



ABCD4ME

Apps Based Competence Development for Migrants Entrepreneurship

Training KIT for **Trainees**



INSTITUTO PARA
EL FOMENTO DEL
DESARROLLO Y
LA FORMACIÓN



Table of content

1. Introduction.....	3
2. Familiarising with the project.....	4
3. Training via Apps	7
3.1. Duration of training	8
3.2. Content of the Learning Apps.....	9
3.3. How to start the training?	11
4. Examination.....	13
4.1. What to know about the Examination?	13
4.2. How to start the Examination?.....	14
5. ANNEXES.....	16
5.1. ANNEX A: Self-Assessment Questions.....	16
5.2. ANNEX B: Contract	29



1. Introduction

Welcome to the ABCD4ME - “Apps Based Competence Development for Migrants Entrepreneurship” training kit designed for trainees! This kit is made for learning with Apps. It's for people who want to learn using Apps. You'll find materials and helpful tips for learning through Apps.

ABCD4ME aims to help migrants become certified digital entrepreneurs for better economic integration. We work internationally to create digital resources and encourage the use of modern technologies in business. This supports the skill development of migrant entrepreneurs in the digital economy.

We trust that this training kit will aid your learning. We're excited to assist you on your journey to establish your own business!



2. Familiarising with the project

Please also have a look at the other project results, that are available in all project languages: **English, French, German, Turkish** and **Spanish** on the project website.

www.abcd4me.eu

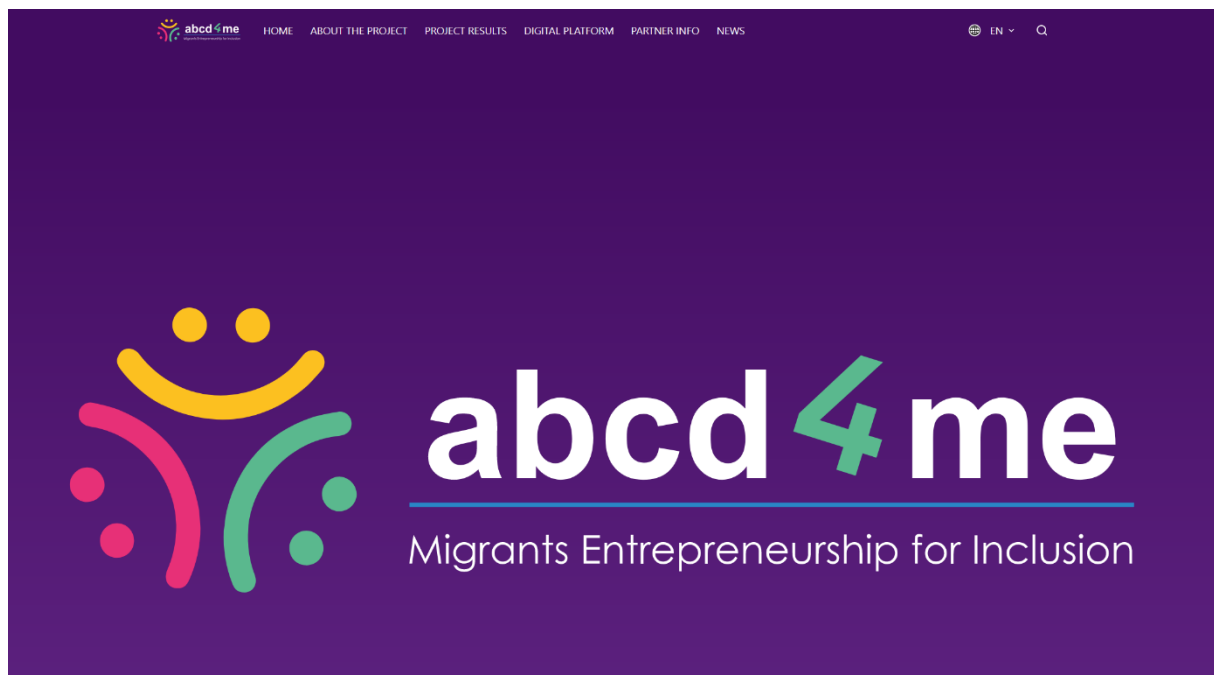


Figure 1: Navigate to “HOME” on ABCD4ME Website

These are the ABCD4ME project results:

1. Result: **DATABASE** - Online Digital Database for migrant entrepreneurship in a digital economy
2. Result: **CURRICULUM** (primarily aimed at trainers)
3. Result: **DIGITAL PLATFORM** - Digital training platform for learning via Apps for migrant entrepreneurship in a digital economy
4. Result: **PEDAGOGICAL HANDBOOK** (primarily aimed at trainers)

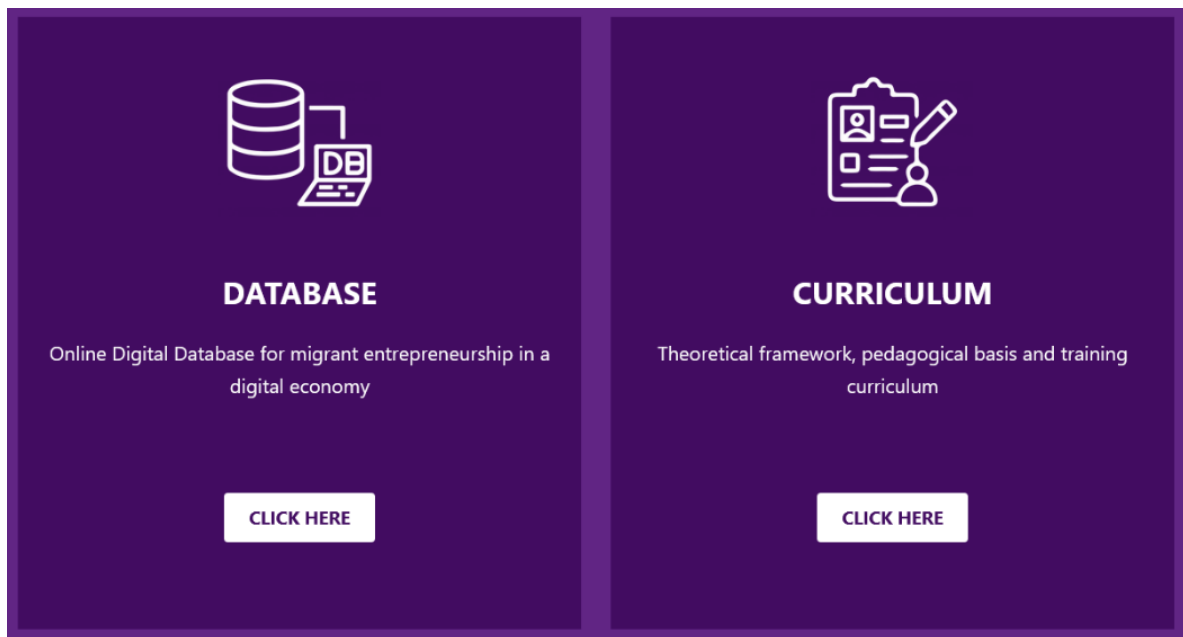


Figure 2: Navigate to project results 1 and 2 on the ABCD4ME Website

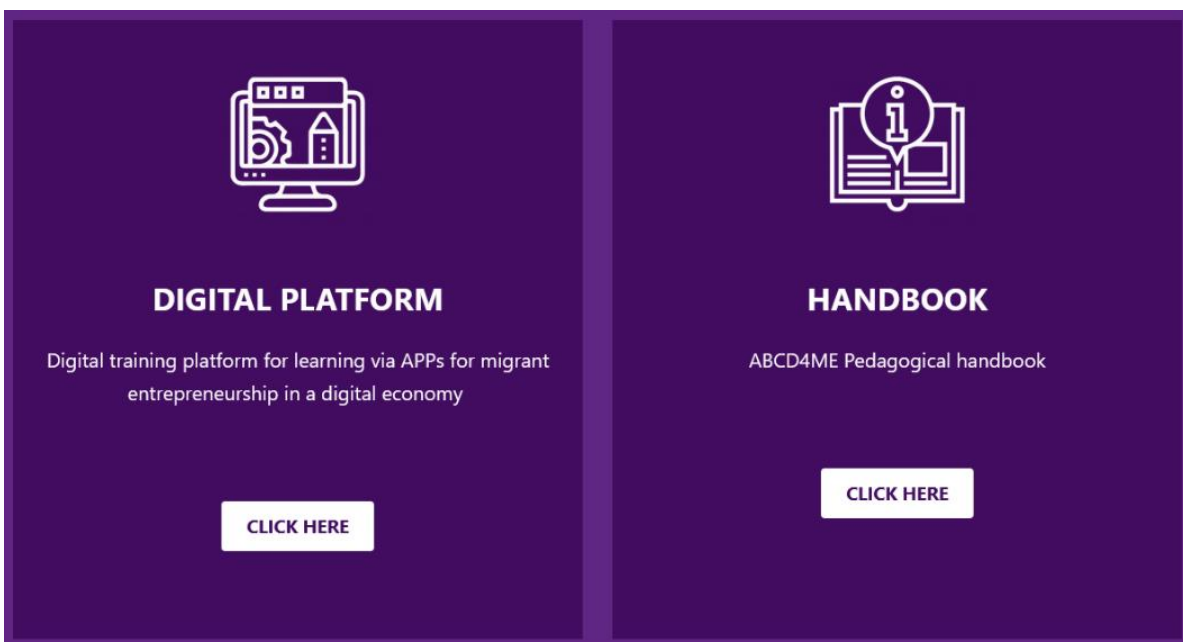


Figure 3: Navigate to project results 3 and 4 on the ABCD4ME Website



For a complete grasp of the project and what it offers, please take a moment to view the two available videos. Video 1 provides an introduction and overview of the project's objectives, while Video 2 offers a glimpse into the digital training platform and the learning experience through Apps. You can access the videos either by navigating through the website or simply by clicking the links provided in the table below.

Table 1: Links to Video 1 and 2

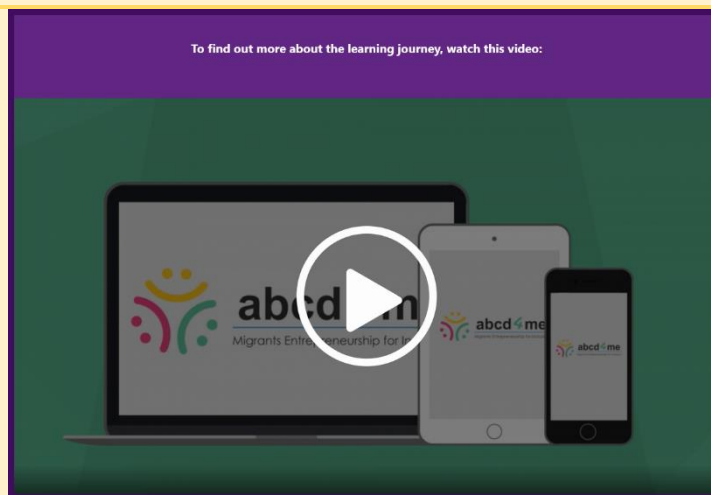


Link to Video 1 on the Website

https://www.abcd4me.eu/wp-content/uploads/2023/03/ABCD4ME-Intro_EN.mp4

Link to Video 1 on YouTube

<https://youtu.be/qW9tBtg-X0A?feature=shared>



Link to Video 2 on the Website

https://www.abcd4me.eu/wp-content/uploads/2023/03/ABCD4ME-Intstruction_EN.mp4

Link to Video 2 on YouTube

<https://www.youtube.com/watch?v=AVNugZ5XfnY>



3. Training via Apps

Learning through Apps is a fun and interactive way to learn. With app-based learning, you can access various activities and exercises on your **PC, computer, or mobile device**. It's **flexible**, allowing you to learn **whenever** and **wherever** you want. You can go at your **own pace** and **retry as often as you like**. Whether it's about overcoming challenges and solutions for migrant entrepreneurs, digital or entrepreneurial skills, creating a viable business, essential business tools, or marketing in a digital economy, learning through Apps is a convenient and effective way to gain knowledge and enhance your skills. The learning is designed at EQF (European Qualifications Framework) Level 4 and language level (CEFR) ranging from A2 to B1.



Figure 4: Learning via Apps (wayhomestudio on www.freepik.com)

3.1. Duration of training

Please note that the suggested timeframes for blended learning sessions and self-guided learning via Apps in this table are estimations, and the actual duration may differ.

Table 2: Total Duration of ABCD4ME training including blended learning sessions and self-directed learning via Apps

Weeks	blended learning sessions with trainer (hours)	Self-Learning via Apps (hours)	Sum (hours)
Week 1	1	2,5	3,5
Week 2		2,0	2,0
Week 3	1	2,5	3,5
Week 4		2,0	2,0
Week 5	1	2,5	3,5
Week 6		2,0	2,0
Week 7		1,0	1,0
Week 8	0,5	2,0	2,5
TOTAL	3,5	16,5	20



Figure 5: Duration of each learning unit in hours

3.2. Content of the Learning Apps

Unit 1: Familiarizing VET Practitioners with Digital Economy challenges and solutions for Migrant Entrepreneurship

Unit 1 focuses on migrant entrepreneurship in the digital economy. You will explore key concepts, legal requirements, challenges and innovative solutions. Furthermore, you will discover the benefits of entrepreneurship in the digital age and its positive impact on the economy and local communities. This learning unit aims to provide a comprehensive understanding of the subject and equip learners for success in the dynamic world of migrant entrepreneurship.



Unit 2: Empowering Migrant Entrepreneurs in the Digital Economy

Through this unit, various aspects of entrepreneurship are explored, including cultivating an entrepreneurial mindset, fostering diversity and inclusion, and acquiring important skills such as leadership, time management and problem solving. In addition, the unit addresses team dynamics, fostering creativity for innovation, risk management strategies and developing resilience. The aim is to equip individuals with a comprehensive set of tools for entrepreneurial success.



Unit 3: Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy

This content provides a comprehensive range of entrepreneurial topics, including mentoring and advice on starting a business, the ethical aspects of business as well as developing and evaluating innovative business ideas. It will help identify markets and customers, build a digital presence for your project, set clear goals, develop a sustainable and profitable business model and understand the project management cycle.





Unit 4: Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy

Learning unit 4 covers a range of essential topics for modern entrepreneurs, including modern digital skills, e-commerce strategies, financial management techniques, business planning, human resources management and accounting principles. It provides insight into digital transformation and the effective use of digital tools for entrepreneurship and business success.



Unit 5: Marketing for Migrant Entrepreneurs in the Digital Economy

By the end of this unit, you will have a solid grasp of essential marketing concepts, diverse marketing strategies, the core principles encapsulated in the "4 Ps" of Marketing, the development of comprehensive marketing plans, leveraging marketing through social media, ethical considerations in marketing practices, effective communication and branding techniques, and the creation of customer journey maps for enhanced marketing insights and strategies.





3.3. How to start the training?

1. Open ABCD4ME Website: www.abcd4me.eu
2. Click on the Website on “DIGITAL PLATFORM”
After watching the two Videos train your entrepreneurial skills
3. Click on the Button “LEARNING APPS”



Figure 6: Button on the Website "LEARNING APPS"

4. You will be redirected to the Learning Apps page. It looks like this (example unit 1). You will find a total of 5 units. Each unit consists of an image for the unit, a description of its contents, and a “START LEARNING APPS” button.

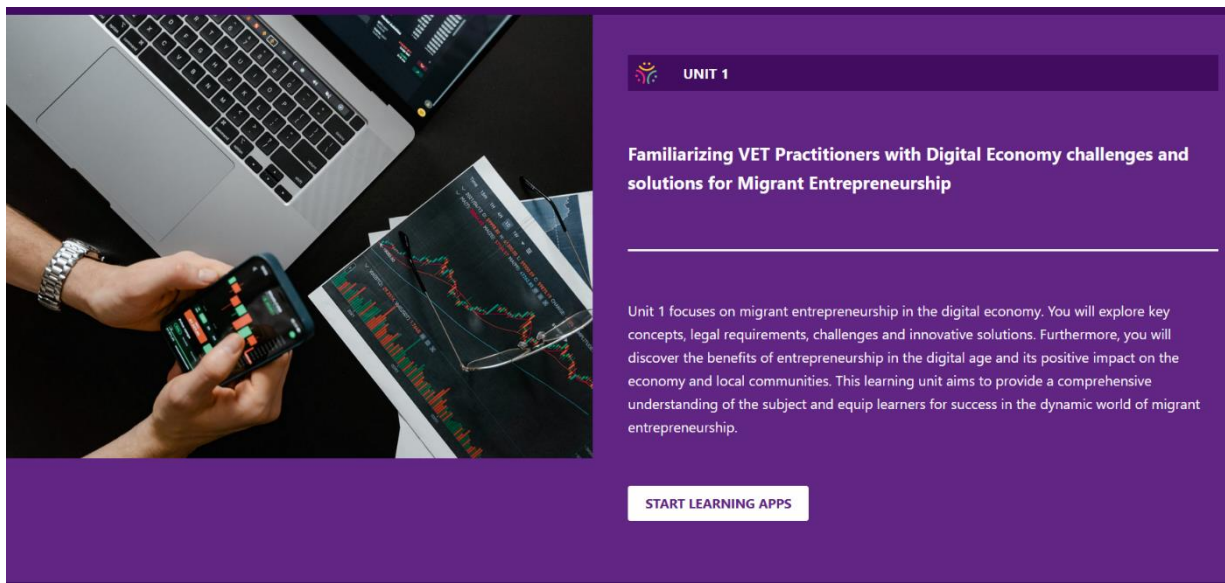


Figure 7: Learning Apps Page

- Once you click on the Button “START LEARNING APPS”, you will be directed to the collection of Apps for this unit (example Unit 1).



Figure 8: Collection of Learning Apps Unit 1

- Klick on one App to start the learning. A new browser window will open the app.

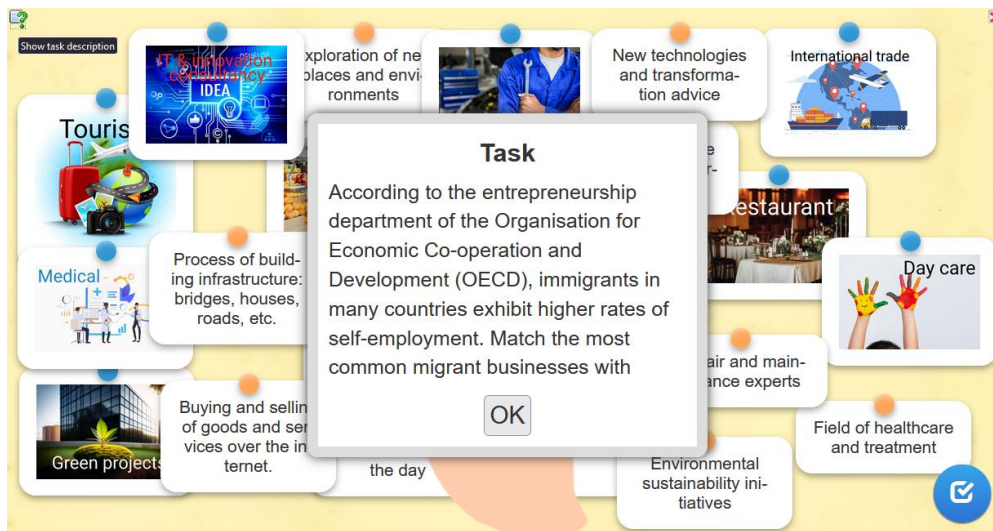


Figure 9: Example of Learning App 1 of Unit 1

- Once you have completed one app, continue with the remaining. You can try and solve the Apps as often as you like. You can also choose the order yourself.



4. Examination

4.1. What to know about the Examination?

After finishing your training and feeling ready for the examination, you can arrange a date with your trainer for the exam. The exam will last for **60 minutes**, and you will face 5 random questions. If you require another attempt to pass the exam, new random questions will be provided after 60 minutes.

Table 3: Examination time

Units	Examination	Minutes for examination
Unit 1: Familiarizing VET Practitioners with Digital Economy challenges and solutions for Migrant Entrepreneurship	5 Apps	60 Minutes
Unit 2: Empowering Migrant Entrepreneurs in the Digital Economy		
Unit 3: Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy		
Unit 4: Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy		
Unit 5: Marketing for Migrant Entrepreneurs in the Digital Economy		

4.2. How to start the Examination?

1. To begin the examination, click on the "EXAMINATION FOR CERTIFICATE" button on the website.



Figure 10: Button on the Website "EXAMINATION FOR CERTIFICATE"

2. This first app will appear (combine Text: "Ready to start your examination" and "yes"). At this point the automatic timer of **60 minutes** has started:

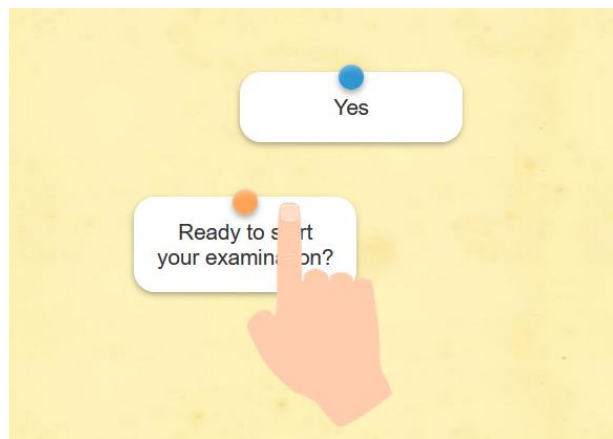


Figure 11: App to start the examination process

3. Each learner is given 5 random Apps, one from each unit, to solve.
4. Upon successfully completing the examination, you can download your Certificate by clicking on the purple button as in the following figure.

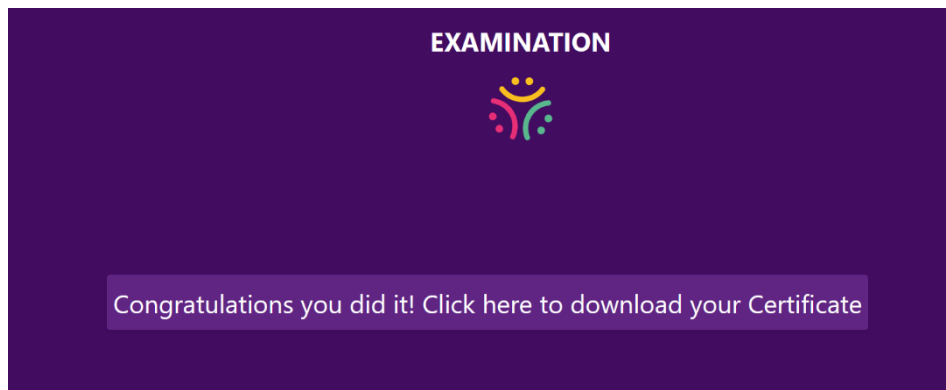


Figure 12: Button to click for download the Certificate

5. To validate the Certificate, it must be signed by the trainer and stamped by the organization (Certificate example see Annex).

5. ANNEXES

5.1. ANNEX A: Self-Assessment Questions

The self-assessment questions provide you the chance to assess your knowledge both **before** and **after** your learning experience. These self-assessment questions will help you to reflect on your learning progress, evaluate understanding, and identify areas for improvement. They encourage active engagement and deeper comprehension of the subject matter. The **post-learning** self-assessment questions also work independently.

Table 4: *Pre-Learning Self-Assessment Questions for Unit 1*

Reflect on how you will mark the following items before studying the Unit 1: Familiarizing VET Practitioners with Digital Economy challenges and solutions for Migrant Entrepreneurship					
Items	Rating				
Before starting the unit, are you familiar with Digital Economy challenges and solutions for Migrant Entrepreneurship?	1	2	3	4	5
1. Are you familiar with the meaning of Migrant Entrepreneurship?	1	2	3	4	5
2. What is your current understanding of 'digital economy'?	1	2	3	4	5
3. Are you familiar with the Life Cycle Theory (LCT)		1	2	3	
			4	5	
4. Do you know about legal and regulatory requirements for starting a business in your country?	1	2	3	4	5
1. Are you aware of the challenges faced by entrepreneurs with a migration background?	1	2	3	4	5
2. Do you know some innovative solutions that can empower migrant entrepreneurs?	1	2	3	4	5



3. Can you name some benefits of entrepreneurship in the digital economy?	1	2	3	4	5
4. Are you aware of the added value of migrant entrepreneurship in both the host country and the country of origin?	1	2	3	4	5
Assess the amount of effort you expect to invest in the training process for this unit.	1	2	3	4	5

Ratings

1= Extremely low / Nothing/ Never / Bad	3 = Low / Little / Insufficient	5 = A lot / Always / Very good
2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	

Table 5: *Post-Learning Self-Assessment Questions for Unit 1*

Reflect on how you will mark the following items after studying the Unit 1: Familiarizing VET Practitioners with Digital Economy challenges and solutions for Migrant Entrepreneurship					
Items	Rating				
The effort you needed to invest in the training process.	1	2	3	4	5
Overall, are you now more familiar with Digital Economy challenges and solutions for Migrant Entrepreneurship?	1	2	3	4	5
1. After learning, do you understand what Migrant Entrepreneurship means?	1	2	3	4	5
2. After learning about the digital economy, how have your views on its advantages, challenges and types of e-business models evolved?	1	2	3	4	5
3. Could you describe the graph of the Life Cycle Theory (LCT) to your peers?	1	2	3	4	5
4. Did you improve your knowledge on legal and regulatory requirements for starting a business in your country?	1	2	3	4	5
5. Can you name the challenges faced by migrant entrepreneurs in the areas of legal framework, education and skills, finance and social capital?	1	2	3	4	5
6. Did you learn about solutions how challenges can be successfully mastered by migrant entrepreneurs?	1	2	3	4	5
7. After the learning, can you name several benefits of entrepreneurship in the digital economy?	1	2	3	4	5
8. Can you distinguish between added value of migrant entrepreneurship for the host country and the country of origin?	1	2	3	4	5
Do you know in which areas of this learning unit you can still improve?	1	2	3	4	5



Ratings		
1= Extremely low / Nothing/ Never / Bad	3 = Low / Little / Insufficient	5 = A lot / Always / Very good
2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	

Table 6: Pre-Learning Self-Assessment Questions for Unit 2

Reflect on how you will mark the following items before studying the Unit 2: Empowering Migrant Entrepreneurs in the Digital Economy					
Items	Rating				
Before starting the unit, are you familiar with Empowering Migrant Entrepreneurs in the Digital Economy?	1	2	3	4	5
1. Have you ever heard of the Entrepreneurial Spirit?	1	2	3	4	5
2. Are you familiar with the meanings of diversity, inclusion, and equality?	1	2	3	4	5
3. Are you familiar with entrepreneurial and leadership skills?	1	2	3	4	5
4. Do you know what time management and organisational skills are?	1	2	3	4	5
5. Are you aware that a successful migrant entrepreneur needs skills like team building, intercultural communication, as well as social and emotional skills?	1	2	3	4	5
6. Do you know some creativity techniques for innovation?	1	2	3	4	5
7. Are you familiar with managing risks?	1	2	3	4	5
8. Are you familiar with the terms problem solving, culture of error and resilience skills?	1	2	3	4	5
Assess the amount of effort you expect to invest in the training process for this unit.	1	2	3	4	5

Ratings		
1= Extremely low / Nothing/ Never / Bad	3 = Low / Little / Insufficient	5 = A lot / Always / Very good
2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	

Table 7: *Post-Learning Self-Assessment Questions for Unit 2*

Reflect on how you will mark the following items after studying the Unit 2: Empowering Migrant Entrepreneurs in the Digital Economy	
Items	Rating
The effort you needed to invest in the training process.	1 2 3 4 5
Overall, are you now more familiar with Empowering Migrant Entrepreneurs in the Digital Economy?	1 2 3 4 5
1. After learning, can you explain Entrepreneurial Spirit to your peers?	1 2 3 4 5
2. Can you help find ways to implement diversity, inclusion and equality in companies?	1 2 3 4 5
3. Have you discovered some entrepreneurial and leadership skills?	1 2 3 4 5
4. Have you acquired time management and organisational skills?	1 2 3 4 5
5. Do you know what skills you can work on for successful entrepreneurship?	1 2 3 4 5
6. Do you know which of the creativity techniques (Brainstorming, Five W's and One H, Six Thinking Hats, Mindmapping and Scamper) is suitable for what situation?	1 2 3 4 5
7. Did you improve your knowledge on sources of risk and why to manage them?	1 2 3 4 5
8. Can you explain to your peers why problem solving, culture of error and resilience skills are important for migrant entrepreneurs?	1 2 3 4 5
Do you know in which areas of this learning unit you can still improve?	1 2 3 4 5



Ratings		
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Table 8: Pre-Learning Self-Assessment Questions for Unit 3

Reflect on how you will mark the following items before studying the Unit 3: Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy	
Items	Rating
Before starting the unit, are you familiar with Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy?	1 2 3 4 5
1. Are you familiar with a business plan?	1 2 3 4 5
2. What is your understanding of the term business ethics?	1 2 3 4 5
3. Are you familiar with development and innovation tools vs evaluation tools?	1 2 3 4 5
4. Do you know about identifying market and customers?	1 2 3 4 5
5. What is the meaning of digital identity of your project/business?	1 2 3 4 5
6. Do you know what a SMART goal is?	1 2 3 4 5
7. What is a viable business?	1 2 3 4 5
8. What is your understanding of a project management cycle?	1 2 3 4 5
Assess the amount of effort you expect to invest in the training process for this unit.	1 2 3 4 5

Ratings		
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2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	

Table 9: *Post-Learning Self-Assessment Questions for Unit 3*

Reflect on how you will mark the following items after studying the Unit 3: Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy					
Items	Rating				
The effort you needed to invest in the training process.	1	2	3	4	5
Overall, are you now more familiar with Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy?	1	2	3	4	5
1. Do you know what activities are important for setting up a business plan?	1	2	3	4	5
2. Can you help your peers to make the ethical decisions in several business situations?	1	2	3	4	5
3. Do you know when to use a development and innovation tool or an evaluation tool?	1	2	3	4	5
4. Did you improve your knowledge on identifying potential market and customers?	1	2	3	4	5
5. Can you choose good strategies to identify potential market and customers?	1	2	3	4	5
6. Do you know how to set SMART goals?	1	2	3	4	5
7. Can you differentiate between business practices that contribute to the viability of a company and those that don't?	1	2	3	4	5
8. Do you know the phases of a project management cycle?	1	2	3	4	5
Do you know in which areas of this learning unit you can still improve?	1	2	3	4	5

Ratings		
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2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	



Table 10: Pre-Learning Self-Assessment Questions for Unit 4

Reflect on how you will mark the following items before studying the Unit 4: Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy	
Items	Rating
Before starting the unit, are you familiar with Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy?	1 2 3 4 5
1. Are you familiar with contemporary digital skills?	1 2 3 4 5
2. What is an e-commerce business?	1 2 3 4 5
3. Why is Financial Management important?	1 2 3 4 5
4. Are you familiar with income and expenses?	1 2 3 4 5
5. Have you ever heard of Human Resource Management (HRM)?	1 2 3 4 5
6. Do you know about accounting?	1 2 3 4 5
7. What does digital transformation mean?	1 2 3 4 5
8. Are you familiar with digital tools for Entrepreneurship and Business?	1 2 3 4 5
Assess the amount of effort you expect to invest in the training process for this unit.	1 2 3 4 5

Ratings		
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2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	

Table 11: *Post-Learning Self-Assessment Questions for Unit 4*

Reflect on how you will mark the following items after studying the Unit 4: Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy					
Items	Rating				
The effort you needed to invest in the training process.	1	2	3	4	5
Overall, are you now more familiar with Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy?	1	2	3	4	5
1. Have you improved your knowledge on contemporary digital skills?	1	2	3	4	5
2. Do you know what is needed to start an e-commerce business?	1	2	3	4	5
3. Did you learn about financial management for business and personal life?	1	2	3	4	5
4. Can you distinguish between income and expenses?	1	2	3	4	5
5. Can you name strategies of successful HRM management?	1	2	3	4	5
6. Have you acquired accounting knowledge?	1	2	3	4	5
7. Can you explain digital transformation and give some examples to peers?	1	2	3	4	5
8. Do you know which digital entrepreneurship and business tools are helpful for entrepreneurs?	1	2	3	4	5
Do you know in which areas of this learning unit you can still improve?	1	2	3	4	5

Ratings		
1= Extremely low / Nothing/ Never / Bad	3 = Low / Little / Insufficient	5 = A lot / Always / Very good
2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	



Table 12: Pre-Learning Self-Assessment Questions for Unit 5

Reflect on how you will mark the following items before studying the Unit 5: Marketing for Migrant Entrepreneurs in the Digital Economy					
Items	Rating				
Before starting the unit, are you familiar with Marketing for Migrant Entrepreneurs in the Digital Economy?	1	2	3	4	5
1. Are you familiar with basic marketing concepts?	1	2	3	4	5
2. What marketing strategies do you know?	1	2	3	4	5
3. Have you ever heard of the 4Ps of marketing?	1	2	3	4	5
4. Have you worked with a marketing plan before?	1	2	3	4	5
5. Do you know how to use Social Media for business?	1	2	3	4	5
6. What is ethics in Marketing?	1	2	3	4	5
7. Are you familiar with Communication and Branding?	1	2	3	4	5
8. What does Customer Journey mean?	1	2	3	4	5
Assess the amount of effort you expect to invest in the training process for this unit.	1	2	3	4	5

Ratings		
1= Extremely low / Nothing/ Never / Bad	3 = Low / Little / Insufficient	5 = A lot / Always / Very good
2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	

Table 13: *Post-Learning Self-Assessment Questions for Unit 5*

Reflect on how you will mark the following items after studying the Unit 5: Marketing for Migrant Entrepreneurs in the Digital Economy	
Items	Rating
The effort you needed to invest in the training process.	1 2 3 4 5
Overall, are you now more familiar with Marketing for Migrant Entrepreneurs in the Digital Economy?	1 2 3 4 5
1. Are you familiar with marketing basics?	1 2 3 4 5
2. Can you name some marketing strategies?	1 2 3 4 5
3. Can you explain what the 4Ps of marketing stand for?	1 2 3 4 5
4. Have you acquired knowledge to create a possible marketing plan?	1 2 3 4 5
5. Do you know how to use social media for business?	1 2 3 4 5
6. Can you distinguish between ethic and non-ethic marketing practices?	1 2 3 4 5
7. Have you gained knowledge about Communication and Branding?	1 2 3 4 5
8. Can you explain the concept of a customer journey to your peers?	1 2 3 4 5
Do you know in which areas of this learning unit you can still improve?	1 2 3 4 5

Ratings		
1= Extremely low / Nothing/ Never / Bad	3 = Low / Little / Insufficient	5 = A lot / Always / Very good
2 = Very low / Very little / Very insufficient	4 = Quite a lot / Good / Sufficient	



5.2. ANNEX B: Contract

Contract between

1) Partner A) name of the Project- Partner of

ABCD4ME in

_____ (country),

_____ (address),

_____ (phone),

_____ (email)

2) Partner B) and you as a learner:

- Family name: _____
- First name: _____
- Address: _____
- Country: _____
- Continent: _____
- Email: _____
- Mobil: _____
- Target country you want to learn for: _____

- Sign of the contract:
- Partner A) _____
- Partner B) _____



5.3. ANNEX C: Certification – Skills Card



Example

SKILLS CARD

APPS BASED COMPETENCE DEVELOPMENT FOR
MIGRANTS ENTREPRENEURSHIP

ACKNOWLEDGEMENT OF ISSUE: This card confirms the completion of five Migrants Entrepreneurship units at European Qualifications Framework (**EQF**) **Level 4** and Common European Framework of Reference for Languages (**CEFR**) **A2 to B1**.

1. Familiarizing VET Practitioners with Digital Economy challenges and solutions for Migrant Entrepreneurship
2. Empowering Migrant Entrepreneurs in the Digital Economy
3. Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy
4. Showcasing Entrepreneurship and business tools to migrants for success in the Digital Economy
5. Marketing for Migrant Entrepreneurs in the Digital Economy



FIRST AND LAST NAME

DATE OF BIRTH

POSTAL CODE / CITY / STREET

ORGANISATION
SEAL & SIGNATURE

DATE OF ISSUE

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