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Digital entrepreneurs leading e-business

«e-Entrepreneur»

2021-1-RO01-KA220-ADU-000035292

Project Result 2

[DIGITAL ENTREPRENEURS CURRICULUM]

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A-TEAM



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CURRICULUM SUMMARY

Total number of ECVET points = 20

Total number of modules: 7

Total number of units: 20

2 Courses:

- **Beginner – intermediate level corresponding 3 & 4 EQF**
- **Intermediate – advanced level corresponding 5 & 6 EQF**





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MODULES DESCRIPTION

MODULE NUMBER	1
MODULE NAME	Major entrepreneurial skills and cloud digital tools: a winning combo
MAJOR SKILLS DEVELOPED	<p>Time management in cloud</p> <p>Team management and communication with cloud software</p> <p>Cloud project management</p>
MAJOR SKILLS DEFINITION	<p>Time management in the cloud involves efficiently organising tasks and leveraging cloud-based solutions for scheduling and automation. Entrepreneurs prioritise strategic activities, ensuring a balance between operational tasks and visionary planning.</p> <p>Team management and communication with cloud software coordinates individuals towards common goals using virtual collaboration tools. Entrepreneurs foster efficient teamwork through digital communication channels, ensuring alignment with the overall entrepreneurial vision.</p> <p>Cloud project management applies tools and cloud-based solutions for real-time tracking and resource allocation. Entrepreneurs take a dynamic approach, aligning projects with the business strategy, navigating uncertainties, and capitalising on opportunities.</p>
ECVET points/module	3
Number of hours	75 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	Time management with the help of cloud software
SKILLS DEVELOPED	Time management in cloud
Skill 1 definition	In the digital entrepreneurial landscape, time management in the cloud is the precise coordination of tasks facilitated by cloud-based tools. Entrepreneurs employ these digital



	<p>solutions to optimise efficiency while strategically allocating time. This approach goes beyond routine tasks, integrating innovation and vision alignment, ensuring that every moment invested contributes to the growth and success of the business in the dynamic digital era.</p>
<p>Beginner/Intermediate LEVEL – learning outcomes</p>	<ul style="list-style-type: none"> ● Identify and navigate fundamental features of cloud-based time management tools. ● Explore basic functionalities of project management software for task organization. ● Use basic automation features in cloud software to streamline routine tasks. ● Recognize and articulate the benefits of digital tools for time management. ● Adapt to digital workflows using cloud software.
<p>Intermediate/Advanced LEVEL – learning outcomes</p>	<ul style="list-style-type: none"> ● Utilize diverse cloud-based time management tools with advanced proficiency. ● Implement strategic methodologies for optimal task scheduling aligned with project goals. ● Employ advanced functionalities of project management software for enhanced team collaboration and efficiency. ● Integrate and customize advanced automation features to streamline workflows. ● Develop a deep understanding of digital tools' impact on time management and business operations.
<p>Software used to develop the skills</p>	<p>In this unit, the practical application of efficient time management with cloud software will be facilitated through the use of time-tracking tools Clockify.</p>
<p>ECVET points/unit</p>	<p>1</p>
<p>Number of hours</p>	<p>25 learning hours (including individual study and repetition)</p>
<p>UNIT NUMBER</p>	<p>2</p>
<p>UNIT NAME</p>	<p>Team management and communication through cloud software</p>
<p>SKILLS DEVELOPED</p>	<ul style="list-style-type: none"> - Team management and communication with cloud software



Skill 1 : Team management and communication with cloud software	Effective team management involves creating an environment of trust, open communication, and collaboration . It requires active listening, conflict resolution skills, and building strong relationships among team members. Using the cloud software to structure this communication, and use the full potential of the various options to enhance the management of the team.
Beginner/Intermediate LEVEL – learning outcomes	<ul style="list-style-type: none"> ● Respect team hierarchy ● identify his tasks and the ones of his coworkers ● will be able to create and maintaining good relationships within the team
Intermediate/Advanced LEVEL – learning outcomes	<ul style="list-style-type: none"> ● work autonomously while working in team ● communicate smarter ● organising ideas within the team
Software used to develop the skills	<p>Google Workspace</p> <p>Google Workspace is a collection of cloud computing, productivity and collaboration tools, software and products developed and marketed by Google. It consists of Gmail, Contacts, Calendar, Meet and Chat for communication; Currents for employee engagement; Drive for storage; and the Google Docs Editors suite for content creation. An Admin Panel is provided for managing users and services. Depending on edition Google Workspace may also include the digital interactive whiteboard Jamboard and an option to purchase add-ons such as the telephony service Voice. The education edition adds a learning platform Google Classroom and today has the name Workspace for Education</p>
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	3
UNIT NAME	Incorporate cloud digital tools in your project management skills
SKILLS DEVELOPED	Cloud Project management
Skill definition	Project management refers to all the techniques, tools and methods used to plan and execute actions with the aim of



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	achieving an objective. The objective is usually to design a product or service. By using softwares, project management is more effective.
Beginner/Intermediate LEVEL – learning outcomes	<ul style="list-style-type: none"> ● organise online meetings ● warn about project' progresses ● communicate efficiently with team/partner
Intermediate/Advanced LEVEL – learning outcomes	<ul style="list-style-type: none"> ● Anticipate project's unexpected twists ● manage a project budget ● reporting tasks
Software used to develop the skills	<p>Wrike</p> <p>Wrike enterprise software is a powerful project management and collaboration platform designed to streamline workflows and improve team productivity. It offers advanced features such as task assignment, progress tracking and automated workflows, enabling organisations to effectively manage complex projects. Thanks to its interface and reporting capabilities, Wrike enables teams to make data-driven decisions and achieve optimal results. From start-ups to large enterprises, Wrike's scalable solution helps organisations stay organised, agile and focused on achieving their goals.</p>
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

Beginner - INTERMEDIATE LEVEL	Modul 1: Major entrepreneurial skills and cloud digital tools: a winning combo
THEMATIC CONTENT	<p>UNIT 1: Time management with the help of cloud software</p> <p>Chapter 1: Introduction to Time Management and Digital Tools</p> <ul style="list-style-type: none"> ● Subchapter 1.1: Importance of Time Management in Entrepreneurship ● Subchapter 1.2: Overview of Cloud Software in Business Efficiency ● Subchapter 1.3: Synergy between Time Management and Cloud Tools



	<p>Chapter 2: Foundational Cloud Tools for Time Management</p> <ul style="list-style-type: none"> ● Subchapter 2.1: Basics of Digital Calendars and Scheduling ● Subchapter 2.2: Introduction to Project Management Software ● Subchapter 2.3: Time-Tracking Techniques with Cloud Solutions <p>Chapter 3: Practical Application and Reflection</p> <ul style="list-style-type: none"> ● Subchapter 3.1: Hands-on Practice with Clockify ● Subchapter 3.2: Case Studies: Real-world Application of Time Management and Cloud Tools ● Subchapter 3.3: Reflecting on Personal and Business Growth through Time Mastery <p>UNIT 2: Team management and communication through cloud softwares</p> <p>Chapter 1: Keep in touch with the team</p> <ul style="list-style-type: none"> ● Subchapter 1: Report every step ● Subchapter 2: Monitoring of tasks by a supervisor <p>Chapter 2: Task sharing</p> <ul style="list-style-type: none"> ● Subchapter 1: identify the role of everyone in the team ● Subchapter 2: Define tasks before working <p>Chapter 3 Relationship within the team</p> <ul style="list-style-type: none"> ● Subchapter 1: Icebreaker and Get to know you ● Subchapter 2: Teambuilding <p>UNIT 3: Incorporate cloud digital tools in your project management skills</p> <p>Chapter 1: Awareness of the project’s implementation with softwares</p> <ul style="list-style-type: none"> ● Subchapter 1: Use of drive softwares ● Subchapter 2: Send mails after each done task <p>Chapter 2 : Organisation of online meetings with partners</p> <ul style="list-style-type: none"> ● Subchapter 1: Good use of online meeting softwares
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	<ul style="list-style-type: none"> ● Subchapter 2: Choice of the best date for a meeting with online surveys softwares <p>Chapter 3: Efficient communication with partners and/or team</p> <ul style="list-style-type: none"> ● Subchapter 1: Update online address books ● Subchapter 2: Choice of the best way to communicate depending of the situation
EDUCATIONAL METHODS	
a) FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p>1) <u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p>2) <u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
b) ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p>1) <u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● Powerpoint presentations ● Video tutorials ● practical exercises <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform with 2 courses, 10 badges and 2 certificates
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 3 lessons - SCORM packages ● 3 audio-video tutorials ● 2 video materials presenting success stories



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ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 1 Branch scenario ● 1 Moodle Assignment ● 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate

INTERMEDIATE ADVANCED LEVEL	Module 1: Major entrepreneurial skills and cloud digital tools: a winning combo
THEMATIC CONTENT	<p>UNIT 1: Time management with the help of cloud software</p> <p>Chapter 1: Advanced Strategies for Time Mastery</p> <ul style="list-style-type: none"> ● Subchapter 1.1: The Impact of Time Mastery on Entrepreneurial Success ● Subchapter 1.2: Smart Approaches to Boosting Business Efficiency with Cloud Tools ● Subchapter 1.3: Practical Tips for Blending Advanced Time Management and Cloud Solutions <p>Chapter 2: Unlocking Advanced Features in Cloud Tools</p> <ul style="list-style-type: none"> ● Subchapter 2.1: Smart Techniques for Digital Calendars and Scheduling ● Subchapter 2.2: Getting the Most Out of Project Management Software ● Subchapter 2.3: Fine-Tuning Time-Tracking for Precision Analysis <p>Chapter 3: Entrepreneurial Time Leadership and Innovation</p> <ul style="list-style-type: none"> ● Subchapter 3.1: Leading with Smart Task Prioritization



	<ul style="list-style-type: none"> ● Subchapter 3.2: Innovative Time Allocation Strategies Aligned with Business Vision ● Subchapter 3.3: Balancing Efficiency and Innovation in Entrepreneurial Time Management <p>UNIT 2: Team management and communication through cloud softwares</p> <p>Chapter 1: Autonomous while teamwork</p> <ul style="list-style-type: none"> ● Subchapter 1: Anticipation of the teammates’ needs ● Subchapter 2: Delegate your work <p>Chapter 2: Smart communication</p> <ul style="list-style-type: none"> ● Subchapter 1: Know which person to reach for a specific mission/need ● Subchapter 2: Adapt the communication mean to the situation <p>Chapter 3: Ideas organisation</p> <ul style="list-style-type: none"> ● Subchapter 1 : Brainstorming and regular meetings ● Subchapter 2: Management of misunderstandings and disagreements <p>UNIT 3: Incorporate cloud digital tools in your project management skills</p> <p>Chapter 1: Anticipate unexpected twists through software</p> <ul style="list-style-type: none"> ● Subchapter 1: Plan next important steps ● Subchapter 2: Update online shared calendar/agenda <p>Chapter 2: Budget management</p> <ul style="list-style-type: none"> ● Subchapter 1: Control of financial data with online charts ● Subchapter 2: Manage balance of payment through calculation software <p>Chapter 3: Reporting of tasks</p> <ul style="list-style-type: none"> ● Subchapter 1: Report writing ● Subchapter 2: Shared online to do list
EDUCATIONAL METHODS	



FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p><u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p><u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p><u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● Powerpoint presentations ● Video tutorials ● practical exercises <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform with educational content for 3 units, 1 badge
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 3 Lessons - SCORM packages ● 3 audio-video tutorials
ON-LINE COURSE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Final test based on multiple choice questions
ON-LINE COURSE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 2 Branching scenarios SCORM packages (branch scenario) ● 1 Moodle Assignment



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	● 1 Quiz
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate

MODULE NUMBER	2
MODULE NAME	Talent and performance through cloud digitalisation
MAJOR SKILLS DEVELOPED	Talent acquisition through a digital software
MAJOR SKILLS DEFINITION	Talent Acquisition is a global system for recruiting talent, both internally and externally. By using software, the company can



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	reduce the effort required for each talent, pool research, reduce recruitment and management costs and benefit from the best person available for each position. Using software dedicated to the acquisition of talent adds efficiency to the recruitment process.
ECVET points/module	2
Number of hours	50 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	How to acquire talent with cloud digital platforms?
Major skill: talent acquisition with cloud digital platform	The learner will become familiar with the process of applicant tracking, the management of the candidate relationship, the optimisation of the workflow and with the collaboration and communication with the help of a cloud software.
Definition of Skill 1	Applicant tracking : learn to effectively manage the applicant tracking process, including advertising vacancies, analyzing CVs, selecting applicants, scheduling interviews and communicating with applicants. They can develop skills in organizing and tracking applicant data in the system.
Definition of Skill 2	Candidate relationship management : users will establish and maintain relationships with candidates. They will learn how to engage with candidates, provide timely updates and ensure a positive experience throughout the recruitment process.
Definition of Skill 3	Workflow optimization : users will configure and customize workflows to suit their recruitment processes. They will learn how to optimize workflows, automate tasks and streamline recruitment activities to improve efficiency and reduce manual effort.
Definition of Skill 4	Employer branding : Users will learn how to develop an employer brand by responding to all applicants, whether positive or negative. The aim is to ensure a good reputation for the company.



Beginner/Intermediate LEVEL – learning outcomes	<ul style="list-style-type: none"> ● Identify needs of the company and the ideal profile of candidates ● Write and disseminate a job advert ● Selection of profiles ● Contact of candidates ● Planning of interviews
Intermediate/Advanced LEVEL – learning outcomes	<ul style="list-style-type: none"> ● Lead an interview ● Choose the ideal talent ● Lead the after recruitment process
Software used to develop the skills	<p>Small Improvements</p> <p>Small Improvements is performance management software that focuses on employee engagement, performance improvement and continuous feedback. It provides tools for goal setting, feedback, performance appraisal, employee development and performance analysis. The software helps organisations align objectives, encourage continuous communication, conduct effective appraisals, support employee development and make data-driven decisions. It focuses on employee recognition and engagement and can be tailored to the specific needs of organisations. Small Improvements aims to revolutionise performance management by providing a comprehensive, user-friendly platform for optimising performance and cultivating a positive work culture.</p>
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	2
UNIT NAME	Performance appraisal : how cloud digital tools can help ?
Skill: Performance appraisal with cloud digital platform	This unit will guide the learner to develop their performance review and appraisal, their employee engagement and recognition, their development and growth, and their performance Analysis.
Definition of Skill 1	Performance review and assessment: users acquire skills in performance review and assessment. They learn how to provide objective and constructive feedback, assess



		performance against objectives, and identify areas for improvement and recognition.
Definition of Skill 2		Employee engagement and recognition: Users will understand the importance of employee engagement and recognition in boosting motivation and productivity. They learn to recognize and value employee contributions, which improves morale and job satisfaction.
Definition of Skill 3		Development and growth: Users will learn to create personalized development plans. They identify areas for development, seek out learning opportunities and track progress on their professional development journey.
Definition of Skill 4		Performance analysis: Users develop skills in the use of performance analysis and information. They learn to interpret performance data, identify trends and patterns, and make informed decisions to improve performance and talent development.
Beginner/Intermediate learning outcomes	LEVEL –	<ul style="list-style-type: none"> ● Divise labour and gain time ● Boost the motivation of the employees to gain performance ● Help your employees to improve their work tasks to increase performance
Intermediate/Advanced learning outcomes	LEVEL –	<ul style="list-style-type: none"> ● Conduct performance examinations ● Assess results ● Find external resources to develop and grow performance
Software used to develop the skills		<p>Small Improvements</p> <p>Small Improvements is performance management software that focuses on employee engagement, performance improvement and continuous feedback. It provides tools for goal setting, feedback, performance appraisal, employee development and performance analysis. The software helps organisations align objectives, encourage continuous communication, conduct effective appraisals, support employee development and make data-driven decisions. It focuses on employee recognition and engagement and can be tailored to the specific needs of organisations. Small Improvements aims to revolutionise performance management by providing a comprehensive, user-friendly</p>



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	platform for optimising performance and cultivating a positive work culture.
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

Beginner - INTERMEDIATE LEVEL	Module 2: Talent et performance through cloud digitalisation
THEMATIC CONTENT	<p>UNIT 1: How to acquire talent with cloud digital platforms ?</p> <p>Chapter 1: Why do you recruit talent?</p> <ul style="list-style-type: none"> ● Subchapter 1: How to identify the needs of the company? ● Subchapter 2: The profile of the perfect candidate <p>Chapter 2: The perfect job offer</p> <ul style="list-style-type: none"> ● Subchapter 1: Write a clear and complete job advert ● Subchapter 2: Dissemination of the offer <p>Chapter 3: Selection, contact et planning</p> <ul style="list-style-type: none"> ● Subchapter 1: How to read CVs and select them? ● Subchapter 2: Contact with candidates and planning of interviews <p>UNIT 2: Performance appraisal : how cloud digital tools can help ?</p> <p>Chapter 1: Division of labour and time savings</p> <ul style="list-style-type: none"> ● Subchapter 1: Managing time efficiently ● Subchapter 2: Sharing tasks according to each employee’s skills and interests <p>Chapter 2: Employee motivation and productivity</p> <ul style="list-style-type: none"> ● Subchapter 1: A good working environment ● Subchapter 2: Objective and constructive feedbacks



	<p>Chapter 3: Give the opportunity to your employees to develop the company’s performances</p> <ul style="list-style-type: none"> ● Subchapter 1: Creation of personalised plans ● Subchapter 2: Looking for learning opportunities
EDUCATIONAL METHODS	
a) FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <ol style="list-style-type: none"> 1) <u>Collaborative and team-based methods:</u> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform 2) <u>Other methods:</u> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
b) ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <ol style="list-style-type: none"> 1) <u>interactive, animated and multimedia methods</u> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● PowerPoint presentations ● Video tutorials ● Practical exercises <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform with educational content for 2 units, 1 badge
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 3 interactive lessons (SCORM packages) ● 3 audio-video tutorials ● other video materials presenting success stories



ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 1 Branching scenarios (SCORM packages) ● 1 Moodle Assignment ● 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate

INTERMEDIATE - ADVANCED LEVEL	Module 2: Talent et performance through cloud digitalisation
THEMATIC CONTENT	<p>UNIT 1: How to acquire talent with cloud digital platforms ?</p> <p>Chapter 1: Lead of interviews</p> <ul style="list-style-type: none"> ● Subchapter 1: The right balance between questions and answers ● Subchapter 2: How to interpret the candidates' attitudes <p>Chapter 2: It's time to choose YOUR talent !</p> <ul style="list-style-type: none"> ● Subchapter 1: A candidate profile/company needs selection matrix ● Subchapter 2: Involvement of the rest of the team in the recruitment process <p>Chapter 3: After the recruitment process</p> <ul style="list-style-type: none"> ● Subchapter 1: Knowledge of the administrative procedures involved in recruitment



	<ul style="list-style-type: none"> ● Subchapter 2: Welcoming and integrating the new person in the team/in the company <p>UNIT 2: Performance appraisal: how cloud digital tools can help?</p> <p>Chapter 1: Performance examination</p> <ul style="list-style-type: none"> ● Subchapter 1: Assess performance against targets ● Subchapter 2: Monitoring employees’ progresses <p>Chapter 2: Assessing results</p> <ul style="list-style-type: none"> ● Subchapter 1: A Short, medium and long-term plans to boost performance ● Subchapter 2: Identify areas for progress/improvement <p>Chapter 3: Development and growth through external resources</p> <ul style="list-style-type: none"> ● Subchapter 1: Recruiting and training new talents ● Subchapter 2: Invest in new material/technologies
EDUCATIONAL METHODS	
FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p><u>1) Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p><u>2) Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p><u>1) interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information



	<ul style="list-style-type: none"> ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● PowerPoint presentations ● Video tutorials ● practical exercises <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform with educational content for 2 units, 1 badge
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 2 Interactive lessons (SCORM packages) ● 2 Audio-video tutorials ● other video materials presenting success stories
ON-LINE COURSE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branch scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Final test based on multiple choice questions
ON-LINE COURSE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 2 Branching scenarios (SCORM packages) ● 1 Assignment ● 1 Quiz
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate

MODULE NUMBER	3
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MODULE NAME	The cloud key to mastering digital Research, Innovation & Business Planning
MAJOR SKILLS DEVELOPED	Online Research - Digital Innovation - e-Business planning
MAJOR SKILLS DEFINITION	<p>Online Research for a digital entrepreneur involves the systematic exploration of online information and data to gain insights and inform strategic decisions. It encompasses the process of gathering, analysing, and applying digital insights to identify market trends, customer preferences, and emerging opportunities in the digital domain.</p> <p>Digital Innovation for a digital entrepreneur refers to the creative use of digital tools and strategies to develop novel solutions, products, or approaches within the online landscape. It involves harnessing technology, adapting to digital trends, and exploring new avenues for growth and success in the digital realm.</p> <p>e-Business planning for a digital entrepreneur involves crafting a strategic roadmap within the online realm. It includes setting clear goals, leveraging digital tools, and employing innovative approaches to navigate market niches, online marketing, e-commerce platforms, and adapting to the ever-evolving digital ecosystem.</p>
ECVET points/module	3
Number of hours	75 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	<ul style="list-style-type: none"> ● Digitizing Entrepreneurial Research
SKILLS DEVELOPED	Online Research
Skill definition	Research for a digital entrepreneur involves the systematic exploration of online information and data to gain insights and inform strategic decisions. It encompasses the process of gathering, analysing, and applying digital insights to identify market trends, customer preferences, and emerging opportunities in the digital domain.



Beginner/Intermediate LEVEL – learning outcomes	<p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> ● understand the importance of research in entrepreneurship ● identify types of research and their relevance to business ● identify between the two types of data collection and their analysis ● apply various question types when crafting effective survey queries
Intermediate/Advanced LEVEL – learning outcomes	<p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> ● evaluate the quality of digital information sources ● understand how to create good research reports ● learn how to effectively visualise and present their data ● developing actionable recommendations based on their findings
Software used to develop the skills	The software Google Forms will be used to show how to create questionnaires and what visualisation options it offers for the data collected.
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	2
UNIT NAME	Innovations in the Cloud
SKILLS DEVELOPED	Digital Innovation
Skill 1 definition	Innovation for a digital entrepreneur refers to the creative use of digital tools and strategies to develop novel solutions, products, or approaches within the online landscape. It involves harnessing technology, adapting to digital trends, and exploring new avenues for growth and success in the digital realm.
Beginner/Intermediate LEVEL – learning outcomes	<p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> ● understand what innovation and creativity are and how they relate ● identify disruptive opportunities



	<ul style="list-style-type: none"> ● apply creative problem-solving techniques
Intermediate/Advanced LEVEL – learning outcomes	<p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> ● understand what disruptive innovation is ● identify disruptive opportunities ● evaluate the market potential of innovative ideas ● identify potential risks of innovative ideas
Software used to develop the skills	The software Miro will be used to show some of the problem-solving techniques
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	3
UNIT NAME	From idea to byte: Business plans of the cloud kind
SKILLS DEVELOPED	e-Business Planning
Skill 1 definition	Business planning for a digital entrepreneur involves crafting a strategic roadmap within the online realm. It includes setting clear goals, leveraging digital tools, and employing innovative approaches to navigate market niches, online marketing, e-commerce platforms, and adapting to the ever-evolving digital ecosystem.
Beginner/Intermediate LEVEL – learning outcomes	<ul style="list-style-type: none"> ● Understand the Business Model ● Identify Key Components of a Business Model ● Craft a Compelling Value Proposition ● Identify and Analyze Target Audience ● Explore Different Business Models
Intermediate/Advanced LEVEL – learning outcomes	<ul style="list-style-type: none"> ● Understand Business Model Selection ● Apply Strategic Planning Principles ● Conduct a SWOT Analysis for Strategic Decisions ● Set Effective SMART Goals ● Align Business Strategies with Overall Goals
Software used to develop the skills	The software Idea Buddy will be used to show some of the business planning steps.



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ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

Beginner - INTERMEDIATE LEVEL	Module 3: The cloud key to mastering digital Research, Innovation & Business Planning
THEMATIC CONTENT	<p>UNIT 1: Innovations in the Cloud</p> <p>Chapter 1: Understanding the importance of research in entrepreneurship Chapter 2: Types of research and their relevance to business Chapter 3: Data Collection and Analysis Chapter 4: Question Types: Crafting Effective Survey Queries</p> <p>Module 3: The cloud key to mastering digital Research, Innovation & Business Planning</p> <p>UNIT 2: Digitizing Entrepreneurial Research [Beginner to Intermediate]</p> <p>Chapter 1: Innovation and Creativity Chapter 2: Curiosity in Entrepreneurship Chapter 3: Creative Problem-Solving</p> <p>UNIT 3: From idea to byte: Business plans of the cloud kind [Beginner to Intermediate]</p> <p>Chapter 1: Introduction to Business Models Chapter 2: Key Components of a Business Model Chapter 3: Importance of Value Proposition Chapter 4: Identifying the Target Audience Chapter 5: Diversifying Revenue Streams Chapter 6: Exploring Types of Business Models</p>
EDUCATIONAL METHODS	
a) FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p>1) <u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p>2) <u>Other methods:</u></p>



	<ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
b) ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p>1) <u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● to be further defined ● For on-line learning: ● e-learning platform with educational content for 3 units, 1 badge
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 3 Interactive lessons (SCORM packages) ● 3 audio-video tutorials ● other video materials presenting success stories
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branch scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<p>1 Branching scenario (SCORM packages)</p> <p>1 Moodle Assignment</p> <p>1 Moodle Quiz</p>
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion



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FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate
INTERMEDIATE - ADVANCED LEVEL	Module 3: The cloud key to mastering digital Research, Innovation & Business Planning
THEMATIC CONTEN	<p>UNIT 1: Digitizing Entrepreneurial Research</p> <p>Chapter 1: Evaluating Digital Information Sources Chapter 2: Creating Research Reports and Recommendations Chapter 3: Effective Data Visualization and Presentation Chapter 4: Developing Actionable Recommendations</p> <p>UNIT 2: Digitizing Entrepreneurial Research</p> <p>Chapter 1: Disruptive Innovation Chapter 2: Identifying Disruptive Opportunities Chapter 3: Evaluating Market Potential of Innovative Ideas Chapter 4: Identifying Potential Risks of Innovative Ideas</p> <p>UNIT 3: From idea to byte: Business plans of the cloud kind</p> <p>Chapter 1: Choosing the Right Business Model Chapter 2: Strategic Planning Chapter 3: SWOT Analysis for Strategic Decision-Making Chapter 4: SMART Goals Chapter 5: Aligning Business Strategies with Overall Goals</p>
EDUCATIONAL METHODS	
FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p><u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p><u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
ON-LINE METHODS	Those will be the methods used for on-line learning



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	<ul style="list-style-type: none"> ● interactive, animated and multimedia methods ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● PowerPoint presentations ● Video tutorials ● Practical exercises <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform with educational content for 3 units, 1 badge
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● Branching scenarios (SCORM packages) ● Audio-video tutorials ● other video materials presenting success stories
ON-LINE COURSE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branch scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Final test based on multiple choice questions
ON-LINE COURSE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 2 branching scenarios (SCORM packages) ● 1 Moodle Assignment ● 1 Quiz
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate



MODULE NUMBER	4
MODULE NAME	Cloud powered logistics
MAJOR SKILLS DEVELOPED	Cloud powered logistics
MAJOR SKILLS DEFINITION	Cloud powered logistics = the management of supply and transportation to deliver the goods on time and in good shape with the help of cloud software
ECVET points/module	2
Number of hours	50 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	Purchasing management with the help of cloud software
SKILLS DEVELOPED	Purchasing Management in cloud
Purchasing management definition	Purchasing management in cloud = the efficient buying of goods and services to minimise costs and maximise profits with the help of cloud software
Beginner/Intermediate LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● understand the significance of purchasing management to success. ● recognize different aspects of purchasing, like procurement strategies and managing vendors. ● apply basic steps for effective purchasing management. ● use essential tools and methods to engage in purchasing activities such as software applications.
Intermediate/Advanced LEVEL – learning outcomes	<p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> ● evaluate and strategically select from diverse options to formulate an advanced and effective purchasing management strategy.



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	<ul style="list-style-type: none"> ● apply sophisticated features and functionalities within procurement software to optimise and streamline purchasing processes. ● implement methodologies in purchasing management, utilising tools to create and manage vendor relationships and optimise procurement outcomes
Software used to develop the skills	Relax: Public software aimed at aiding retailers, manufacturers and companies with optimising their logistical operations offering free plans
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	2
UNIT NAME	Supply chain management and logistic with the help of cloud software
SKILLS DEVELOPED	Supply chain management and logistic in cloud
Supply chain management and logistic definition	Supply chain management and logistic in cloud = the overall process of managing how resources are acquired, stored, and transported to their final destination operations being made with a cloud software
Beginner/Intermediate learning outcomes	<p>LEVEL –</p> <p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● understand fundamental supply chain management and logistics concepts ● apply knowledge to evaluate and manage an effective supply chain. ● understand the foundational role of logistics as it relates to transportation and warehousing. ● how to align the management of a supply chain with corporate goals and strategies. ● analyse and improve supply chain processes.
Intermediate/Advanced learning outcomes	<p>LEVEL –</p> <ul style="list-style-type: none"> ● After completing this unit, the learners will be able to:



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	<ul style="list-style-type: none"> ● demonstrate refined understanding of global supply chain dynamics, incorporating emerging trends like AI and sustainability ● apply tools to optimize supply chain networks considering risk mitigation, demand variability, and globalization. ● evaluate innovative logistics strategies integrating technology for efficient, cost-effective, and sustainable transportation and warehousing.
Software used to develop the skills	Relax: Public software aimed at aiding retailers, manufacturers and companies with optimising their logistical operations offering free plans
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

Beginner - INTERMEDIATE LEVEL	Module 4: Cloud powered logistics
THEMATIC CONTENT	<p>Module 4: Cloud powered logistics</p> <p>UNIT 1: Purchasing management with the help of cloud software</p> <p>Chapter 1: Understanding the Basics of Purchasing Management</p> <p>Chapter 2: Different Approaches to Procurement</p> <p>Chapter 3: Essential Steps in Purchasing Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Setting clear objectives and Key Performance Indicators (KPIs) ● Subchapter 2: Choosing the right purchasing methods ● Subchapter 3: Communicating effectively with suppliers ● Subchapter 4: Implementing sustainable practices ● Subchapter 5: Handling distribution and logistics ● Subchapter 6: Evaluating and improving procurement performance <p>Chapter 4: Using Technology in Purchasing</p> <ul style="list-style-type: none"> ● Subchapter 1: Basics of purchasing software ● Subchapter 2: Data based decision-making ● Subchapter 3: Overview of e-Procurement platforms



	<p>UNIT 2: Supply chain management and logistic with the help of cloud software</p> <p>Chapter 1: The role and importance of supply chain management</p> <p>Chapter 2: Types of logistics strategies</p> <p>Chapter 3: Key Steps in Supply Chain Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Define Objectives and KPIs ● Subchapter 2: Plan Logistics Operations ● Subchapter 3: Implement Inventory Management ● Subchapter 4: Optimize Transportation ● Subchapter 5: Streamline Distribution ● Subchapter 6: Evaluate Supply Chain Performance <p>Chapter 4: Technology in Logistics Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Introduction to Logistics Technology ● Subchapter 2: Implementing Warehouse Management Systems ● Subchapter 3: Leveraging Data Analytics in Logistics
<p>EDUCATIONAL METHODS</p>	
<p>a) FACE TO FACE METHODS</p>	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p>1) <u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p>2) <u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
<p>b) ON-LINE METHODS</p>	<p>Those will be the methods used for on-line learning</p> <p>1) <u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information



	<ul style="list-style-type: none"> ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> - e-learning platform and internet access; logistics and supply chain software access; laptops <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> - e-learning platform and internet access; logistics and Supply chain software access; laptops
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 2 Interactive lessons (SCORM packages) ● 2 audio-video tutorials ● video materials presenting a success story
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branch scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESMENT METHODS	Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> 1 Branch scenario (SCORM packages) 1 Moodle Assignment 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate



INTERMEDIATE ADVANCED LEVEL	Module 4: Cloud powered logistics
THEMATIC CONTENT	<p>UNIT 1: Purchasing management with the help of cloud software</p> <p>Chapter 1: Strategic role and significance of Purchasing Management</p> <p>Chapter 2: Procurement Strategies and Vendor Relationship Management</p> <p>Chapter 3: Strategic Steps in Purchasing Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Setting clear objectives and KPIs ● Subchapter 2: Determining optimal procurement methods ● Subchapter 3: Establishing effective supplier communication channels ● Subchapter 4: Implementing sustainable procurement practices ● Subchapter 5: Streamlining distribution and logistics ● Subchapter 6: Evaluating and enhancing Purchasing Performance <p>Chapter 4: Leveraging Technology in Purchasing Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Utilizing advanced procurement software ● Subchapter 2: Analysing data for decision-making ● Subchapter 3: Integrating e-procurement platforms <p>Unit 2: Supply chain management and logistic with the help of cloud software</p> <p>Chapter 1: Strategic goals in managing the supply chain</p> <p>Chapter 2: Strategies for efficient allocation</p> <p>Chapter 3: Steps and ideas for improved supply chain success</p> <ul style="list-style-type: none"> ● Subchapter 1: Setting important goals and tracking progress ● Subchapter 2: Planning and improving in logistics ● Subchapter 3: Improving stock tracking ● Subchapter 4: Finding better ways for allocation ● Subchapter 5: Making distribution smarter and more efficient



	<p>Subchapter 6: Using advanced tools to understand and improve the supply chain</p> <p>Chapter 4: New technologies logistics</p> <ul style="list-style-type: none"> ● Subchapter 1: New and important trends in logistics technology ● Subchapter 2: Better systems for managing warehouses ● Subchapter 3: Smart tools to understand and improve logistics operations
<p>EDUCATIONAL METHODS</p>	
<p>FACE TO FACE METHODS</p>	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p>1) <u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p>2) <u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
<p>ON-LINE METHODS</p>	<p>Those will be the methods used for on-line learning</p> <p>1) <u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
<p>MATERIAL RESOURCES</p>	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> - e-learning platform and internet access; logistics and supply chain software access; laptops <p><u>For on-line learning:</u></p> <p>e-learning platform and internet access; logistic and supply chain software access; laptops</p>



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PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 2 Interactive lessons (SCORM packages) ● 2 audio-video tutorials ● other video materials presenting success stories
ON-LINE COURSE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	Final test based on multiple choice questions
ON-LINE COURSE ASSESSMENT TOOLS FACE TO FACE ASSESSMENT METHODS	2 Branching scenarios (SCORM packages) 1 Moodle Assignment 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate



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MODULE NUMBER	5
MODULE NAME	CLOUD POWERED COMMERCE
MAJOR SKILLS DEVELOPED	CLOUD POWERED COMMERCIAL SKILLS
MAJOR SKILLS DEFINITION	CLOUD POWERED COMMERCIAL SKILLS =
ECVET points/module	2
Number of hours	50 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	e-Commerce
SKILLS DEVELOPED	e-commerce
Content marketing definition	E-commerce is the buying and selling of goods or services over the internet
Beginner/Intermediate LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● Define the e-commerce and identify its benefits ● Identify the key elements of successful online stores ● Be able to install and setting up WooCommerce on a WordPress website ● Be able to set-up Woo commerce
Intermediate/Advanced LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● analyse, evaluate and choose the best options to describe on-line products with Woo Commerce ● create Woo commerce product descriptions ● Apply advanced features and create content to mastering the shopping page
Software used to develop the skills	WooCommerce is a powerful, open-source eCommerce plugin for WordPress that allows businesses to create and manage online stores. It provides features like product management, secure payments, shipping options, and customizable designs, making it ideal for businesses of all sizes looking to sell products or services online.
ECVET points/unit	1



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Number of hours	25 learning hours (including individual study and repetition)
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UNIT NUMBER	2
UNIT NAME	Cloud powered Customer Relationship Management
SKILL DEVELOPED	e-Sales Management
e-Sales Management definition	E-sales management refers to the process of managing and optimizing sales activities and strategies within a business or organization, using digital platforms and technologies to facilitate the entire sales lifecycle, from lead generation and prospecting to closing sales and post-sale support.
SKILL DEVELOPED	e-Customer relationship
e-Customer relationship definition	e-Customer relationship refers to the entire lifecycle of interactions that a customer has with a company, from initial awareness and acquisition through to retention and ongoing support using digital interactions, primarily conducted online.
Beginner/Intermediate learning outcomes	<p>LEVEL –</p> <p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● understand the main Vtiger CRM concepts and features ● understand the essential concepts on e-sales management and e-customer relationship ● apply the Vtiger Essential module tools ● apply the Vtiger Inventory module tools
Intermediate/Advanced learning outcomes	<p>LEVEL –</p> <p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● understand advanced Vtiger feature Help Desk for managing and streamline customer support and issue resolution processes ● know and apply the main help desk concepts with Vtiger ● understand advanced Vtiger feature Service Desk for streamlining IT service management processes withing organizations ● know and apply service desk concepts with Vtiger



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Software used to develop the skills	Vtiger is a comprehensive customer relationship management (CRM) software designed to help businesses manage sales, marketing, and customer support operations. It offers tools for lead management, contact tracking, workflow automation, and customer service. Vtiger also integrates with various third-party applications, providing a unified platform to streamline business processes and improve customer engagement. It's available as both cloud-based and on-premise solutions, suitable for small to medium-sized businesses looking to enhance their customer management strategies.
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

Beginner - INTERMEDIATE LEVEL	MODULE 5: CLOUD POWERED COMMERCE
THEMATIC CONTENT	<p>UNIT 1: MASTERING E-COMMERCE</p> <p>Chapter 1: E-commerce Fundamentals:</p> <ul style="list-style-type: none"> ● Subchapter 1: Define e-commerce and its benefits ● Subchapter 2: Key elements of successful online stores <ul style="list-style-type: none"> ○ Target Audience Identification ○ Product selection and quality ○ User-Friendly Website Design ○ Payment Gateway Integration ○ Effective Search Engine Optimization (SEO) ○ Customer Reviews and Testimonials ○ Responsive Customer Support ○ Personalised Shopping Experience ○ Robust Inventory Management ○ Integrated Marketing Strategies ○ Regular Performance Monitoring and Optimization



	<p>Chapter 2: Install and set-up WooCommerce</p> <ul style="list-style-type: none"> ● Subchapter 1: Installing WooCommerce on a WordPress website ● Subchapter 2: Woo commerce set-up <ul style="list-style-type: none"> ○ Store details ○ Industry ○ Product types ○ Business details ○ Theme selection ● Subchapter 3 - Configure Woo commerce settings <ul style="list-style-type: none"> ○ General ○ Products ○ Shipping ○ Payments ○ Accounts & Privacy ○ E-mails ○ Integration ○ Advanced <p>UNIT 2 - Cloud powered Customer Relationship Management</p> <p>Chapter 1 - Introduction in Customer Relationship Management</p> <p>Chapter 2: Vtiger CRM basic features</p> <ul style="list-style-type: none"> ● Contact & lead management ● Pipeline management ● Collaboration & Conversations ● 2Products and services management
EDUCATIONAL METHODS	
a) FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <ol style="list-style-type: none"> 1) <u>Collaborative and team-based methods:</u> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform 2) <u>Other methods:</u> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning



	<ul style="list-style-type: none"> • Continuous interaction between participants and trainer
b) ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p>1) <u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> • storytelling presenting real business environment providing theoretical information • audio-video tutorials, explaining technically how to use the cloud and free and open-source software • success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p>For face to face learning:</p> <ul style="list-style-type: none"> • e-learning platform and internet access; Woo commerce and Vtiger software access; laptops <p>For on-line learning:</p> <ul style="list-style-type: none"> • e-learning platform and internet access Woo commerce and Vtiger software access; laptops
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> • 2 interactive lessons (SCORM packages) • 2 audio-video tutorials • other video materials presenting success stories
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> • Branching scenario (describing real work situation and followed by self-assessment) – formative assessment • Project assessment – formative assessment • Moodle Quiz - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> • Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> • 1 Branching scenario (SCORM package) • Moodle Assignment • 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion



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FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate
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ADVANCED LEVEL COURSE NAME	MODULE 5: CLOUD POWERED COMMERCE
THEMATIC CONTENT	<p>UNIT 1: MASTERING E-COMMERCE</p> <p>Chapter 1 - The main pages of an on-line store</p> <p>Chapter 2 - How to sell products with on-line stores</p> <ul style="list-style-type: none"> ● Subchapter 1: How to describe on-line a product for success ● Subchapter 2: WooCommerce: add products and categories <ul style="list-style-type: none"> ○ Add new product ○ Add detailed information abouts products ○ Add new category <p>Chapter 3 – Mastering the on-line store</p> <ul style="list-style-type: none"> ● Subchapter 1: How may look a shopping page for success ● Subchapter 2: WooCommerce store customization <p>UNIT 2 - Cloud powered Customer Relationship Management</p> <p>Chapter 1 - Vtiger Sales advanced features</p> <ul style="list-style-type: none"> ● Subchapter 1: Sales engagement: quotes ● Subchapter 2: Sales enablement - appointment pages <p>Chapter 2 – Help desk management</p> <ul style="list-style-type: none"> ● Subchapter 1: Managing customer support process ● Subchapter 2: Adding cases in Vtiger



	<ul style="list-style-type: none"> ● Subchapter 3: adding FAQ in Vtiger <p>Chapter 3 - Vtiger Analytics</p> <ul style="list-style-type: none"> ● Subchapter 1: Reports ● Subchapter 2: Dashboard
EDUCATIONAL METHODS	
FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p>3) <u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p>4) <u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p>1) <u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; Woo commerce and Vtiger software access; laptops <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; Woo commerce and Vtiger software access; laptops
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 2 interactive lessons (SCORM packages) ● 2 audio-video tutorials ● other video materials presenting success stories



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ON-LINE COURSE ASSESSMENT METHODS	<ul style="list-style-type: none"> • 2 Branch scenarios (describing real work situation and followed by self-assessment) – formative assessment • 1 Project assessment – formative assessment • 1 Question based test (quiz) - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> • Final test based on multiple choice questions
ON-LINE COURSE ASSESSMENT TOOLS	<ul style="list-style-type: none"> • 2 branching scenarios • 1 Moodle Assignment • 1 Quiz
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate

MODULE NUMBER	6
MODULE NAME	DIGITAL MARKETING
MAJOR SKILLS DEVELOPED	DIGITAL MARKETING
MAJOR SKILLS DEFINITION	DIGITAL MARKETING = it's the marketing activity which happens with the help of digital channels into on-line media, aiming to reach an audience, find new customers and maintain actual clients.
ECVET points/module	5
Number of hours	125 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	Content marketing through web-site pages development
SKILLS DEVELOPED	Content marketing Web development



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Content marketing definition	Content marketing = it's a strategic marketing approach realised through various on-line media like: web-sites and blogs, social media, email marketing, on-line advertising, etc. and using text, images, audio and video to create brand awareness and engage with customers
Web development definition	Web development = it's an ITC process which aims to create a web-site, application or software. Web-site development represents a part of the web-development process.
Beginner/Intermediate LEVEL – learning outcomes	After completing this unit, the learners will be able to: <ul style="list-style-type: none"> • understand the role and importance of content marketing • identify different types of content marketing • name and apply basic steps required to develop a content marketing strategy • apply basic information, tools and methods to develop marketing content with WordPress
Intermediate/Advanced LEVEL – learning outcomes	After completing this unit, the learners will be able to: <ul style="list-style-type: none"> • analyse, evaluate and choose from different options to create an effective web-site/blog content strategy • apply advanced features of Elementor editor to create web-pages content • create qualitative web-pages content with Wordpress and Elementor
Software used to develop the skills	WordPress is a widely-used, open-source content management system (CMS) that allows users to create, manage, and publish websites and blogs easily. It offers a vast selection of themes and plugins, enabling customization without the need for coding skills. WordPress is highly versatile, supporting everything from simple blogs to complex websites, including e-commerce, portfolios, and business sites. It powers over 40% of all websites globally, known for its user-friendly interface and strong community support.
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)



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UNIT NUMBER	2
UNIT NAME	Email marketing & automation
SKILLS DEVELOPED	Email marketing Marketing Automation
Email marketing	Email marketing = represent the digital marketing activity through which to promote goods and services and increase brand awareness with the final goal of increasing sales by sending emails to potential customers (subscribers)
Marketing Automation	Marketing Automation = the digital marketing activity realised with a software which executes campaigns for different marketing channels and using a schedule by repetitive assignments.
Beginner/Intermediate learning outcomes	LEVEL – After completing this unit, the learners will be able to: <ul style="list-style-type: none"> ● understand the main notions, role and importance of email marketing ● identify and use different types of content based on email marketing templates ● understand what audience segmentation is and know how to create segments of customers ● know how to create campaigns and send targeted messages ● understand the automation role and process ● build customer journey with Mailchimp ● know how to automatically personalise emails with Dynamic content in Mailchimp ● understand what marketing reports are and how can be used for future email marketing campaigns
Intermediate/Advanced learning outcomes	LEVEL – After completing this unit the learners will be able to: <ul style="list-style-type: none"> ● analyse, evaluate and choose from different tools offered by Mailchimp to personalise the email marketing campaigns ● create original and personalised email marketing content ● apply advanced Mailchimp tools for email marketing and automation to optimise your campaigns



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	<ul style="list-style-type: none"> • use Mailchimp AI tools for better marketing and automation results
Software used to develop the skills	<p>Mailchimp is a popular marketing automation platform and email marketing service designed for businesses to manage and communicate with their customers. It offers tools for creating email campaigns, automating marketing workflows, analysing customer data, and building custom newsletters. Known for its user-friendly interface, Mailchimp also integrates with various e-commerce platforms and provides features like audience segmentation, A/B testing, and reporting to help businesses optimise their marketing efforts.</p>
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	3
UNIT NAME	Brand visibility through SEO and SEM
SKILLS DEVELOPED	<p>Search engine optimization</p> <p>Search engine marketing</p>
Search engine optimization	<p>Search engine optimization = Search Engine Optimization (SEO) is a strategic digital marketing activity that focuses on optimising website elements to improve its visibility and ranking in search engine results pages (SERPs) by aligning a website with search engine algorithms, ultimately driving organic traffic and increasing online presence.</p>
Search engine marketing	<p>Search engine marketing = Search Engine Marketing (SEM) is a digital marketing activity that encompasses paid advertising efforts to enhance a website's visibility in search engine results pages (SERPs).</p>
Beginner/Intermediate learning outcomes	<p>LEVEL –</p> <p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> • understand the notions of SEO and SEM • recognize the role SEO plays in enhancing online visibility and ranking on search engines. • know how to identify relevant keywords for website optimization.



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	<ul style="list-style-type: none"> ● recognize specific tools and techniques used for effective keyword research ● identify crucial on-page elements for search engine optimization ● understand what are backlinks and use it for building adequate strategies ● understand the role of social media signals for web page optimization ● define and appreciate the significance of Search Engine Marketing (SEM). ● differentiate between SEO and SEM. ● gain insights into the basics of keyword research and selection in SEM. ● learn the process of setting up a Google Ads account. ● understand the steps involved in creating effective ad campaigns and ad groups.
<p>Intermediate/Advanced LEVEL – learning outcomes</p>	<p>After completing this unit the learners will be able to:</p> <ul style="list-style-type: none"> ● Evaluate and optimise intricate website structures and navigation for improved user experience. ● Implement mobile optimization strategies to cater to diverse devices and user preferences. ● Fine-tune website page speed and performance using technical methodologies. ● execute local keyword targeting strategies to dominate regional search results. ● Implement Google My Business profile for local visibility. ● Navigate and utilise SEO Panel's software main tools for website analysis and optimization
<p>Software used to develop the skills</p>	<p>Yoast SEO is a popular WordPress plugin that helps optimise website content for search engines. It provides tools for improving on-page SEO, including keyword optimization, readability analysis, and metadata management. Yoast SEO simplifies SEO practices, making it easier to enhance website visibility and rankings</p> <p>Google My Business is a free tool that helps businesses manage their online presence on Google, including Search and Maps. It allows businesses to create a profile, share essential information, and engage with customers through</p>



	<p>reviews and updates. This enhances local visibility and helps attract more customers.</p> <p>Google Ads is an online advertising platform where businesses bid to display ads on Google’s search results and across its network. It offers targeted ads based on keywords, audience demographics, and location to reach potential customers. This pay-per-click model helps drive traffic and increase conversions.</p>
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)
UNIT NUMBER	4
UNIT NAME	Social media marketing
SKILLS DEVELOPED	<p>Branding</p> <p>Social media management</p>
Branding	Branding = Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers’ minds
Social media management	Social media management is the process of creating, scheduling, analysing, and engaging with content posted on social media platforms to build an online presence, interact with followers, and achieve marketing or business goals. It includes monitoring and responding to user interactions and managing paid and organic campaigns.
Beginner/Intermediate LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> ● Understand the role and importance of social media marketing ● understand different relevant social media platforms ● setting up a social media marketing campaign ● implement methods to increase community engagement
Intermediate/Advanced LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <p>develop compelling social media marketing strategies tailored to specific social media platform and audience.</p> <ul style="list-style-type: none"> ● set up a measurement system in order to calculate return on investment.



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	<ul style="list-style-type: none"> implement methods to increase community engagement.
Software used to develop the skills	<p>FACEBOOK: Public software offering many social media marketing opportunities with free payment plans</p> <p>META BUSINESS SUITE</p>
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	5
UNIT NAME	Digital marketing analytics
SKILLS DEVELOPED	<p>Data analysis</p> <p>Statistical analysis</p>
Data analysis definition	Data analysis = Ability to collect, organise, and analyse data
Statistical analysis definition	Statistical analysis = Understanding of statistical methods to draw meaningful insights from data sets.
Beginner/Intermediate LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> understand the results collected from secondary data apply theories and data to solve analytics problems. communication of digital marketing ideas and analytics solutions effectively. incorporate ideas and data for digital marketing analytics solutions.
Intermediate/Advanced LEVEL – learning outcomes	<p>After completing this unit, the learners will be able to:</p> <ul style="list-style-type: none"> apply predictive analytics, like online experiments, to test different marketing actions. predict the impact of marketing actions using count and choice models. segment customers using various methods and choose target segments based on specific criteria.



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	<ul style="list-style-type: none"> ● analyse market structure by mapping customer perceptions and translating them into positioning choices for brands and products.
Software used to develop the skills	GOOGLE MARKETING PLATFORM
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

BEGINNER - INTERMEDIATE LEVEL	Module 6: Digital marketing for beginners
THEMATIC CONTENT	<p>UNIT 1: Content marketing through web-site pages development</p> <p>Chapter 1: The role and importance of content marketing</p> <p>Chapter 2: Types of content marketing</p> <p>Chapter 3: Types of web-pages and their content marketing purpose</p> <p>Chapter 4: Main steps for content marketing strategy</p> <ul style="list-style-type: none"> ● Subchapter 1: Define your objectives and KPIs ● Subchapter 2: Decide on your content type ● Subchapter 3: Establish your media channels ● Subchapter 4: Create content ● Subchapter 5: Distribute the content ● Subchapter 6: Analyse the content marketing success <p>Chapter 5: Develop web-pages and blog articles with WordPress</p> <ul style="list-style-type: none"> ● Subchapter 1: Prerequisite to web-site creation ● Subchapter 2: WordPress dashboard ● Subchapter 3: Theme customization ● Subchapter 4: Appearance customization ● Subchapter 5: Pages, Posts, Media ● Subchapter 6: WordPress editor to create digital content <p>UNIT 2: E-mail marketing & Automation</p> <p>Chapter 1: Fundamentals of email marketing</p> <p>Chapter 2: Types of emails by objective</p>



	<p>Chapter 3: How to create basic content with Mailchimp templates</p> <p>Chapter 4: How to manage audience with Mailchimp</p> <p>Chapter 5: How to create campaigns with Mailchimp</p> <p>Chapter 6: Track campaign performance with marketing reports in Mailchimp</p> <p>UNIT 3 - Brand visibility through SEO and SEM</p> <p>Chapter 1 - Essentials about SEO</p> <p>Chapter 2 - Keyword Research and Analysis</p> <ul style="list-style-type: none"> ● Subchapter 1: Identifying Relevant Keywords ● Subchapter 2: Tools and Techniques for Keyword Research <p>Chapter 3 - On-Page Optimization</p> <ul style="list-style-type: none"> ● Subchapter 1: URL Structure and Internal Linking ● Subchapter 1: Title Tags ● Subchapter 1: Meta Descriptions ● Subchapter 1: Header Tags ● Subchapter 1: Image Optimization ● Subchapter 1: Content Quality and Relevance <p>Chapter 4 - Off-Page Optimization</p> <ul style="list-style-type: none"> ● Subchapter 1: Backlink Building ● Subchapter 1: Social Media Engagement ● Subchapter 1: Online Reputation Management <p>Chapter 5 - Essentials about SEM</p> <ul style="list-style-type: none"> ● Subchapter 1: Definition and Importance of SEM ● Subchapter 3: Google Ads Basics: <ul style="list-style-type: none"> ○ Setting up a Google Ads Account ○ Keyword research and selection ○ Creating Ad Campaigns and Ad Groups <p>UNIT 4: Social Media Marketing</p> <p>Chapter 1: The role and importance of social media marketing</p> <p>Chapter 2: Types of social media marketing</p> <p>Chapter 3: Main steps for a social media marketing campaign</p> <ul style="list-style-type: none"> ● Subchapter 1: Define your objectives and KPIs ● Subchapter 2: Decide on the audience and platform ● Subchapter 3: Establish a strategy ● Subchapter 4: Create content ● Subchapter 5: Manage content and engagement
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	<ul style="list-style-type: none"> ● Subchapter 6: Measure the campaign objectives and KPIs <p>Chapter 4: Community management</p> <p>Subchapter 1: Acquisition</p> <p>Subchapter 2: Social customer care</p> <p>Subchapter 3: Crisis management for social</p> <p>Subchapter 4: Retention</p> <p>Subchapter 5: Advocacy</p> <p>UNIT 6: Digital Marketing Analytics</p> <p>Chapter 1: The role and significance of analytics in Digital Marketing</p> <p>Chapter 2: Data collection</p> <ul style="list-style-type: none"> ● Subchapter 1: Primary data ● Subchapter 2: Secondary data <p>Chapter 3: Main steps for a digital marketing analytics</p> <ul style="list-style-type: none"> ● Subchapter 1: Defining of objectives ● Subchapter 2: Collecting of data ● Subchapter 3: Cleaning of data ● Subchapter 4: Data analysis ● Subchapter 5: Sharing results ● Subchapter 6: Failure analysis <p>Chapter 4: Data driven decision-making</p>
EDUCATIONAL METHODS	
a) FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p><u>1) Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p><u>2) Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
b) ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p><u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information



	<ul style="list-style-type: none"> ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 5 Interactive lessons (SCORM package) ● 5 audio-video tutorials ● video material presenting a success story
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 1 Branching scenario (SCORM packages) ● 1 Moodle Assignment ● 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate



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INTERMEDIATE-ADVANCED LEVEL	Module 6: Digital marketing
MODULE 6	DIGITAL MARKETING
THEMATIC CONTENT	<p>UNIT 1: Content marketing through web-site pages development</p> <p>Chapter 1: Create company web-site/blog</p> <ul style="list-style-type: none"> ● Subchapter 1: Plan the web-site/blog: objectives, audience, keywords ● Subchapter 2: Create content by type of pages ● Subchapter 3: Monetize your web-site/blog ● Subchapter 4: Analyse the web-site/blog success <p>Chapter 2: Use Elementor editor to design advanced content</p> <ul style="list-style-type: none"> ● Subchapter 1: Create a page layout ● Subchapter 2: Main widgets to create content and add style ● Subchapter 3: Use advanced tab to create attractive design <p>UNIT 2: Email marketing & automation</p> <p>Chapter 1 - Marketing automation</p> <ul style="list-style-type: none"> ● Subchapter 1: Essential about marketing automation ● Subchapter 2: Customer journey automation in Mailchimp ● Subchapter 3: Automatically personalise emails with Dynamic content in Mailchimp ● Subchapter 4: Transactional emails ● Subchapter 5: Webhooks



	<p>Chapter 2 - Mailchimp integration</p> <p>UNIT 3 - Brand visibility through SEO and SEM</p> <p>Chapter 1: Advanced SEO</p> <ul style="list-style-type: none">● Subchapter 1: Technical SEO:<ul style="list-style-type: none">○ Create and submit site-maps○ Page Speed and performance● Subchapter 2 - Local SEO<ul style="list-style-type: none">○ Local Keyword Targeting○ Google My Business Optimization <p>Chapter 2: Advanced SEM</p> <ul style="list-style-type: none">● Subchapter 1: Advanced ads settings● Subchapter 2: Use Google ads extensions <p>Chapter 3: Analysing Google Ads Campaign Performance</p> <ul style="list-style-type: none">● Subchapter 1: Review key metrics● Subchapter 2: Rethink the Google ads campaigns <p>UNIT 4: Social media marketing for digital mastery</p> <p>Chapter 1: Evolving strategic significance in social media marketing</p> <ul style="list-style-type: none">● Subchapter 1: Exploration of social media's role in modern marketing● Subchapter 2: Strategic implications of social media evolution● Subchapter 3: Innovations in social media marketing leadership <p>Chapter 2: Future of social media marketing</p> <ul style="list-style-type: none">● Subchapter 1: Anticipation of the next wave of social media innovations● Subchapter 2: The role of AI in shaping social media marketing <p>Chapter 3: Influencer and Advocate marketing</p> <ul style="list-style-type: none">● Subchapter 1: Different types of influencers in social media.
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	<ul style="list-style-type: none"> ● Subchapter 2: Data-Driven Approaches for Influencer Collaboration ● Subchapter 3: Evaluating Influencer Impact Through Advanced Analytics <p>Chapter 4: Global social media strategies</p> <ul style="list-style-type: none"> ● Subchapter 1: Cultural Sensitivity in Global Social Media Campaigns ● Subchapter 2: Managing Multilingual and Multinational Social Media Presence <p>UNIT 6: Digital Marketing Analytics</p> <p>Chapter 1: Future Digital Marketing Analytics</p> <p>Chapter 2: Predictive marketing</p> <p>Chapter 3: Algorithms</p> <p>Chapter 4: Artificial Intelligence</p>
EDUCATIONAL METHODS	
FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p><u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p><u>Other methods:</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p><u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software



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	<ul style="list-style-type: none"> ● success stories
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 5 Interactive lessons (SCORM package) ● 5 audio-video tutorials ● other video materials presenting success stories
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<p>2 Branching scenarios (SCORM packages)</p> <p>1 Moodle Assignment</p> <p>1 Moodle Quiz</p>
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate



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MODULE NUMBER	7
MODULE NAME	Financial Insight: Cloud-Powered Analysis, Forecasting, and Reporting
MAJOR SKILLS DEVELOPED	Cloud based analytical and risk analysis skills Forecasting and Cash flow management in cloud Cloud based financial reporting
MAJOR SKILLS DEFINITION	<p>Cloud-Based Analytical and Risk Analysis Skills refer to the ability of entrepreneurs to critically evaluate and interpret data related to cloud and software solutions, enabling informed decision-making. This involves assessing the potential risks, including security and operational challenges, associated with these digital technologies to ensure safe and effective implementation.</p> <p>Forecasting and Cash Flow Management in Cloud refer to the use of cloud-based tools and technologies to predict future financial performance and manage the inflow and outflow of cash within a business. Forecasting involves analysing historical data and market trends to make informed predictions about future revenue, expenses, and financial needs. Cash flow management focuses on monitoring, optimising, and planning the use of cash resources to ensure the business can meet its financial obligations and invest in growth opportunities. Utilising cloud solutions enhances these processes by providing real-time data access, advanced analytics, and automated reporting, leading to more accurate and efficient financial management.</p> <p>Cloud-based Financial reporting refers to the use of cloud computing technologies to create, manage, and share financial reports. This involves leveraging cloud-based software to collect financial data, process it, and generate reports that provide insights into a company's financial</p>



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	performance. Key features include real-time data access, automation of reporting processes, enhanced collaboration capabilities, and improved data accuracy. Cloud-based financial reporting enables businesses to streamline their financial reporting workflows, ensure compliance with regulatory standards, and make data-driven decisions with up-to-date financial information.
ECVET points/module	3
Number of hours	75 learning hours (including individual study and repetition)

UNIT NUMBER	1
UNIT NAME	Cloud-Enhanced Analytical Risk Assessment
SKILLS DEVELOPED	Cloud-Based Analytical and Risk Analysis Skills
Skill 1 definition	Cloud-Based Analytical and Risk Analysis Skills: Entrepreneurs in Unit 1 will develop the ability to critically evaluate and interpret data related to cloud and software solutions, enabling informed decision-making. This involves assessing the potential risks, including security and operational challenges, associated with these digital technologies to ensure safe and effective implementation.
Beginner/Intermediate learning outcomes	LEVEL – <ul style="list-style-type: none"> ● Develop and master financial data analysis techniques in cloud environments. ● Identify cloud computing risks and perform thorough risk assessments. ● Gain expertise in using common and advanced cloud analytical tools.
Intermediate/Advanced learning outcomes	LEVEL – <ul style="list-style-type: none"> ● Master advanced cloud-based financial analysis and demonstrate proficiency with analytical tools. ● Stay updated on cloud technology trends and apply strategies to address challenges. ● Develop skills to effectively communicate complex findings and support decision-making.
Software used to develop the skills	Manager.io will be the selected software platform for financial management and analysis in this unit.



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ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	2
UNIT NAME	Cash Flow Forecasting with Cloud Software Integration
SKILLS DEVELOPED	Forecasting and Cash Flow Management in Cloud
Skill 1 definition	<p>Forecasting and Cash Flow Management in Cloud:</p> <p>In this unit the entrepreneurs will learn how to predict future financial performance and manage the inflow and outflow of cash within a business. Forecasting involves analysing historical data and market trends to make informed predictions about future revenue, expenses, and financial needs. Cash flow management focuses on monitoring, optimising, and planning the use of cash resources to ensure the business can meet its financial obligations and invest in growth opportunities. Utilising cloud solutions enhances these processes by providing real-time data access, advanced analytics, and automated reporting, leading to more accurate and efficient financial management.</p>
Beginner/Intermediate learning outcomes	<p>LEVEL –</p> <ul style="list-style-type: none"> ● Understand fundamental principles and the importance of accurate cash flow predictions. ● Learn to use and navigate cloud tools like Manager.io for forecasting tasks. ● Understand and execute basic tasks in cloud software for data input, analysis, and visualization. ● Engage in hands-on exercises and apply skills in practical scenarios
Intermediate/Advanced learning outcomes	<p>LEVEL –</p> <ul style="list-style-type: none"> ● Apply advanced concepts and use cloud-based tools for accurate cash flow predictions. ● Leverage cloud integration for optimized cash flow processes and accurate data analysis. ● Engage in advanced exercises and case studies to address real-world challenges.



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Software used to develop the skills	Manager.io will be the selected software platform for financial management and analysis in this unit.
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

UNIT NUMBER	3
UNIT NAME	Cloud-Powered Financial Reporting
SKILLS DEVELOPED	Cloud-based Financial reporting
Skill 1 definition	<p>Cloud-based Financial reporting:</p> <p>In Unit 3, entrepreneurs will focus on the use of cloud computing technologies to create, manage, and share financial reports. This involves leveraging cloud-based software to collect financial data, process it, and generate reports that provide insights into a company's financial performance. Key features include real-time data access, automation of reporting processes, enhanced collaboration capabilities, and improved data accuracy. Cloud-based financial reporting enables businesses to streamline their financial reporting workflows, ensure compliance with regulatory standards, and make data-driven decisions with up-to-date financial information.</p>
Beginner/Intermediate learning outcomes	<p>LEVEL –</p> <p>Upon completion of this unit, participants will:</p> <ul style="list-style-type: none"> ● Create fundamental financial statements, including income statements and balance sheets. ● Familiarize with basic functionalities of cloud-based reporting tools. ● Understand collaboration on financial reporting tasks using cloud platforms.
Intermediate/Advanced learning outcomes	<p>LEVEL –</p> <p>Upon completion of this unit, participants will:</p> <ul style="list-style-type: none"> ● Create detailed financial statements including income statements, balance sheets, and cash flow statements.



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	<ul style="list-style-type: none"> ● Master advanced features of cloud-based reporting tools. ● Seamlessly collaborate on financial reporting using advanced cloud features.
Software used to develop the skills	Manager.io will be the selected software platform for financial reporting in this unit.
ECVET points/unit	1
Number of hours	25 learning hours (including individual study and repetition)

BEGINNER - INTERMEDIATE LEVEL	Module 7: Financial Insight - Cloud-Powered Analysis, Forecasting, and Reporting
THEMATIC CONTENT	<p>UNIT 1: Cloud-Enhanced Analytical Risk Assessment (Beginner to Intermediate Level)</p> <p>Chapter 1: Foundations of Cloud Financial Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Overview of Cloud Technology and Key Concepts in Cloud Finance <p>Chapter 2: Financial Analysis in the Cloud</p> <ul style="list-style-type: none"> ● Subchapter 1: Basics of Financial Data Analysis ● Subchapter 2: Cloud Tools for Financial Analysis <p>Chapter 3: Developing Analytical Skills</p> <ul style="list-style-type: none"> ● Subchapter 1: Understanding Financial Data ● Subchapter 2: Introduction to Cloud-Based Analytical Tools <p>Chapter 4: Cloud-Enhanced Risk Assessment</p> <ul style="list-style-type: none"> ● Subchapter 1: Identifying Fundamental Risks ● Subchapter 2: Strategies for Basic Risk Mitigation <p>Chapter 5: In-Depth Cloud Risk Analysis and Advanced Strategies</p> <ul style="list-style-type: none"> ● Subchapter 1: Comprehensive Risk Assessment Dimensions ● Subchapter 2: Operationalizing Risk Analysis in Cloud Environments <p>UNIT 2: Cash Flow Forecasting with Cloud Software Integration (Beginner to Intermediate)</p> <p>Chapter 1: Introduction to Cash Flow Forecasting</p> <ul style="list-style-type: none"> ● Subchapter 1: Importance of Cash Flow Forecasting



	<ul style="list-style-type: none"> ○ Overview of the significance of accurate cash flow predictions. ● Subchapter 2: Fundamentals of Cash Flow Forecasting <ul style="list-style-type: none"> ○ Grasping basic principles and concepts. <p>Chapter 2: Basics of Cloud Software for Forecasting</p> <ul style="list-style-type: none"> ● Subchapter 1: Introduction to Cloud-Based Tools <ul style="list-style-type: none"> ○ Overview of cloud-based platforms for cash flow forecasting. ● Subchapter 2: Navigating Cloud Software <ul style="list-style-type: none"> ○ Basic proficiency in navigating user interfaces. <p>Chapter 3: Applying Simple Forecasting Techniques</p> <ul style="list-style-type: none"> ● Subchapter 1: Basics of Forecasting Techniques <ul style="list-style-type: none"> ○ Introduction to basic forecasting techniques. ● Subchapter 2: Hands-On Application <ul style="list-style-type: none"> ○ Practical application of time-series analysis and basic predictive modelling. <p>Chapter 4: Initiating Cash Flow Management Strategies</p> <ul style="list-style-type: none"> ● Subchapter 1: Introduction to Cash Flow Strategies <ul style="list-style-type: none"> ○ Overview of strategic approaches for cash flow management. ● Subchapter 2: Basic Optimization Techniques <ul style="list-style-type: none"> ○ Introduction to basic techniques for optimising liquidity and working capital <p>UNIT 3: Cloud-Powered Financial Reporting</p> <p>Chapter 1: Introduction to Financial Reporting in the Cloud</p> <ul style="list-style-type: none"> ● Subchapter 1: Overview of Financial Reporting <ul style="list-style-type: none"> ○ Understanding the importance of financial reporting for businesses. ● Subchapter 2: Cloud Technology Basics <ul style="list-style-type: none"> ○ Introduction to cloud technology and its role in financial reporting. <p>Chapter 2: Creating Basic Financial Statements</p> <ul style="list-style-type: none"> ● Subchapter 1: Income Statements <ul style="list-style-type: none"> ○ Learn to create basic income statements. ● Subchapter 2: Balance Sheets <ul style="list-style-type: none"> ○ Understanding the essentials of constructing a basic balance sheet. <p>Chapter 3: Introduction to Cloud Reporting Platforms</p> <ul style="list-style-type: none"> ● Subchapter 1: Cloud-Based Reporting Tools <ul style="list-style-type: none"> ○ Overview of commonly used cloud platforms for financial reporting.
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	<ul style="list-style-type: none"> ● Subchapter 2: Basic Functionalities <ul style="list-style-type: none"> ○ Familiarisation with essential features of cloud-based reporting tools. Chapter 4: Data Interpretation for Beginners <ul style="list-style-type: none"> ● Subchapter 1: Basic Financial Analysis <ul style="list-style-type: none"> ○ Introduction to fundamental data interpretation techniques. ● Subchapter 2: Decision-Making with Basic Financial Data <ul style="list-style-type: none"> ○ Applying interpreted data for basic decision-making.
EDUCATIONAL METHODS	
a) FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <ol style="list-style-type: none"> 1) <u>Collaborative and team-based methods:</u> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform 2) <u>Other methods:</u> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
b) ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <p><u>interactive, animated and multimedia methods</u></p> <ul style="list-style-type: none"> ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software ● success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops <p><u>For on-line learning:</u></p> <ul style="list-style-type: none"> - e-learning platform and internet access; WordPress software access; laptops



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PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 3 Interactive lessons (SCORM package) ● 3 audio-video tutorials ● other video material presenting a success story
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 1 Branching scenario (SCORM packages) ● 1 Moodle Assignment ● 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Silver Badge
ON-LINE Beginner INTERMEDIATE COURSE CERTIFICATION	Silver Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate

ADVANCED LEVEL COURSE NAME	Module 7: Financial Insight - Cloud-Powered Analysis, Forecasting, and Reporting
THEMATIC CONTENT	<p>UNIT 1: Cloud-Enhanced Analytical Risk Assessment</p> <p>Chapter 1: Advanced Cloud Financial Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Exploring Advanced Cloud Technologies ● Subchapter 2: Key Concepts in Advanced Cloud Finance <p>Chapter 2: Expert Financial Data Analysis and Tools</p> <ul style="list-style-type: none"> ● Subchapter 1: Advanced Techniques for Financial Data Analysis



	<ul style="list-style-type: none"> ● Subchapter 2: Specialized Cloud Tools for Financial Analysis <p>Chapter 3: Strategic Cloud Risk Assessment</p> <ul style="list-style-type: none"> ● Subchapter 1: Advanced Identification of Risks ● Subchapter 2: Practical Approaches for Risk Mitigation <p>Chapter 4: Optimization of Cloud Risk Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Advanced Strategies for Risk Assessment ● Subchapter 2: Enhancing Operational Risk Analysis in Cloud Environments ● Subchapter 3: Advanced Considerations for Data Security and Privacy Risk Management <p>Unit 2: Cash Flow Forecasting with Cloud Software Integration</p> <p>Chapter 1: Advanced Forecasting Techniques</p> <ul style="list-style-type: none"> ● Subchapter 1: Sophisticated Prediction Methods <ul style="list-style-type: none"> ○ Explore advanced techniques for precise and strategic cash flow predictions. <p>Chapter 2: Maximising Cloud Tools</p> <ul style="list-style-type: none"> ● Subchapter 1: Harnessing Advanced Features <ul style="list-style-type: none"> ○ Leverage sophisticated features within cloud platforms for enhanced forecasting. <p>Chapter 3: Strategic Cash Flow Management</p> <ul style="list-style-type: none"> ● Subchapter 1: Advanced Optimization Strategies <ul style="list-style-type: none"> ○ Implement advanced strategies to optimise liquidity, working capital, and mitigate financial risks. <p>UNIT 3: Cloud-Powered Financial Reporting</p> <p>Chapter 1: Strategic Frameworks</p> <ul style="list-style-type: none"> ● Subchapter 1.1: Overview of Advanced Reporting <ul style="list-style-type: none"> ○ Understand the strategic importance of advanced financial reporting. ● Subchapter 1.2: Strategic Reporting Frameworks <ul style="list-style-type: none"> ○ Explore frameworks for strategic financial reporting. <p>Chapter 2: Advanced Statement Construction</p> <ul style="list-style-type: none"> ● Subchapter 2.1: In-Depth Income Statements <ul style="list-style-type: none"> ○ Master creating intricate income statements. ● Subchapter 2.2: Complex Balance Sheets <ul style="list-style-type: none"> ○ Learn advanced techniques for detailed balance sheets.
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	<p>Chapter 3: Advanced Cloud Platforms</p> <ul style="list-style-type: none"> ● Subchapter 3.1: Advanced Features Exploration <ul style="list-style-type: none"> ○ Explore advanced features in cloud-based reporting platforms. ● Subchapter 3.2: Integrating Complex Data Sets <ul style="list-style-type: none"> ○ Learn techniques for analysing complex data within cloud tools. <p>Chapter 4: Strategic Data Interpretation</p> <ul style="list-style-type: none"> ● Subchapter 4.1: Advanced Financial Analysis <ul style="list-style-type: none"> ○ Delve into advanced data interpretation techniques. ● Subchapter 4.2: Strategic Decision-Making <ul style="list-style-type: none"> ○ Apply strategic interpretations for sophisticated decision-making.
EDUCATIONAL METHODS	
FACE TO FACE METHODS	<p>Those will be the methods used for LTTA in Zaragoza, Spain</p> <p><u>Collaborative and team-based methods:</u></p> <ul style="list-style-type: none"> ● using the collaborative exercises on the platform <p><u>Other methods</u></p> <ul style="list-style-type: none"> ● short face to face lectures followed by case studies, ● simulations of real situations ● Learning by doing ● Learning by example ● Face to face exchange of information and learning ● Continuous interaction between participants and trainer
ON-LINE METHODS	<p>Those will be the methods used for on-line learning</p> <ul style="list-style-type: none"> ● interactive, animated and multimedia methods ● storytelling presenting real business environment providing theoretical information ● audio-video tutorials, explaining technically how to use the cloud and free and open-source software success stories, collected from entrepreneurs having implemented e-business software
MATERIAL RESOURCES	<p><u>For face to face learning:</u></p> <ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops <p><u>For on-line learning:</u></p>



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	<ul style="list-style-type: none"> ● e-learning platform and internet access; WordPress software access; laptops
PEDAGOGICAL RESOURCES	<ul style="list-style-type: none"> ● 3 Interactive lessons (SCORM package) ● 3 audio-video tutorials ● other video material presenting a success story
ON-LINE ASSESSMENT METHODS	<ul style="list-style-type: none"> ● Branching scenarios (describing real work situation and followed by self-assessment) – formative assessment ● Project assessment – formative assessment ● Question based test - summative assessment
FACE TO FACE ASSESSMENT METHODS	Final test based on multiple choice questions
ON-LINE ASSESSMENT TOOLS	<ul style="list-style-type: none"> ● 2 Branching scenarios (SCORM packages) ● 1 Moodle Assignment ● 1 Moodle Quiz
ON-LINE MODULE CERTIFICATION	Golden Badge
ON-LINE INTERMEDIATE COURSE CERTIFICATION	Golden Certificate of completion
FACE TO FACE CERTIFICATION (Zaragoza mobility)	Europass certificate



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