

# Newsletter n.3

***We are pleased to return to you with the 3<sup>rd</sup> newsletter of the Chat2learn project. In this newsletter, we will describe the Interdisciplinary Training Program focused on digital entrepreneurship based on the Chatbot learning environment.***

The training program will provide adult learners with the opportunity to enrich their knowledge and skills on how to develop and scale up their **digital entrepreneurship** endeavours. It will also allow adult educators and training professionals to incorporate the developed lessons into their entrepreneurship training, thus enriching their instruments and approaches to the topic, and combining innovative e-learning with blended or classroom activities.

You can find the Chatbot at this link: <http://chat2learn-learning.eu/>

The training program is made of five modules:

**Financial Literacy and Business Planning** – developed by the partner Nikanor Ltd

**Management** – developed by the partner DomSpain SL

**Marketing** - developed by the partner ASSET BASILICATA

**Digital Security** – developed by the partner SEIT Laboratory/University of Cyprus

**Mobile Applications** – developed by the partner Lidi Smart Solutions.

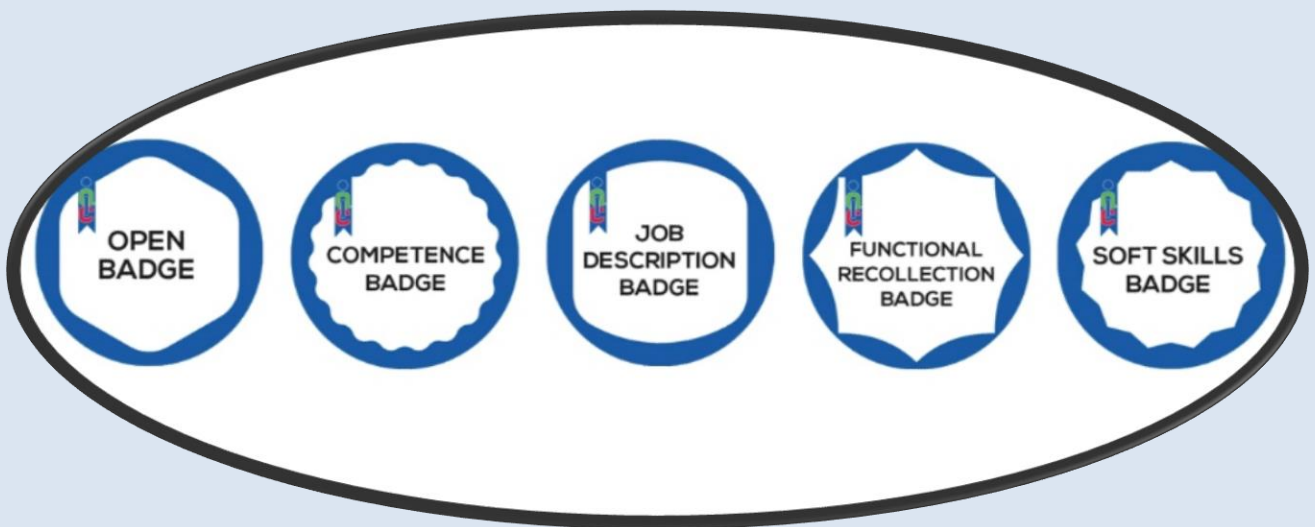
The materials and learning scenarios are suitable for a Chatbot environment and cover the **basic knowledge and skills** on the topic that an individual needs to effectively manage his digital entrepreneurship endeavour.

**Each lesson** includes

- **3 game-based learning scenarios** on the topic of the lesson.
- A self-assessment test

# Newsletter n.3

Certificates of Completion (**Open Badge**) will be issued to learners who successfully pass the tests.



In the table below, you will find the topics of each module:

Module	Topics of the module
<b>Financial literacy and business planning</b>	<ol style="list-style-type: none"> <li>1. <i>Personal financial management: cash money, credit cards and digital wallets; income, spending and debts</i></li> <li>2. <i>Principles of efficient budgeting, savings and investing</i></li> <li>3. <i>Principles of effective business planning; CANVAS model</i></li> </ol>
<b>Management</b>	<ol style="list-style-type: none"> <li>1. <i>Leadership and motivation in Small and Medium Enterprises</i></li> <li>2. <i>Employment issues: overcoming gender bias in the workplace</i></li> <li>3. <i>Conflict and stress management</i></li> </ol>

# Newsletter n.3

## Marketing

1. *Customers: are they all the same? How to understand their needs and the "personas"*
2. *Satisfying customer? Good question! Think about suitable products and services and prices*
3. *Where do I find customers? Market analysis, distribution channels and promotional tools*

## Digital security

1. *Managing Digital Security and Privacy Risk*
2. *Digital security into business products and processes*
3. *Cybersecurity for the Digital Transformation*

## Mobile Applications

1. *Mobile applications - definition and types*
2. *Using mobile applications in the business*
3. *How to design a business proposal ready for a mobile application*

The pilot testing of the training program has just started. You can get new knowledge and test this knowledge with quizzes.

If you are a teacher, you can add other modules and lessons. If you are a learner, you can get new notions and/or test your knowledge on specific topics.

**Register/Login to be able to access the Chatbot and get your scores!**

***Go to: <http://chat2learn-learning.eu/>***

