



FINE2WORK

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

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



P1 – Project Net



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Submission Number: 2019-1-LV01-KA204-060337

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

		KNOWLEDGE <i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	SKILLS <i>(In the context of EQF, skills are described as practical)</i>	ATTITUDE <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>	Activities/Lesson Plan
Topic 1.1: Business registration	Main Objectives: The main goal of this topic is to provide the necessary information about registration of private limited liability company or self-employment	1. I understand the importance of entrepreneurship 2. I understand the basic principles of company creation in terms of legal roles and share value 3. I understand the basic principles of self-employment registration 4. I understand the basic principles of the action plan and financial calculation before registration	1. I know where to register company. 2. I know where to register self-employment. 3. I know how to search online for registration organizations.	1. I am able to use to determine my role in company. 2. I am able to use online company registration platforms.	<i>Lesson Plans 1 – 4</i>
Topic 1.2: Pricing and costs structure	Main Objectives: 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”	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	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	<i>Lesson Plans 5 – 8</i>



		4. I understand the pricing structure	online financial literacy platforms 4. I know which are my fixed and variable costs	4. I am able to calculate fixed and variable costs	
Topic 1.3: Crowdfunding	Main Objectives: The main goal of this topic is to present to adult learners the concept of crowdfunding as up-to-date finance attraction tool	1. I understand the crowdfunding concept 2. I understand the crowdfunding principles 3. I understand the crowdfunding rules 4. I understand the benefits of crowdfunding	1. I know how to start crowdfunding campaign as entrepreneur 2. I know how to engage into crowdfunding as a natural person 3. I know how to search for various online crowdfunding platforms	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 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	<i>Lesson Plans 9 - 12</i>
Topic 1.4: External funding opportunities	Main Objectives: 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	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	<i>Lesson Plans 13 -16</i>

		4. I understand the EU funding opportunities		4. I am able to network with external funding provider organizations	
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