



**FINE2WORK**

## **FINE2WORK: Promoting financial, digital and entrepreneurial competences for vulnerable adults (women) with restricted access to the digitalised market (home based)**

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Intellectual Output 2: FINE2WORK Educational Pack: Benchmarks and Indicators For Competence Framework – Learning Modules



P1 – Project Net



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## MODULE 2: FINANCIAL LITERACY

### 1. General description of the module

“Financial Literacy” module provides information about crowdfunding with the basic elements of crowdfunding principles, pricing and costs structure – how to determine the value of products and services and understand whether potential business calculation is viable, external funding opportunities for starting own small business or self-employment activities. Adults will learn how to:

1. Determine the value of products and services
2. Calculate costs structure of own small business/ self-employment start
3. Search for external funding opportunities
4. Understand crowdfunding concept and principles

### 2. List of Topics:

#### **Topic 1: Pricing and costs structure**

**Short description:** The main goal of this topic is to present to the adult learners how to calculate the value of products and services delivered. The main learning outcomes for adult learners will be ability to estimate the price for selling goods and delivering services, costs structure and revenue principles.

#### **Topic 2: Crowdfunding**

**Short description:** Crowdfunding topic contains materials that will support adult learners to understand the basic definitions and concepts of crowdfunding. The basic learning outcomes are to understand the terms crowdfunding, the crowdfunding principles, the most popular crowdfunding global platforms and the case studies of small and medium as well as self-employed persons’ success stories.

#### **Topic 3: External funding opportunities**

The main goal of this topic is to provide the useful information about the external funding opportunities in project partners’ countries for own small business or self-employment start as well as some practical examples of adults started own business being home or doing remote work to inspire adult learners to start own entrepreneurship. The basic learning outcomes are knowledge how to search online for external funding in project partners’ countries, analyse the funding opportunities’ benefits and risks.



MODULE 1: FINANCIAL LITERACY					
		<b>KNOWLEDGE</b> <i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	<b>SKILLS</b> <i>(In the context of EQF, skills are described as practical)</i>	<b>ATTITUDE</b> <i>(In the context of the EQF, attitude is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility)</i>	<b>Activities/Lesson Plan</b>
<b>Topic 1.1: Pricing and costs structure</b>	<b>Main Objectives:</b> The main goal of this topic is to provide the necessary information about the pricing of services and goods	1. I understand the main components necessary for calculation of the value of products and services delivered 2. I understand the importance of calculation 3. I understand the term “fixed costs” and “variable costs” 4. I understand the pricing structure	1. I know how to calculate the value of products and services delivered 2. I know how to search for online information about costs structure calculation and pricing, including digital tools for calculation 3. I know how to use various informative sites such as online financial literacy platforms 4. I know which are my fixed and variable costs	1. I’m able to use online platforms about financial literacy 2. I’m able to calculate the value of products and services delivered 3. I’m able to recognize and identify the cost structure for my own business/employment start 4. I am able to calculate fixed and variable costs	1. adult learners prepare the draft version of costs structure they have before business start 2. the lecturer teaches about costs structure (fixed and variable costs) 3. adult learners search online the similar products’ and services’ prices and compare with own calculation 4. adult learners present the costs structure calculation and discuss with group 5. adult learners adopt the final version of costs structure <i>Lesson Plan 2 – Handout 5 &amp; 6 &amp; 7 &amp; 8</i>
<b>Topic 1.2: Crowdfunding</b>	<b>Main Objectives:</b> The main goal of this topic is to present to adult learners the concept of crowdfunding as up-to-	1. I understand the crowdfunding concept 2. I understand the crowdfunding principles 3. I understand the crowdfunding rules	1. I know how to start crowdfunding campaign as entrepreneur 2. I know how to engage into crowdfunding as a natural person	1. I’m able to apply crowdfunding concept to my business needs 2. I’m able to identify the risks and benefits related to online crowdfunding	1. lecturer explains the crowdfunding concept and principles 2. adult learners define the need for crowdfunding

	date finance attraction tool	4. I understand the benefits of crowdfunding	3. I know how to search for various online crowdfunding platforms	3. I'm able to share and collaborate with others in terms of crowdfunding 4. I am able to find various international crowdfunding platforms online	3. adult learners search online for appropriate crowdfunding platforms 4. adult learners analyze the rules of crowdfunding in the chosen platform 5. adult learners find the most appropriate case for them of on-going campaign and present to others 6. adult learners prepare a visual material and description for crowdfunding campaign as draft version <i>Lesson Plan 3 – Handout 9 &amp; 11 &amp; 12</i>
<b>Topic 1.3: External funding opportunities</b>	<b>Main Objectives:</b> The main goal of this topic is to provide the useful information about the external funding opportunities in project partners' countries for own small business or self-employment	1. I understand the various funding options 2. I understand the various external funding opportunities (e.g., national programmes in partners' countries, EU funded programmes for small business start) 3. I understand the benefits and risks of external funding 4. I understand the EU funding opportunities	1. I know where to search online for external funding in project partners' countries 2. I know external funding benefits 3. I know external funding risks 4. I know what is difference between 3F, bank loan, investors and business angels	1. I am able to search online for external funding in project partners' countries 2. I am able to select the most appropriate external funding source for starting own small business/ self-employment 3. I am able to analyze external funding benefits and risks 4. I am able to network with external funding provider organizations	1. adult learners discuss the external funding idea 2. adult learners search online for various external funding opportunities 3. adult learners visit web page of EU programme and find contact information 4. adult learners send email with inquiry to national support programme to clarify the opportunities they have <i>Lesson Plan 4 – Handout 13 &amp; 14 &amp; 15 &amp; 16</i>

