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**abcd4me**

Migrants Entrepreneurship for Inclusion

## ABCD4ME - APPs Based Competence Development for Migrants Entrepreneurship

# Training Curriculum on Migrant Entrepreneurship in Digital Economy

### *Project Result 2: THEORETICAL FRAMEWORK, PEDAGOGICAL BASIS and TRAINING CURRICULUM*



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## Introduction

The ABCD4ME project is designed to support VET Teachers and Trainers to promote and support Migrant Entrepreneurship through the Digital Economy. The ABCD4ME will create and apply and innovative tools and methods, such as the ABCD4ME Online Digital Database, the ABCD4ME ECVET Theoretical Framework, Pedagogical Basis and Training Curriculum, the ABCD4ME Digital Learning Platform via Apps and the ABCD4ME Pedagogical Handbook. All the aforementioned project results are highly transferable to other educators supporting aspiring entrepreneurs.

The core objective of the ABCD4ME project is to upskill VET Teachers and Trainers to adequately advise aspiring and existing Migrant Entrepreneurs to ensure their financial stability. To this end VET Teachers and Trainers will via the ABCD4ME project be provided with the knowledge, skills and digital tools to guide Migrant Entrepreneurs to entrepreneurial success. It will also guide learners to understand how to build a business network through a lean entrepreneurial capacity-building programme delivered in a digital format. The ABCD4ME programme which will not just be beneficial to Migrant Entrepreneurs, but to all aspiring entrepreneurs and their supporters across the EU for free as it will be an Open Educational Resource.

THE ABCD4ME consortium will co-design, develop, test and mainstream the following project results:

- An **Online Digital Database** for Migrant Entrepreneurship in a Digital Economy, with best practices, innovative projects, methodological guidelines, policy papers, tools and resources on Migrant Entrepreneurship.
- A **Theoretical Framework, Pedagogical Basis and Training Curriculum** based on EQF and ECVET recommendations for Migrant Entrepreneurship in a Digital Economy for VET Teachers, Trainers and interested stakeholders.
- A **Digital Training Platform for Learning via Apps** for Migrant Entrepreneurship in a Digital Economy with animated videos.
- An ABCD4ME **Pedagogical Handbook** to provide in depth information, basic concepts, definitions and methodological guidance to support transferability, replication as well as adaptation, and support APPs based digital teaching of Migrant Entrepreneurship education for VET Teachers and Trainers.

The target users of the ABCD4ME project are VET Teachers, Trainers and other educators teaching in the fields of Finance, Business, Entrepreneurship and Digital Competence. And it will be also highly relevant to organisations supporting the social and economic inclusion of migrants through entrepreneurship. The target beneficiaries of the ABCD4ME project are existing and aspiring Migrant Entrepreneurs.

## Training Curriculum

Based on a learning outcomes-oriented approach which aligns with EQF and ECVET methodologies and tools, the ABCD4ME Training Curriculum aims to define and support the recognition of the skills, knowledge, and competences that VET Teachers and Trainers require to effectively facilitate and enhance the entrepreneurship competence of migrants through Digital Economy.

Furthermore, the ABCD4ME Training Curriculum aims to facilitate the assessment of relevant learning outcomes according to ECVET methodology and equip VET Teachers and Trainers with a methodology to facilitate and enhance the development, transfer and recognition of Learning Outcomes.

While developing allied competences in Digital Entrepreneurship the ABCD4ME Training Curriculum will set out a potential avenue for future processes related to the recognition, validation and accreditation as a VET Teacher or Trainer who is capable of training digitally savvy Migrant Entrepreneurs at national and European level.

To do so, the ABCD4ME partnership has worked on the following items to achieve the Training Curriculum:

- Setting up of the Theoretical Framework by means of analysing European Qualification Framework and National Qualification Frameworks for Migrant Entrepreneurship in each partner country.
- Defining the Competence Framework for this profile, including a proposal of Learning Units for the Curriculum.
- Developing the necessary Learning Outcomes, expressed in terms of Knowledge, Skills, Responsibilities and Autonomies.

The ABCD4ME Training Curriculum is an Open Educational Resource (OER) available in English and all the languages of the consortium and is accessible through the ABCD4ME project website.

## Description of the elements included in the Learning Outcomes

### Aim

Overall description of the purpose, intention, or objective of the Unit.

### Learning Outcomes

#### Knowledge

Collection of facts, principles, theories, and practices related to the field of studies or professional activity.

#### Skills

Ability to apply knowledge and use the acquired resources to complete tasks and solve problems. It may be cognitive (use of logical, intuitive, or creative thinking) or practical (implying manual skills and the use of methods, materials, tools, and instruments).

#### Responsibility and Autonomy

Ability to develop tasks and solve problems of a higher or lower degree of complexity and different degrees of autonomy and responsibility.

ABCD4ME Training Curriculum is aimed at EQF level 4:

Qualification level	Knowledge	Skills	Responsibility and Autonomy
4	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Exercise self-management within the guidelines of work or study contexts that are usually predictable, but are subject to change; supervise the routine work of others, taking some responsibility for the evaluation and improvement of work or study activities

Each unit corresponds to 1 ECVET point and each ECVET point is set to 25 hours of blended learning (contact, hands-on practice, autonomous studying, and assessment).

## Units of Learning Outcomes

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

#### AIMS

This Unit aims to make learners familiar with the key concepts which underpin the ABCD4ME project, Entrepreneurship, Migrant Entrepreneurship and the Digital Economy. It will also shed light on common eventualities which hinder Migrant Entrepreneurs' capacity to generate an income from their businesses. It will highlight the overall benefits to Migrant Entrepreneurs of engaging in Entrepreneurship through the Digital Economy.

#### ALLOCATED ECVET POINTS

1 point (25 hours of blended learning)

- Contact: 10 hours
- Hands-on practice: 8 hours
- Autonomous studying: 5 hours
- Assessment: 2 hours

#### LEARNING OUTCOMES

Upon completion of this Unit, the learner will be able to...

<b>K</b> <b>n</b> <b>o</b> <b>w</b> <b>l</b> <b>e</b> <b>d</b> <b>g</b> <b>e</b>	<b>K1.</b> Understand the context behind the socio-economic exclusion of migrants in Europe.	<b>S</b> <b>k</b> <b>i</b> <b>l</b> <b>l</b> <b>s</b>	<b>S1.</b> Elucidate Migrant Entrepreneurship in the Digital Economy.	<b>R</b> <b>e</b> <b>s</b> <b>p</b> <b>o</b> <b>n</b> <b>s</b> <b>i</b> <b>b</b> <b>i</b> <b>t</b> <b>y</b> <b>a</b> <b>d</b> <b>A</b> <b>u</b> <b>t</b> <b>o</b> <b>n</b> <b>o</b> <b>m</b> <b>y</b>	<b>C1.</b> Propose innovative solutions to hindrances affecting the capacity of Migrant Entrepreneurs to generate a business income.
	<b>K2.</b> Comprehend the unique challenges faced by Migrant Entrepreneurs in the Digital Economy.		<b>S2.</b> Use reliable sources to explain what Project Lifecycle Theory and a Entrepreneurship Pathway are.		<b>C2.</b> Formulate advocacy content for the effective inclusion of migrants via entrepreneurship through the Digital Economy.
	<b>K3.</b> Understand the individual and holistic added value of Migrant Entrepreneurship to a local economy.		<b>S3.</b> Clarify the concepts which relate to Migrant Entrepreneurship in legal frameworks in Europe.		<b>C3.</b> Mobilise theoretical knowledge upon which learners can inspire Migrant, Entrepreneurs to formalise a project idea in the Digital Economy.

**Unit 2: Empowering Migrant Entrepreneurs in the Digital Economy**
**AIMS**

This Unit aims to support learners to empower Migrant Entrepreneurs and to deliver entrepreneurial competences such as Intercultural Awareness, Soft Skills and Digital Competence. The knowledge provided in this unit is designed to fuel the entrepreneurial spirit in Migrant Entrepreneurs starting them on the right path to and developing a successful business.

**ALLOCATED ECVET POINTS**

1 point (25 hours of blended learning)

- Contact: 13 hours
- Hands-on practice: 5 hours
- Autonomous studying: 5 hours
- Assessment: 2 hours

**LEARNING OUTCOMES**

Upon completion of this Unit, the learner will be able to...

<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 1.2em; margin-bottom: 10px;">K n o w l e d g e</div> <p><b>K1.</b> Have knowledge of the intercultural and entrepreneurial competencies necessary to start, and develop a business.</p> <p><b>K2.</b> Identify the key competencies necessary to become a Migrant Digital Entrepreneur.</p> <p><b>K3.</b> Outline the importance of intercultural competencies to becoming a Migrant Digital Entrepreneur.</p>	<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 1.2em; margin-bottom: 10px;">S k i l l s</div> <p><b>S1.</b> Differentiate the intercultural and entrepreneurial competencies necessary to start and develop a business.</p> <p><b>S2.</b> Utilise the key competencies necessary to become a Migrant Digital Entrepreneur.</p> <p><b>S3.</b> Integrate the intercultural, entrepreneurial and digital competencies necessary to become a Migrant Digital Entrepreneur.</p>	<div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 1.2em; margin-bottom: 10px;">R e s p o n s i b i l i t y a n d A u t o n o m y</div> <p><b>C1.</b> Act independently to categorise and assess a Migrant Entrepreneurs' intercultural and entrepreneurial competencies when starting and developing a business.</p> <p><b>C2.</b> Assume responsibility for selecting and applying the key competencies necessary to become a Migrant Digital Entrepreneur.</p> <p><b>C3.</b> Guide others to understand the intercultural, entrepreneurial and digital competencies necessary, starting or developing a business.</p>
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**Unit 3: Guiding Migrant Entrepreneurs to create viable businesses through the Digital Economy**
**AIMS**

This Unit aims to teach learners how to guide Migrant Entrepreneurs to create viable businesses through the Digital Economy from ideation to inception. It will enable the learner to assess and guide Migrant Entrepreneurs to identify whether their business idea is viable and meets or creates a new market demand. Learners will gain the capacity to protect Migrant Entrepreneurs from taking financial risks that could prevent them from engaging in entrepreneurship.

**ALLOCATED ECET POINTS**

1 point (25 hours of blended learning)

- Contact: 10 hours
- Hands-on practice: 8 hours
- Autonomous studying: 5 hours
- Assessment: 2 hours

**LEARNING OUTCOMES**

Upon completion of this Unit, the learner will be able to...

K n o w l e d g e	<p><b>K1.</b> Knowledge of what constitutes a viable business in the Digital Economy from ideation to inception.</p> <p><b>K2.</b> Recognise the unique advantages, challenges and risks faced by Migrant Entrepreneurs in the Digital Economy.</p> <p><b>K3.</b> Recall the business development process for Migrant Entrepreneurs in the Digital Economy.</p> <p><b>K4.</b> Present a case study of a Migrant Entrepreneur who found success in the Digital Economy.</p>	S k i l l s	<p><b>S1.</b> Evaluate whether a Migrant Entrepreneur’s business is viable in the Digital Economy.</p> <p><b>S2.</b> Assess the unique advantages, challenges and risks faced by an individual Migrant Entrepreneur in the Digital Economy.</p> <p><b>S3.</b> Summarise the business development process for Migrant Entrepreneurs in the Digital Economy.</p> <p><b>S4.</b> Use a case study of a Migrant Entrepreneur who found success in the Digital Economy to explain a Digital Identity and Customer Journey.</p>	R e s p o n s i b i l i t y a n d A u t o n o m y	<p><b>C1.</b> Determine whether a Migrant Entrepreneur’s business is viable in the Digital Economy.</p> <p><b>C2.</b> Support an individual Migrant Entrepreneur to embrace advantages, avoid challenges and risks relevant to their business in the Digital Economy.</p> <p><b>C3.</b> Recommend elements of the business development process for Migrant Entrepreneurs to improve their success in the Digital Economy.</p> <p><b>C4.</b> Formulate a Digital Identity and Customer Journey plan with a Migrant Entrepreneur for success in the Digital Economy.</p>
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**Unit 4: Showcasing Entrepreneurship and business tools to migrants for success in the digital**
**AIMS**

This Unit aims to support learners to equip Migrant Entrepreneurs with the Financial and Economic skills to start and develop a successful business.

**ALLOCATED ECVET POINTS**

1 point (25 hours of blended learning)

- Contact: 13 hours
- Hands-on practice: 5 hours
- Autonomous studying: 5 hours
- Assessment: 2 hours

**LEARNING OUTCOMES**

Upon completion of this Unit, the learner will be able to...

K n o w l e d g e	<p><b>K1.</b> Have knowledge of basic Financial and Economic terms and definitions.</p> <p><b>K2.</b> Awareness of the need to produce a business plan and budget.</p> <p><b>K3.</b> Recognize important financial and legal frameworks which pertain to Migrant Entrepreneurs in the Digital Economy.</p> <p><b>K4.</b> Identify helpful entrepreneurship and business tools to support engagement of Migrant Entrepreneurs in the Digital Economy.</p>	S k i l s	<p><b>S1.</b> Differentiate basic Financial and Economic terms and definitions.</p> <p><b>S2.</b> Illustrate by example the steps connected with the creation of a business plan and budget.</p> <p><b>S3.</b> Clarify the financial and legal framework conditions for Migrant Entrepreneurs.</p> <p><b>S4.</b> Practise helpful entrepreneurship and business tools with Migrant Entrepreneurs to facilitate their engagement in the Digital Economy.</p>	R e s p o n s i b i l i t y a n d A u t o n o m y	<p><b>C1.</b> Act responsibly in dealing with basic Financial and Economic terms and definitions when dealing with Migrant Entrepreneurs.</p> <p><b>C2.</b> Support other learners and Migrant Entrepreneurs to implement a business plan and budgeting process.</p> <p><b>C3.</b> Instruct Migrant Entrepreneurs in the process of starting a business on the most important financial and legal frameworks.</p> <p><b>C4.</b> Evaluate helpful entrepreneurship and business tools for Migrant Entrepreneurs in the Digital Economy.</p>
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**Unit 5: Marketing for Migrant Entrepreneurs in the Digital Economy**
**AIMS**

This Unit aims to support learners in guiding Migrant Entrepreneurs to effectively market their businesses in the Digital Economy. To this end this unit will showcase tools, strategies and processes which will help Migrant Entrepreneurs' businesses stand out in a Digital Economy.

**ALLOCATED ECVET POINTS**

1 point (25 hours of blended learning)

- Contact: 10 hours
- Hands-on practice: 8 hours
- Autonomous studying: 5 hours
- Assessment: 2 hours

**LEARNING OUTCOMES**

Upon completion of this Unit, the learner will be able to...

K n o w l e d g e	<p><b>K1.</b> Outline the importance of marketing a business in the process of entrepreneurship to Migrant Entrepreneurs.</p> <p><b>K2.</b> Recognising the challenges experienced by Migrant Entrepreneurs when marketing businesses in the Digital Economy.</p> <p><b>K3.</b> Distinguish between the marketing strategies and tools used in entrepreneurship in the Digital Economy.</p> <p><b>K4.</b> Identify the branding and social media benefits available to Migrant Entrepreneurs businesses through the Digital Economy.</p>	S k i l l s	<p><b>S1.</b> Diagnose the needs, context, and circumstances connected to Migrant Entrepreneurs business which require marketing.</p> <p><b>S2.</b> Shape the steps of a Marketing plan and its objectives in line with a Migrant Entrepreneurs business objectives.</p> <p><b>S3.</b> Prepare a design of appropriate marketing tools to help a Migrant Entrepreneur's business stand out in the Digital Economy.</p> <p><b>S4.</b> Apply branding and social media tools to improve the impact of a Migrant Entrepreneurs business in the Digital Economy.</p>	R e s p o n s i b i l i t y a n d A u t o n o m y	<p><b>C1.</b> Guide other learners and Migrant Entrepreneurs to assume responsibility for the design of marketing strategies.</p> <p><b>C2.</b> Support other learners and Migrant Entrepreneurs in the utilisation, marketing tools.</p> <p><b>C3.</b> Instruct other learners and Migrant Entrepreneurs to monitor the steps of the marketing process and to make effective marketing decisions.</p>
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