequality in the dimensions of the economy depending on gender. If you want to have more information, you can watch this video: https://www.youtube.com/watch?v=URLP6a6a_wA&feature=youtu.be DO: To end with this activity, answer the following question: For you what is the connection between gender, social enterprises and economic development?
TIMING/LENGTH (IN MINUTES):	15'
NECESSARY RESOURCES FOR ITS IMPLEMENTATION	



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QUIZ

1. What is meant by “company”?

- a. It is a group of people and resources that seek to achieve an economic benefit with the development of a particular activity.
- b. It must seek profit and achieve a series of objectives set out in its formation.
- c. Both statements are correct.

2. We understand by social enterprise a group of people and resources that seek to obtain economic benefits when offering a service or product, but in this case, the difference lies in that social enterprises generate a positive social impact.

- a. True
- b. False

3. The European Commission establishes three qualities that must be found in a social enterprise:

- a. That they have an objective of the common good, that they are profit-oriented and that their organization is democratic.
- b. They must be commercially active, democratically organized, and their profits must be used to achieve their objective.
- c. The objective of the common good is their commercial activity, they revert their benefits to achieving this good and they are organized in a democratic and participative way.

4. Within the Social Enterprise model we can find:

- a. Work cooperative, limited company and insertion companies
- b. Cooperative of social initiative, Insertion Companies and Special Employment Centre
- c. Special Employment Centre, Insertion Company and Associated Work Cooperative.

5. We understand by social and solidarity economy:

- a. Ethical principles that aim to be normative in the development of practices and in the promotion of economic policies.
- b. Model of production and consumption that implies that consumption is based on reuse, seeking to rent, share, repair, renew
- c. Model that is concerned with showing inequality in the dimensions of the economy depending on gender

ANSWER KEY

1. c

2. a

3. c



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4. b

5. a



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Unit of learning <i>Number and title</i>	Commercial Strategy				
Duration <i>Hours</i>	1 hour				
Learning outcome Number and title	At the end of this Unit the learner will be able to understand the basics of a commercial strategy, its importance for a successful business and relevant information to develop one.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities	X	Self-awareness and self-efficacy		Taking the initiative	X
Creativity		Motivation and perseverance	X	Planning and management	X
Vision	X	Mobilising resources		Coping with uncertainty, ambiguity and risk	X
Valuing ideas		Financial and economic literacy	X	Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	
Source:					
http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfn27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
<ol style="list-style-type: none"> Basic knowledge about marketing Rules about commercial strategy 			<ol style="list-style-type: none"> Achieving an efficient business strategy in the creative industry An opportunity to create the brand universe 		
Assessment methods <i>(Click appropriate box/s)</i>	<ul style="list-style-type: none"> c Written exercises and test c Practical assignment autonomously and responsibly 				
Assessment criteria <i>Description and timing</i>	Quiz: "How to achieve an efficient commercial strategy?" Test: To carry out a commercial strategy in half an hour				
Qualifications framework <i>Reference to EQF and NVQ</i>					





Existing resources	Documents/Articles: Websites: Videos and tutorials:							
Personal story	<p>Anna Vlasiuk (p.34-36) is from Kyiv, Ukraine. She came to Italy for family reasons in 2010, when she was 25 years old. Photography was her hobby for many years, however at one point she saw that the photos she publishes in social media, receive a good feedback, and she started receiving invitations to shoot weddings and engagements from people she didn't know. She never created a commercial strategy as well. She feels like it's her point of weakness, because she never thinks about her business "in a commercial way". She plans to work on a commercial strategy in the future.</p> <p>→ Can testimonies the importance of having a commercial strategy</p>							
Activities	<table border="1"> <tr> <td data-bbox="464 969 963 1077">TITLE</td> <td data-bbox="963 969 1404 1077">A1. What is a commercial strategy?</td> </tr> <tr> <td data-bbox="464 1077 963 1339">DESCRIPTION:</td> <td data-bbox="963 1077 1404 1339">In this activity, you will learn what marketing and a commercial strategy are, and the link with the Fashion Industry.</td> </tr> <tr> <td data-bbox="464 1339 963 2018">DEVELOPMENT/METHODOLOGY :</td> <td data-bbox="963 1339 1404 2018"> <p>LEARN: A commercial strategy is the implementation of coordinated marketing and sales resources aimed at achieving the business objectives that a company sets for itself.</p> <p>The commercial strategy is determined on an analysis of the strengths and weaknesses of the company and a study of its environment.</p> <p>The company must pay particular and permanent attention to its market positioning in terms of</p> </td> </tr> </table>		TITLE	A1. What is a commercial strategy?	DESCRIPTION:	In this activity, you will learn what marketing and a commercial strategy are, and the link with the Fashion Industry.	DEVELOPMENT/METHODOLOGY :	<p>LEARN: A commercial strategy is the implementation of coordinated marketing and sales resources aimed at achieving the business objectives that a company sets for itself.</p> <p>The commercial strategy is determined on an analysis of the strengths and weaknesses of the company and a study of its environment.</p> <p>The company must pay particular and permanent attention to its market positioning in terms of</p>
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		<p>positioning, in terms of location, activities and products. Indeed, it must optimize its pricing policy and improve the relations it maintains with its customers and partners.</p> <p>A company's business strategy is based on four principles:</p> <ul style="list-style-type: none">-Strategic analysis of the environment-The establishment of objectives and priorities-The elaboration of a marketing-mix that groups together the marketing actions envisaged (Product, Price, Promotion, Place)-Monitoring and analysis of results. <p>But what is marketing? The term "marketing" can have several meanings, but in general it is described as <i>"the management process responsible for identifying, anticipating and satisfying customer requirements profitably"</i> according to the UK-based Chartered Institute of Marketing (CIM).</p> <p><i>"The process of stimulating the interest of existing and potential customers in products and/or services"</i>.</p> <p>The building of a brand image and the success of one's organization therefore depends on marketing. Having a good marketing</p>
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		strategy allows you to promote and popularize your company's products and services. Investing in marketing is the best opportunity to make people discover and sell your products and is therefore indispensable.
	TIMING/LENGTH (IN MINUTES):	20'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	https://www.definitions-marketing.com/definition/strategie-commerciale/ https://www.limcollege.edu/academics/what-is-fashion-marketing https://www.youtube.com/watch?v=auRTKgS1bTM (2:42)
	TITLE	A2. How to achieve an efficient commercial strategy?"
	DESCRIPTION:	<p>In this activity, you will learn how to achieve a commercial strategy that works.</p> <p>We will focus on how to make an efficient commercial strategy in order to build the identity of your brand.</p>
	DEVELOPMENT/METHODOLOGY :	<p><i>LEARN:</i></p> <p>Now that you have seen the importance of a commercial strategy and marketing, you will see how to build your own commercial strategy.</p> <p>To help you, here it is “10 Steps to create an efficient</p>





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		<p>Steps to create an efficient marketing strategy”:</p> <ol style="list-style-type: none">1- Get a website2- Have a Mobile Presence3- Join the Social World4- Attach an Influencer to your brand5- Leverage the Last technologies6- Personalise Everything7- Remarket to your User8- Focus on Your Visuals9- Start a Blog10- Have a contest or giveaway <p>To help you and have more details, read this article which will guide you in the creation of your own strategy: https://www.appnova.com/marketing-strategies-for-fashion-brand/</p> <p>And watch the video which is in “NECESSARY RESOURCES” Listen to this podcast (11’) about the 10 examples of powerful brand marketing, <u>you will need it to the following activity:</u> https://www.thelogocreative.co.uk/10-examples-of-powerful-global-branding/</p> <p>Choose one brand of this list and focus on it for the next exercise.</p> <p><i>DO:</i></p> <p>You have 30 minutes to carry out an effective commercial strategy. To help you, use the</p>
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		resources below and the podcast "10 Examples of Powerful Global Branding"
	TIMING/LENGTH (IN MINUTES):	40'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	http://blog.kolau.com/marketing-for-clothing-store-5-strategies-for-business/ https://www.youtube.com/watch?v=-JLpJAIMRS0





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QUIZ

Between 4-5 questions (multiple choice answers).

1. What are the 4 principles of a commercial strategy choosing the right answer including the four of them? (Correct answer a)

- a) Strategic analysis of the environment/The establishment of objectives and priorities/The elaboration of a marketing-mix that groups together the marketing actions envisaged (Product, Price, Promotion, Place)/ Monitoring and analysis of results.
- b) Strategic analysis of the environment/ The establishment of objectives and priorities/ The elaboration of a marketing-mix that divide the marketing actions envisaged (Product, Price, Promotion, Place)/ Implementing the strategy before monitoring and analysis of the results.

2. In the following answer, one is not including 3 steps to building an efficient marketing strategy: (correct answer c)

- a) Join the Social World/ Attach an Influencer to your brand/ Leverage the Last technologies
- b) Get a website/ Join the Social World/ Start a blog
- c) Rent a shop/ Remarket to your user/ Sell products online

3. In the following answer provided, choose the one with 3 powerful global brandings: (correct answer b)

- a) 1 Coca-Cola, Nissan, Barclay's
- b) Airbnb, Ikea, Uber
- c) L'Oréal, Total, Virgin

4. After watching the video of "NECESSARY RESOURCES", choose the right answer including the steps to follow: (correct answer a)

- a) 1- Situation analysis/ 2- Describe your target audience/ 3- List your marketing goals/ 4- Develop the marketing communication/ 5-Set your marketing budget
- b) 1- Describe your target audience/ 2- List your marketing goals/ 3- Situation Analysis/ 4- Develop the marketing communication / 5- Set tour





Unit of learning <i>Number and title</i>	Risk Management				
Duration <i>Hours</i>	1 hour				
Learning outcome Number and title	At the end of this Unit, the learner will have acquired basic knowledge on risk management and will have a <i>risk management plan</i> develop for his/her own business.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities		Self-awareness and self-efficacy		Taking the initiative	
Creativity		Motivation and perseverance	X	Planning and management	X
Vision	X	Mobilising resources	X	Coping with uncertainty, ambiguity and risk	X
Valuing ideas		Financial and economic literacy	X	Working with others	X
Ethical and sustainable thinking		Mobilising others	X	Learning through experience	
Source: http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfna27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
1. Basic knowledge about crisis management plan			1. Development of your own crisis management plan		
Assessment methods <i>(Click appropriate box/s)</i>	<ul style="list-style-type: none"> c Written exercises and test c Practical assignment autonomously and responsibly c Case study 				
Assessment criteria <i>Description and timing</i>	Quiz Test: To make your own crisis management plan				
Qualifications framework <i>Reference to EQF and NVQ</i>					
Existing resources	Documents/Articles: https://www.researchgate.net/publication/282007048_Risk_identification_map_f_or_a_Fashion_Retail_Supply_Chain Websites: Videos and tutorials: https://www.youtube.com/watch?v=zyet9fPS24k				





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<p>Personal story</p>	<p>Dine came to Italy from Guinea in 2016. Now he is a part of an artistic group of young refugees who invent and develop table games, focused on narration and sharing. The group is called “Giocherenda” which translates from Pular as “solidarity”, “interdependence”, “strength that comes from the union”, “the joy of working together”. Now, apart from table games, they also make textile products. Currently “Giocherenda” consists of 10 associates.</p> <p>In the process of risk evaluation, they take all the necessary precautions, but things happen and Dine feels like it’s very important to know how to react when something happens and how to manage these situations.</p> <p>→ Thanks to this unit, Dine will learn how to manage risk.</p>	
<p>Activities</p>	<p>TITLE</p>	<p>A1. What is risk management? Why it is important to include it in your activity?</p>
	<p>DESCRIPTION:</p>	<p>In this activity, you will learn what risk management is, and why it is necessary to include a risk management strategy in your activity.</p> <p>Risk management refers to the practice of identifying potential risks in advance, analysing them and taking precautionary steps to curb the risk.</p> <p>Every business and organization face the risk of unexpected, <u>harmful events</u> that can cost the company money or cause it to permanently close.</p> <p>Risk management allows organizations to know how to react and not lose extra money.</p>
	<p>DEVELOPMENT/METHODOLOGY:</p>	<p>LEARN: To simplify, risk management is a process that allows individual risk events and overall risk to be understood and managed. The purpose is to optimise success by minimising threats and maximising opportunities.</p> <p>All projects are somehow risky because they are unique, constrained, based on</p>



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		<p>constrained, based on assumptions, performed by people and subject to external influences. Risks can affect the achievement of objectives either positively or negatively.</p> <p>5 steps to understand and create your risk management process:</p> <p>Step 1: Identify the Risk You and your team have to recognize and describe risks that might affect your project. During this step you start to prepare your Project Risk Register.</p> <p>Step 2: Analyse the risk Once risks are identified you determine potential consequence of each risk. You develop an understanding of the nature of the risk and its potential to affect project goals and objectives. This information is also going to your Project Risk Register.</p> <p>Step 3: Evaluate or Rank the Risk. You evaluate or rank the risk by determining the combination of likelihood and consequence. You make decisions about whether the risk is acceptable or whether it has to be taken seriously.</p> <p>Step 4: Treat the Risk. During this step you assess your highest ranked risks and develop a plan to solve it the potential problem.</p> <p>Step 5: Monitor and Review the risk. During this step you take your project risk register and use it to prepare your business for risky situation.</p>
	TIMING/LENGTH (IN HOURS):	30'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	https://www.apm.org.uk/body-of-knowledge/delivering-risk



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	IMPLEMENTATION	knowledge/delivery/risk-management/ (VE) https://www.youtube.com/watch?v=OlaywSGoaB4 (3:07 / VF) https://www.youtube.com/watch?v=x7A9idByPA4 (4:05 / VE)
	TITLE	A2. What is a crisis management plan? How to create your own CMP?
	DESCRIPTION:	<p>In this activity, you will learn what a crisis management plan is and how to build one.</p> <p><i>Why you need to develop your Crisis Management Plan (CMP)?</i></p> <p>Individuals need to adopt a step by step approach during critical situations. In this case, CMP can help to avoid and manage a crisis. It is necessary to think rationally and develop strategies during emergency situations. Thinking about your strategies upstream allows you to take a step back from the situation and avoid mistakes.</p> <p>Crisis management plan helps the employees to adopt a focused approach during emergency situations.</p> <p>Individuals representing the crisis management team formulate crisis management plan to reduce the after effects of crisis at the workplace.</p> <p>Such plans reduce instability and uncertainty amongst the employees and help them concentrate on their work.</p>
	DEVELOPMENT/METHODOLOGY:	LEARN: <i>How to build your Crisis Management Plan?</i>



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		<p><i>Management Plan?</i> 4 Steps to create an efficient Crisis Management Plan:</p> <p>1- Identify the problem that lead to crisis.</p> <p>2- Discuss issues with your partners. On an <u>open forum</u> for everyone to share their opinion.</p> <p>3- Make sure you have accurate information. Don't depend on guess works and assumptions. Double check your information before submitting the final plan.</p> <p>4- Crisis Management Plan should not only focus on ways to overcome crisis but also on making the processes efficient.</p> <p>Activity: 20 minutes to carry out your own Crisis Management Plan. To help you, use the resources below (videos and articles) to guide you in this building.</p>
	TIMING/LENGTH (IN HOURS):	30'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	<p>Importance of CMP: https://searchcompliance.techtarget.com/definition/risk-management</p> <p>Steps to create a CMP: https://www.rockdovesolutions.com/blog/6-steps-to-create-a-crisis-management-plan</p> <p>https://www.youtube.com/watch?v=Wz zLKQ3 IAI (5:27/ VE)</p>





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QUIZ

Between 4-5 questions (multiple choice answers).

1. Why do we need a risk management plan? (correct answer c)

- a) To reduce instability and uncertainty amongst the employees
- b) To ignore possible risks
- c) To optimise success by minimising threats and maximising opportunities

2. What are the 5 steps to create your risk management process? Choose the right order (Correct answer: a)

- a) Step 1: Identify the risk; Step 2: Analyse the risk; Step 3: Evaluate or Rank the risk; Step 4: Treat the risk; Step 5: Monitor and Review the risk.
- b) Step 1: Identify the Risk; Step 2: Evaluate the Risk; Step 3: Analyse the risk; Step 4: Monitor and Review the Risk; Step 5: Treat the risk

3. Which of the following answers is NOT a step to create an efficient Crisis Management Plan? (correct answer c)

- a) Identify the problem areas
- b) Make sure you have accurate information
- c) Imagine possibilities to reach your target audience
- d) Discuss issues and areas of concern

4. What is the best description of the importance of a Crisis Management Plan? (correct answer a)

- a) Crisis management plan helps the employees to adopt a focused approach during emergency situations in order to reduce the after effects of crisis at the workplace.
- b) Crisis management plan helps the business to develop its activity on the global stage and to sell to new customers





Unit of learning <i>Number and title</i>	Conflict resolution				
Duration <i>Hours</i>	1 hour				
Learning outcome <i>Number and title</i>	By the end of this Unit learners will be able to solve any conflicts including team management or customer management.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities		Self-awareness and self-efficacy		Taking the initiative	X
Creativity		Motivation and perseverance		Planning and management	
Vision		Mobilising resources	X	Coping with uncertainty, ambiguity and risk	X
Valuing ideas		Financial and economic literacy		Working with others	X
Ethical and sustainable thinking	X	Mobilising others	X	Learning through experience	X
Source: http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfna27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
<ol style="list-style-type: none"> Basic knowledge about what is a conflict Sociological knowledge about resolution conflict 			<ol style="list-style-type: none"> Strategies to avoid conflicts using conflict management Strategies to resolve conflict: conflict resolution 		
Assessment methods <i>(Click appropriate box/s)</i>	<ul style="list-style-type: none"> c Written exercises and test c Practical assignment autonomously and responsibly 				
Assessment criteria <i>Description and timing</i>	Quiz Test: How to solve a concrete conflict?				
Qualifications framework <i>Reference to EQF and NVQ</i>					
Existing resources	Documents/Articles: https://www.managementstudyguide.com/understanding-conflict.htm Websites: Videos and tutorials: https://www.youtube.com/watch?v=KY5TWVz5ZDU (3:31) <i>Introduction to conflict and a path to resolve conflicts.</i>				





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	https://www.youtube.com/watch?v=iRg-HbqqBxI (4:23) <i>Example of one conflict to show the importance of communication and clear roles.</i>					
Personal Story	<p>Victor (p. 60-61) is 40 years old. He was born in Ethiopia and comes from a family of farmers. He and his family had been suffering from hunger and periodic famine for many years. Hence, he was forced to immigrate to Greece ten years ago. At first, he faced homelessness and the bureaucracy of Greek authorities. However, he was very skilled in knitting, as it is a common occupation for men in Ethiopia. Hence, he started knitting unique-looking felt scarves without any tools, with his hands. Currently he sells his creations from a kiosk in Athens that acts also as his workshop.</p> <p>He never had any disputes with his clients, but experienced conflicts with his suppliers and was forced to stop working with them.</p> <p>→Thanks to this unit, he will learn how to deal conflicts and maybe avoid to stop a collaboration with a supplier.</p>					
Activities	<table border="1" data-bbox="485 981 1458 2022"> <thead> <tr> <th data-bbox="485 981 986 1086">TITLE</th> <th data-bbox="986 981 1458 1086">A1. WHAT IS CONFLICT MANAGEMENT?</th> </tr> </thead> <tbody> <tr> <td data-bbox="485 1086 986 2022"> DESCRIPTION: </td> <td data-bbox="986 1086 1458 2022"> <p>In this activity, you will learn what is a conflict and how to manage it in your business, thanks to conflict management. To help through it, read articles and watch videos that are in the “NECESSARY RESOURCES”.</p> <p>Broadly speaking, conflict is defined as a clash between individuals arising out of a difference in thought process, attitudes, understanding, interests, requirements and even sometimes perceptions.</p> <p>A conflict results in heated arguments, physical abuses and definitely loss of peace and harmony. A conflict can actually change relationships.</p> <p>In the case of a conflict at work, we use the term Organizational Conflict.</p> <p>Organizational Conflict or otherwise known as workplace conflict, <i>is described as the state of</i></p> </td> </tr> </tbody> </table>		TITLE	A1. WHAT IS CONFLICT MANAGEMENT?	DESCRIPTION:	<p>In this activity, you will learn what is a conflict and how to manage it in your business, thanks to conflict management. To help through it, read articles and watch videos that are in the “NECESSARY RESOURCES”.</p> <p>Broadly speaking, conflict is defined as a clash between individuals arising out of a difference in thought process, attitudes, understanding, interests, requirements and even sometimes perceptions.</p> <p>A conflict results in heated arguments, physical abuses and definitely loss of peace and harmony. A conflict can actually change relationships.</p> <p>In the case of a conflict at work, we use the term Organizational Conflict.</p> <p>Organizational Conflict or otherwise known as workplace conflict, <i>is described as the state of</i></p>
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		<p><i>described as the state of disagreement or misunderstanding, resulting from the actual or perceived dissent of needs, beliefs, resources and relationship between the members of the organization. At the workplace, whenever, two or more persons interact, conflict occurs when opinions with respect to any task or decision are in contradiction.</i></p> <p>To learn more about factors, causes than can start a conflict: https://businessjargons.com/organizational-conflict.html</p>
	DEVELOPMENT/METHODOLOGY:	<p>LEARN:</p> <p>Conflict management is the practice of being able to identify and handle conflicts sensibly, fairly, and efficiently. Since conflicts in a business are a natural part of the workplace, it is important that there are people who understand conflicts and know how to resolve them.</p> <p>According to <u>Kenneth W. Thomas and Ralph H. Kilmann</u>, 5 styles of conflict management exist:</p> <p>An accommodating manager is one who cooperates to a high degree. This may be at the manager's own expense and actually work against that manager's own goals, objectives, and desired outcomes. This approach is effective when the other person is the expert or has a better solution.</p> <p>Avoiding an issue is one way a manager might attempt to resolve conflict. This type of conflict style does not help the other staff members reach their goals. However, this works well when the issue is trivial or when the manager has no chance of winning.</p>





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		<p>has no chance of winning.</p> <p>Collaborating managers become partners or pair up with each other to achieve both of their goals in this style. This is how managers break free of the win-lose paradigm and seek the win-win.</p> <p>Competing: This is the win-lose approach. A manager is acting in a very assertive way to achieve his or her own goals without seeking to cooperate with other employees, and it may be at the expense of those other employees. This approach may be appropriate for emergencies.</p> <p>Compromising: This is the lose-lose scenario where neither person nor manager really achieves what they want. This requires a moderate level of assertiveness and cooperation. It may be appropriate for scenarios where you need a temporary solution.</p> <p><u>Source:</u> https://study.com/academy/lesson/what-is-conflict-management-definition-styles-strategies.html</p> <p>To help you watch this video that sum up those 5 styles of conflict management: https://www.youtube.com/watch?v=ZAlaA5rMVJQ (5:05)</p>
	TIMING/LENGTH (IN MINUTES):	20'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION:	<p>https://www.pon.harvard.edu/daily/conflict-resolution/what-is-conflict-resolution-and-how-does-it-work/</p> <p>https://businessjargons.com/organizational-conflict.html</p>



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	IMPLEMENTATION	https://www.youtube.com/watch?v=QLbGHQo4qnA (2:19) https://www.youtube.com/watch?v=oqFoy8ehzuc (2:35)				
	DESCRIPTION:	<table border="1"><tr><td data-bbox="486 604 986 750">TITLE</td><td data-bbox="986 604 1457 750">A2. HOW TO RESOLVE A CONFLICT: USING CONFLICT RESOLUTION</td></tr><tr><td data-bbox="486 750 986 2036"></td><td data-bbox="986 750 1457 2036"><p>In this activity, you will learn how to resolve a conflict in workplace, according to several conflict resolution strategies.</p><p><i>5 Phases of conflict:</i></p><p>1- Prelude to conflict - It involves all the factors which possibly arise a conflict among individuals. Lack of coordination, differences in interests, dissimilarity in cultural, religion, educational background all are instrumental in arising a conflict.</p><p>2- Triggering Event - No conflict can arise on its own. There has to be an event which triggers the conflict.</p><p>3- Initiation Phase - Initiation phase is actually the phase when the conflict has already begun. Heated arguments, abuses, verbal disagreements are all warning alarms which indicate that the fight is already on.</p><p>4- Differentiation Phase - It is the phase when the individuals voice out their differences against each other. The reasons for the conflict are raised in the differentiation phase.</p><p>5- Resolution Phase - A Conflict leads to nowhere. Individuals must</p></td></tr></table>	TITLE	A2. HOW TO RESOLVE A CONFLICT: USING CONFLICT RESOLUTION		<p>In this activity, you will learn how to resolve a conflict in workplace, according to several conflict resolution strategies.</p> <p><i>5 Phases of conflict:</i></p> <p>1- Prelude to conflict - It involves all the factors which possibly arise a conflict among individuals. Lack of coordination, differences in interests, dissimilarity in cultural, religion, educational background all are instrumental in arising a conflict.</p> <p>2- Triggering Event - No conflict can arise on its own. There has to be an event which triggers the conflict.</p> <p>3- Initiation Phase - Initiation phase is actually the phase when the conflict has already begun. Heated arguments, abuses, verbal disagreements are all warning alarms which indicate that the fight is already on.</p> <p>4- Differentiation Phase - It is the phase when the individuals voice out their differences against each other. The reasons for the conflict are raised in the differentiation phase.</p> <p>5- Resolution Phase - A Conflict leads to nowhere. Individuals must</p>
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		<p>leads to nowhere. Individuals must try to compromise to some extent and resolve the conflict soon. The resolution phase explores the various options to resolve the conflict.</p> <p>Source: https://www.managementstudyguide.com/understanding-conflict.htm</p> <p><i>How to resolve a conflict?</i> Using conflict resolution strategies.</p>
	<p>DEVELOPMENT/METHODOLOGY:</p>	<p>LEARN: Conflict resolution is a way for two or more parties to find a peaceful solution to a disagreement among them. The disagreement may be personal, financial, political, or emotional. When a conflict occurs, negotiation seems to be the most viable solution.</p> <p>The goals of negotiation are: -To work as quickly as possible to find a solution -To improve the relationship between the groups in conflict</p> <p><i>How to negotiate the resolution of a conflict?</i> Understand the conflict: It is important for you to define clearly your own position and interests in the conflict, and to understand those of your opponent.</p> <p>Communicate with opposition and listen each other</p> <p>Brainstorm possible resolutions: choose the best resolution</p> <p>Involve a third party mediator</p> <p>Explore alternatives</p> <p>Cope with stressful situations and pressure tactics</p>





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		<p>DO:</p> <p>Activity: You have now 30 minutes to resolve a conflict linked to your activity. Use videos, articles from “NECESSARY RESOURCES” to help you and this video that will explain to you all the techniques to deal with a conflict: https://www.youtube.com/watch?v=gOHOsuDEO4M (11')</p> <p><u>How would you resolve a conflict in a typical situation?</u> For example:</p> <p>1- One supplier didn't deliver the right materials on time to produce your Spring 2020 collection.</p> <p>2- A customer is not satisfied with a piece of clothing he bought from you a few months ago.</p> <p>Choose one of the two situations and put yourself in a situation to resolve this conflict with the above information</p>
	TIMING/LENGTH (IN MINUTES):	40'
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	<p>https://www.youtube.com/watch?v=PHJ8eybXJdw (5:50)</p> <p>https://theparticipationcompany.com/2016/06/5-conflict-resolution-strategies/</p> <p>https://www.thebalancecareers.com/conflict-resolutions-skills-2063739</p>





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QUIZ

Between 4-5 questions (multiple choice answers).

1. What is for you the best definition of an “organizational conflict”? (correct answer a)

- a) Organizational Conflict or otherwise known as workplace conflict is described as: *the state of disagreement or misunderstanding, resulting from the actual or perceived dissent of needs, beliefs, resources and relationship between the members of the organization.*
- b) Organizational Conflict or otherwise known as workplace conflict is described as: *the state of development of a business or a company. It represents its place on the market and its development possibilities.*

2. What is “conflict management”? Choose the right answer (correct answer a)

- a) To identify and handle conflicts sensibly, fairly, and efficiently
- b) To impose your vision of management
- c) To negotiate before understanding the disagreement
- d) To avoid conflict by complying with demands

3. What is the order of the 5 phases of a conflict? Choose the right answer (correct answer a)

- a) 1- Prelude to conflict; 2- Triggering Event; 3- Initiation Phase; 4- Differentiation Phase; 5- Resolution Phase.
- c) 1- Prelude to conflict; 2- Initiation Phase; 3- Differentiation Phase; 4- Triggering Event; 5- Resolution Phase

4. Are the following answers good tips on how to negotiate the resolution of a conflict? *Understand the conflict; Brainstorm possible resolutions;* (correct answer: Yes)

- a) Yes
- b) NO





Unit of learning <i>Number and title</i>	Partner Analysis & Networking				
Duration <i>Hours</i>	1 hour				
Learning outcome Number and title	By the end of this unit learners will be able to focus on specific things in order to make a successful partnership. They will also gain essential knowledge consisting on tips about effective business networking.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities	x	Self-awareness and self-efficacy		Taking the initiative	x
Creativity	x	Motivation and perseverance	x	Planning and management	x
Vision	x	Mobilising resources		Coping with uncertainty, ambiguity and risk	x
Valuing ideas		Financial and economic literacy		Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	x
Source: http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfna27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
<ol style="list-style-type: none"> 1. What is partnership. 2. How to make a successful partnership. 3. Effective business networking. 			<ol style="list-style-type: none"> 1. Decision making. 2. Building relationships. 3. Networking. 		
Assessment methods <i>(Click appropriate box/s)</i>	X Written exercises and test c Oral examination and exercises c Practical assignment under supervision c Practical assignment autonomously and responsibly c Other activities (please specify):				
Assessment criteria <i>Description and timing</i>	Knowledge on the concept studied in this unit.				
Qualifications framework <i>Reference to EQF and NVQ</i>	https://ec.europa.eu/ploteus/es/node/1440				





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Existing resources	<p>Documents/Articles:</p> <p>Networking skills: six ways beginners can build better connections https://www.forbes.com/sites/theyec/2018/09/18/networking-skills-six-ways-beginners-can-build-better-connections/#6fd3c7622fed</p> <p>5 Steps to seriously improve your networking skills: https://www.entrepreneur.com/article/245995</p> <p>How to network when you are an introvert: https://www.entrepreneur.com/article/245499</p> <p>8 Networking Skills that Every Professional needs to have https://www.bidsketch.com/blog/marketing/networking-skills/</p> <p>The 2 most valuable skills you can develop to network successfully https://www.thebalancecareers.com/valuable-networking-skills-3515560</p> <p>Websites:</p> <p>Videos and tutorials:</p> <p>Extra material: Personality test https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/home.htm?bhcp=1</p>
Personal Story (IO1 Connection)	<p>Anna Vlasiuk (p.34-36) is from Kyiv, Ukraine. She came to Italy for family reasons in 2010, when she was 25 years old. Photography was her hobby for many years, however at one point she saw that the photos she published in social media received good feedback, and she started receiving invitations to shoot weddings and engagements from people she didn't know.</p> <p>At the same time Anna was faced with the necessity to provide for herself and her little daughter, so she started building her photography business from scratch. She characterises her product as "taking photos of everything related to love" – christenings, engagements, weddings etc. Anna believes in gender equality and feels like photography is a male-dominated field. "Sometimes I feel like being a photographer is a very physically demanding job, because I need to carry all of my equipment etc. However, it's easier for women to create a contact with the client".</p> <p>She says that she doesn't really look for clients, they find her on their own, mostly through social media, Facebook and Instagram. Her first contact with clients normally happens through Skype in order to create contact. She also communicates with them via email. For Anna it's very important to know her clients before the shoot.</p> <p>Thanks to this unit, Anna will focus on specific tips on how to make effective business networking.</p>



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Activities		
	TITLE	A1. Learning about partnership
	DESCRIPTION:	In this activity you will learn about the essentials steps that you should take in order to start a partnership and how you could make it successful.
	DEVELOPMENT/METHODOLOGY:	<p>Brainstorming (5 minutes) Have you ever thought about what you should do in order to find a right partner to collaborate with a start-up a business? Write them down on a piece of paper.</p> <p>LEARN A partnership is a business organisation with two or more persons as owners. Before you find who will join you in a partnership, it is recommended to check out your potential business partner. Then you will have to find out about the roles, responsibilities and payment, who is going to do what in order for the business to work smoothly. Crucial role on that will play the type of the partnership that you would like to form. For more details, we suggest you read the following article:</p> <p>How to start a partnership in 7 easy steps https://www.thebalancesmb.com/easy-steps-to-start-a-partnership-4150373</p> <p>It's important to know as much as possible about your potential partner, including how their finances and family life may affect the business, before signing the dotted line.</p> <p>https://www.entrepreneur.com/slideshow/300168</p> <p>One of the most effective ways to expand your customer base is partnering with another company. Once you've found your partner, work together to build something that will benefit you both for years to come. Read below four ways to make sure you set your partnership up for success:</p> <p>https://www.inc.com/beth-crowe/4-ways-to-build-a-partnership.html</p>





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		<p>https://www.inc.com/rhett-power/4-ways-to-build-a-successful-partnership.html</p> <p>DO</p> <p>The ability for an entrepreneur to forge a strategic partnership (whether it is a business partnership, joint venture or a short-term alliance) is critical to continued financial success in an ever-changing and highly competitive environment. Here are some tips on how to create strategic partnerships that are a win-win:</p> <p>https://www.entrepreneur.com/article/234425</p> <p>After reading all the above articles, make your plan by choosing the most appropriate partner for you. Write down 10 things that you would like to know about your potential partner and 5 things that you consider most important in order to create a win-win strategic partnership. (15 minutes)</p>						
	TIMING/LENGTH (in minutes):	40						
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	Paper, pen or pencil, access to the internet through a device (computer, laptop, smartphone, tablet)						
	<table border="1"> <tr> <td data-bbox="422 1375 922 1482">TITLE</td> <td data-bbox="922 1375 1369 1482">A2. Learning about effective business networking</td> </tr> <tr> <td data-bbox="422 1482 922 1630">DESCRIPTION:</td> <td data-bbox="922 1482 1369 1630">In this activity you will learn about effective business networking.</td> </tr> <tr> <td data-bbox="422 1630 922 2040">DEVELOPMENT/METHODOLOGY :</td> <td data-bbox="922 1630 1369 2040"> Brainstorming (2 minutes) “Networking can happen almost everywhere.” Do you agree with this statement? Why/Why not? “Your network is your net worth”. Reflect on that statement. What is its meaning for you? Mind map (5 minutes) </td> </tr> </table>	TITLE	A2. Learning about effective business networking	DESCRIPTION:	In this activity you will learn about effective business networking.	DEVELOPMENT/METHODOLOGY :	Brainstorming (2 minutes) “Networking can happen almost everywhere.” Do you agree with this statement? Why/Why not? “Your network is your net worth”. Reflect on that statement. What is its meaning for you? Mind map (5 minutes)	
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		<p>Mind map (5 minutes) Why is networking so important? What do you think? Can you depict your thoughts on a mind map?</p> <p>LEARN Did you know that there are some steps that you could follow in order to network successfully? Watch this video (0:30-6:15) to learn why networking is so important and to be aware of the 8 steps that you could follow when you are out networking: https://www.youtube.com/watch?v=kgwqrqKrox8 Networking could be considered as the process of building real relationships of people that are mutually beneficial and that start from economy interest or conversation. Apart from knowing other people, talking to them and trying to get the most out of it, it is also important to focus on how you can help other people.</p> <p>Watch the video below about how to network and listen to the tips provided, the so called: "5 Ls for networking:</p> <ol style="list-style-type: none">1. Lead – Before you even go to an event of conference, figure out who is going to be there. Do your research. Figure also	
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		<p>out of things to talk about outside of work and business.</p> <ol style="list-style-type: none"> 2. Listen – Make sure that you are actually there, listening to the conversations, so as to be able to offer valuable insight. 3. Look – Look people in the eyes. It makes them feel they can trust you. 4. Leave – Don't overstay in a conversation with somebody. Make sure that you know how to get out of it and when it's the right time to do it. 5. Linger – When everything is over, send a thank you email to keep in touch with those you had a conversation. <p>(0:20-6:40) https://www.youtube.com/watch?v=sfNN3b1dofQ</p> <p>DO Make your own strategy! Write down the 10 steps that you are going to follow in order to make your effective business networking. (5 minutes)</p>	
	TIMING/LENGTH (IN HOURS):	20	
	NECESSARY RESOURCES FOR ITS IMPLEMENTATION	Paper, pen or pencil, access to the internet through a device (computer, laptop, smartphone, tablet).	



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QUIZ	<p>Questions</p> <ol style="list-style-type: none">1. “Sociologists consider networking as having a social capital.” This statement is:<ol style="list-style-type: none">a) True.b) False.2. Which of the following is not a tip for making your business partnership stronger?<ol style="list-style-type: none">a) Consider your partner a part of a team.b) Give the partnership room to grow.c) Remain honest, but don't be transparent with your partner.d) Set clear expectations.3. Which of the following could be steps to follow when you are out networking?<ol style="list-style-type: none">a) Balance a conversation.b) Make it easy for people to approach you.c) Give first, receive later.d) All the above.4. Which of the following is not within the 5 Ls for networking?<ol style="list-style-type: none">a) Think about topics to talk during an event in order to lead the conversation.b) Be there to express your ideas without listening to others' point of view.c) Look people in the eyes and maintain eye contact.d) Write a follow-up thank you email. <p>ANSWER KEY</p> <ol style="list-style-type: none">1. Question 1- The correct answer is a) True.2. Question 2-The correct answer is c) Remain honest, but don't be transparent with your partner.3. Question 3- The correct answer is d) All the above.4. Question 4 – The correct answer is b) Be there to express your ideas without listening to others' point of view.
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OVERVIEW

Module Unit <i>Number and title</i>	Communication				
Duration <i>Hours</i>	1 hour				
Learning outcome	By the end of this unit learners will learn about communication in general, about effective communication, its barriers and how to overcome them.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities	×	Self-awareness and self-efficacy	×	Taking the initiative	×
Creativity	×	Motivation and perseverance	×	Planning and management	
Vision	×	Mobilising resources		Coping with uncertainty, ambiguity and risk	
Valuing ideas	×	Financial and economic literacy		Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	×
Source: http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/lfna27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
<ol style="list-style-type: none"> 1. What is communication? 2. Types of communication and 7 C's. 3. Effective Communication, its barriers and how to overcome them. 			<ol style="list-style-type: none"> 1. Communication skills. 2. Critical thinking. 3. Keeping notes. 		
Assessment methods <i>(Click appropriate box/s)</i>	X Written exercises and test c Oral examination and exercises c Practical assignment under supervision c Practical assignment autonomously and responsibly c Other activities (please specify):				
Assessment criteria	The answers to the Quiz at the end of the unit.				
Qualifications framework <i>Reference to EQF and</i>	https://ec.europa.eu/ploteus/es/node/1440				





NVQ	
Existing resources	<p>Documents/Articles: Websites: https://crewapp.com/c/resources/overcome-barriers-communication-work/</p> <p>Videos and tutorials: https://www.youtube.com/watch?v=RkebtEk2zU0 https://www.youtube.com/watch?v=l6IAhXM-vps https://www.youtube.com/watch?v=slq1nAhZuqE</p> <p>Extra material: Verbal Vs Non-Verbal Communication https://www.youtube.com/watch?v=akfatVK5h3Y Formal Vs Informal Communication https://www.youtube.com/watch?v=egtyq2ccCIA 7C's of Effective Communication https://www.youtube.com/watch?v=7JZ1v-VwTXg</p>
Personal story (IO1 connection)	<p>Anna L. (p.56-57) from Belarus is 46 years old. She migrated in Greece, in Athens. She created in a really simple way a business plan to start up her own business. She was determined for that. She had an amount of money to invest, she knew exactly the company description and the business's future plan. She also cooperated with a lawyer and an accountant. She is currently working on her own. Colleagues that she knows, introduced to her partners and suppliers. For future investments, she uses her corporate earnings. Interpersonal skills are necessary for her and communication skills together with empathy and listening are of high interest.</p> <p>Thanks to this unit, Anna L. will learn more about communication and will focus on overcoming barriers in order to have an effective communication.</p>





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TRAINING MODULE

ACTIVITIES

TITLE	A1. What is Communication?
DESCRIPTION:	In this activity you will learn about what communication is, its process and its different types.
DEVELOPMENT - METHODOLOGY :	<p>LEARN</p> <p>Mind mapping Make a mind map about communication in 3 minutes. What is communication? Can you give a brief definition? Brainstorming What do you know about the process of communication? How many types of communication do you know? Are you aware of the 7 C's of communication? Write down your answers on a sheet of paper in 10 minutes.</p> <p>Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject. The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard. Read more about communication here: https://www.skillsyouneed.com/ips/what-is-communication.html</p> <p>Then watch this video: What is Communication? https://www.youtube.com/watch?v=RkebtEk2zU0</p> <p>DO Watch the video above again, but this time keep notes in order to compare them to your answers on the Brainstorming activity. (10 minutes)</p>
TIMING/LENGTH (IN MINUTES):	30
NECESSARY RESOURCES FOR ITS IMPLEMENTATI ON	Paper, pen or pencil, access to the internet through a device (computer, laptop, Smartphone, tablet).



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TITLE	A2. Effective Communication, its barriers and tips to overcome them.
DESCRIPTION:	In this activity you will learn about what you should do in order to have effective communication and you will be aware of its barriers.
DEVELOPMENT - METHODOLOGY :	<p>“How do we interpret what we hear is affected by the thoughts that pop up in our minds when we are listening.” Take some time to reflect on that statement.</p> <p>Do you agree with it or not and why? How important is it for you to communicate effectively? (3 minutes)</p> <p>LEARN</p> <p>Watch the following video about Effective Communication at work: https://www.youtube.com/watch?v=l6IAhXM-vps</p> <p>What are the 3 parts that effective communication can be broken down? What do you remember for each part from the video you just watched? Write down your answer on a piece of paper in 5 minutes.</p> <p>DO</p> <p>Have you ever experienced difficulties in communicating with other people? Why do you think that this happened? Write down your notes on a piece of paper in 2 minutes.</p> <p>Then watch this video: 10 Barriers to Effective Communication https://www.youtube.com/watch?v=slq1nAhZuqE</p> <p>Did you spot any barriers that are mentioned to the video you just watched? Which are they? Can you think of ways to overcome them? (3minutes)</p> <p>Read the following article: How to Overcome Barriers of Communication at Work https://crewapp.com/c/resources/overcome-barriers-communication-work/</p> <p>Which of the tips that you just read on the previous article are you going to apply to your communication with others at work?</p>
TIMING/LENGTH (IN MINUTES):	30
NECESSARY RESOURCES FOR ITS IMPLEMENTATI ON	Paper, pen or pencil, access to the internet through a device (computer, laptop, Smartphone, tablet).



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QUIZ

Please, answer the following questions. Only one answer is correct:

1. "Communication is a common phenomenon. As we are all social animals, we cannot live without communicating. Communication implies a two-way process of transferring information, ideas, feelings or opinions through a channel between two or more persons either verbally or non-verbally. ". The previous statement is:
 - a) True.
 - b) False.
2. Communication can be classified on the basis of:
 - a) Purpose and senders.
 - b) Purpose and media.
 - c) Channels and parts.
 - d) Channels and purpose.
3. Which of the following is NOT included in the 7 C's of Communication?
 - a) Coherence.
 - b) Courtesy.
 - c) Cruelty.
 - d) Clarity.
4. Which of the following is NOT a barrier to effective communication?
 - a) Being extremely nervous.
 - b) Use of the correct level of the language.
 - c) Hearing difficulties.
 - d) Information overload.
5. Effective communication can be broken down into the following 3 parts:
 - a) Listening, Understanding and Responding.
 - b) Looking, Understanding and Responding.
 - c) Listening, Misunderstanding and Responding.
 - d) Listening, Understanding and Reflecting.

ANSWER KEY & EXPLANATION

1. Question 1- The correct answer is: a) True.
2. Question 2- The correct answer is: d) Channels and purpose.
3. Question 3- The correct answer is: c) Cruelty.
4. Question 4- The correct answer is: b) Use of the correct level of the language.
5. Question 5- The correct answer is: a) Listening, Understanding and Responding.





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Unit of learning <i>Number and title</i>	Business in EU				
Duration <i>Hours</i>	1 hour				
Learning outcome Number and title	By the end of this unit learners will know what is essential in order to start a new company in EU and will be aware of women's entrepreneurship in EU.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities	x	Self-awareness and self-efficacy	x	Taking the initiative	x
Creativity		Motivation and perseverance		Planning and management	x
Vision	x	Mobilising resources		Coping with uncertainty, ambiguity and risk	
Valuing ideas	x	Financial and economic literacy	x	Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	
Source: http://publications.jrc.ec.europa.eu/repository/bitstream/JRC101581/Ifna27939enn.pdf https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/entrecomp-entrepreneurship-competence-framework					
Knowledge			Skills		
<ol style="list-style-type: none"> 1. How to start business in EU. 2. Support and funding. 3. Women entrepreneurship in EU. 			<ol style="list-style-type: none"> 1. Research skills. 2. Collecting informational resources. 3. Evaluating sources. 		
Assessment methods <i>(Click appropriate box/s)</i>	X Written exercises and test Oral examination and exercises Practical assignment under supervision Practical assignment autonomously and responsibly Other activities (please specify):				
Assessment criteria <i>Description and timing</i>	Knowledge on the concept studied in this unit.				
Qualifications framework <i>Reference to EQF and NVQ</i>	https://ec.europa.eu/ploteus/es/node/1440				



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<p>Existing resources</p>	<p>Documents/Articles: Extra document: Websites: https://e-justice.europa.eu/content_find_a_company-489-en.do Videos and tutorials: Extra material:</p>
<p>Tip for non-EU citizens/ Extra resources</p>	<p>It is impossible, in general, to apply for a job in a European Union country as a non-European. The EU demands that employers find someone in Europe first before they can apply to get a work permit to employ someone from outside the EU. However, the various countries do have real shortages and publish lists of occupations for which they will allow employers to recruit outside the EU. If your job is on the list the chance that you will be able to secure a job in Europe increases. Read more about it here: How to find a job in EU as a non-European https://www.eurojobs.com/blog/2018/04/06/find-job-eu-non-european/ For more information about non-EU nationals read here: Employment, Social Affairs & Inclusion https://ec.europa.eu/social/main.jsp?catId=470&langId=en Below you can find the results from EU Labour Force Survey for the 35 participating countries: https://ec.europa.eu/eurostat/web/lfs</p>
<p>Personal story (IO1 Connection)</p>	<p>Alejandra Beccera (p.24-26) used to work on television as a designer in Venezuela. When one of her friends proposed to her to move to Spain, she decided to give it a try. She took a vacation from her work in Venezuela and came to Spain for 3 months. She ended up liking her life there and decided to stay. At first, she was working as a waitress, an office worker, a call centre manager, hence doing jobs that had nothing in common with her career in Venezuela.</p> <p>However, with all of her previous experience as a fashion designer on TV and in her studio, she always wanted to start her own business. She was pursuing this direction for a while, sending her CV to various designers, but due to her irregular status the responses were always negative. When she finally got her work permit and it seemed like everything could start rolling, other areas of her life got complicated.</p> <p>Alejandra recommends everyone who wants to become an entrepreneur to be very eager, strong and not to lose hope: <i>“It can be very complicated due to all the paperwork that needs to be done, but if you like what you do and are passionate about your idea, you shouldn’t put it aside”.</i></p> <p>Thanks to this unit Alejandra will learn about what is essential to do in order to start a new business in EU with a special focus on women’s entrepreneurship.</p>





Activities

TITLE	A1. Starting a business in EU
DESCRIPTION:	In this activity you will learn whatever you need to know if you are planning to start business in EU.
DEVELOPMENT/METHODOLOGY:	<p>Mind map What is essential when starting a business in EU? Write the most important elements on a mind map. (5 minutes)</p> <p>LEARN In order to start a new company in European Union, you need to know the rules that apply and the relevant national point in order to set up a company in the European country of your choice. First of all, you need to find the right place to start-up in different EU countries. Once you have chosen your country it is recommended to be aware of what you can do. As an EU citizen you are entitled to set up your own business in any EU country, Iceland, Norway or Liechtenstein. You are also entitled to set up a subsidiary branch of an existing EU-based business that is already registered in one EU country. After that it is time to deal with the requirements. Although requirements vary depending on the country, EU encourages all countries to meet certain targets for helping to set up new companies. These targets include the following 5 points:</p> <ol style="list-style-type: none"> 1. Setting up in no more than 3 working days. 2. Costing less than 100€. 3. Completing all procedures through a single administrative body. 4. Completing all registration formalities online. 5. Registering a Company in another EU country online, through the national contact points. <p>Last but not least, it is very important to search about funding and support. There are different EU funds available for start-up businesses. To find out which one meets your needs, as well as information on support and resources, visit the link of the</p>





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QUIZ

1. As an EU citizen you are entitled to set up:
 - a) your own business in Iceland, Norway or Liechtenstein.
 - b) your own business in any EU country, Norway and Liechtenstein.
 - c) your own business in any EU country, Iceland and Norway.
 - d) your own business in any EU country, Iceland, Norway or Liechtenstein.

2. EU encourages all countries to meet certain targets for helping to set up new companies. These targets include the following:
 - a) Setting up in no more than 5 working days.
 - b) Costing less than 1000€.
 - c) Completing all registration formalities online.
 - d) Completing all procedures through various administrative bodies.

3. "Inspiration, motivation and the necessary related information are among the first steps toward starting your business in EU." This statement is:
 - a) True.
 - b) False.

4. According to Neila Sanz Pilar, the under-representation of females in tech is not a problem.
 - a) True.
 - b) False.

ANSWER KEY

1. Question 1- The correct answer is d).
2. Question 2-The correct answer is c).
3. Question 3- The correct answer is a).
4. Question 4 – The correct answer is b).





OVERVIEW

Unit Number and title	N° 10: SOFT SKILLS				
Duration <i>Hours</i>	1 hour				
Learning outcome	In this unit the learner will acquire basic knowledge on what soft skills are, as well as how they connect with entrepreneurship.				
Entrepreneurial competences					
IDEAS AND OPPORTUNITIES		RESOURCES		INTO ACTION	
Spotting opportunities		Self-awareness and self-efficacy	X	Taking the initiative	
Creativity		Motivation and perseverance		Planning and management	
Vision	X	Mobilising resources	X	Coping with uncertainty, ambiguity and risk	
Valuing ideas	X	Financial and economic literacy		Working with others	
Ethical and sustainable thinking		Mobilising others		Learning through experience	X
Source: (1) https://educrea.cl/que-son-las-habilidades-blandas-y-como-se-aprenden/					
Knowledge			Skills		
<ul style="list-style-type: none"> Learn the difference between hard and soft skills Recognize the importance of interpersonal skills. find out what the process is by which skills are learned. Discover what our soft skills are and how we can leverage them for our business idea. 			<ul style="list-style-type: none"> Self-assessment and self-reporting. Ability to extrapolate. Self-criticism. 		
Assessment method	<input checked="" type="checkbox"/> Written exercises and test <input type="checkbox"/> Oral examination and exercises <input type="checkbox"/> Practical assignment under supervision <input type="checkbox"/> Practical assignment autonomously and responsibly <input type="checkbox"/> Other activities (please specify):				
Assessment criteria	Knowledge acquired throughout the contents of this unit.				
Qualifications framework <i>Reference to EQF and NVQ</i>					



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Existing resources	https://www.thebalancecareers.com/list-of-soft-skills-2063770 https://due.com/blog/soft-skills-need-develop/ https://www.skillsyouneed.com/general/soft-skills.html https://www.entrepreneur.com/article/243059 https://www.business2community.com/startups/6-soft-skills-need-develop-entrepreneur-01942853
PERSONAL STORY IO1 <i>Connection</i>	<p>Tilado was born and raised in Burkina Faso. After finishing high school in her country, she decided that she wanted to work in fashion and she went to Benin to study tailoring. After she completed the course, she returned to her country and opened a shop, that became quite successful.</p> <p>However, later she had to leave her country because she was persecuted for political reasons. Hence, she came to Spain as a refugee. The idea to start making dresses from African fabrics came to her when she left the CAR (Refugee Support Centre). She couldn't find a job, but realised that she has a practical skill that help her make living in her new country.</p> <p>Regarding the necessary soft skills, she feels like any entrepreneur needs to put in a lot of effort and be patient.</p>

LEARNING UNIT

Introduction to the Learning Unit	In this teaching unit we will discover what soft skills are. To do this we will learn the following concepts: <ul style="list-style-type: none">• Learning the difference between soft skills and hard skills.• Recognize why soft skills are important• Identify which interpersonal skills are most demanded by employers.• Soft skills and entrepreneurship.• Discover what my most relevant skills are.
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ACTIVITIES

TITLE	SOFT SKILLS
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DESCRIPTION:	Next, we will work on different concepts to understand better what soft skills are, why they are important for companies, which are the most important ones for entrepreneurship. Finally, we will identify which soft skills we have.
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DEVELOPMENT

- METHODOLOGY :

DO:

To start, please first do an exercise to reflect on the concept of "soft skills". How would you define the term soft skills? What does it mean to you?

LEARN:

After having thought about what we understand as soft skills, read the following definition:

Soft skills are those attributes or characteristics of a person that allow him/her to interact with others effectively, and that can be extrapolated to areas such as work or business.

Soft skills (the Anglo-Saxon term) or interpersonal skills (all synonyms) can be considered as a combination of social skills, communication skills, the characteristics of the person himself... and are measured by the effectiveness of communication and relationship with others.

Hard skills are those that are acquired in a formal way at school, institute and higher education, and have to do with the requirements, knowledge and skills, both technical and formal, to be able to develop a specific activity.

Hard skills are those that help us to specialize in a specific area in a professional way, acquired in an educational institution. Soft skills are those learnt in a continuous way in our personal development and that serve us to develop in the private and professional area of our life. We can learn hard and soft skills.

All types of skills are important and necessary depending on the job to be performed.

In the following, we want to shortly describe how a skill is acquired and learned.

PHASES OF LEARNING A SKILL:

Learning a skill usually has 4 phases:

1. Unconscious incompetence: we don't know that we don't possess a skill.
2. Conscious incompetence: we know that we do not possess a skill, we are aware of our "lack".
3. Conscious competence: I have decided that I want to acquire this skill. I get training to be able to perfect it. This is the moment when I have to think about what I am doing at all times.
4. Unconscious competence: I have satisfactorily acquired this skill, in fact it has been so acquired and is so ingrained in our mind that we develop it and put it into practice without even thinking about it.



CREATIVE
PRISMA

TIMING/LENGTH (IN MINUTES):	1 h
NECESSARY RESOURCES FOR ITS IMPLEMENTATI ON	Computer, paper, colour pencils

QUIZ

1. We can learn new soft skills.

- a) True
- b) False

2. Soft skills are:

- a. Secondary skills that help you in your personal life
- b. Those attributes or characteristics of a person that allow him/her to interact with others effectively, and that can be extrapolated to areas such as work or business.
- c. Those attributes that allow a person to specialize in a particular field and that he or she has acquired throughout his or her academic life.

3. Hard skills are:

- a. Those that are formally acquired in school, institute and higher education, and have to do with the requirements, knowledge and skills, both technical and formal, to be able to develop a specific activity
- b. These are the main skills, the ones that companies look for that tell them that the workers they have are competent.
- c. Those attributes or characteristics of a person that allow him/her to interact with others effectively, and that can be extrapolated to areas such as work or business.

4. The process of learning a skill consists of three phases; conscious incompetence, training, and skill acquisition.

- a. True
- b. False

5. Which of the following skills IS NOT a soft skill?:

- a) Leadership
- b) Data analysis
- c) Innovation
- d) Communication

ANSWER KEY

1. a

2. Soft skills are:

- a. Secondary skills that help you in your personal life
- b. **Those attributes or characteristics of a person that allow him/her to interact with others effectively, and that can be extrapolated to areas such as work or business.**
- c. Those attributes that allow a person to specialize in a particular field and that he or she has acquired throughout his or her academic life.

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4. The process of learning a skill consists of three phases; conscious incompetence, training, and skill acquisition.

- c. True
- d. **False**

5. Which of the following skills IS NOT a soft skill?:

b