



# ACTIVATING WOMEN'S ENTREPRENEURIAL MINDSETS AND SOCIAL CHANGE THROUGH CREATIVITY AND CULTURE IN THE COVID-19 ERA

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Intellectual Output 1 - A4: ENTREPRENEURIAL AND DIGITAL COMPETENCE FRAMEWORK



P5 – Project Net



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## MODULE 4: TURNING YOUR HOBBIES INTO AN ONLINE BUSINESS.

### 1. General description of the module

“Turning your hobbies into an online business” module provides information about online business opportunities with the focus on online business concept, creation of free of charge or minimum budget web page and social media opportunities for online business.

Adults will learn how to:

1. **Turn idea or hobby into business idea**
2. **Understand online business concept and principles of online business**
3. **Create free of charge or minimum budget web page**

### 2. List of Topics:

#### **Topic 1: Turn idea or hobby into business idea**

**Short description:** The main goal of this topic is to explain adult learners how to validate idea or hobby and turn it into business idea. Adult learners will learn practical digital tools and methods of idea evaluation, practical case studies and useful digital links to turn hobby/idea into business.

#### **Topic 2: Understand online business concept and principles of online business**

**Short description:** The main goal of this topic is to provide all necessary information about the online business concept and principles of online business. Adult learners will learn theory and practical case studies and useful digital links to online business modelling.

#### **Topic 3: Create free of charge or minimum budget web page**

**Short description:** The main goal of this topic is to present to adult learners the main principles of web page creation and the most popular international digital platforms for free or minimum budget web page creation. Adult learners will learn how to create web page.



## MODULE 4: TURNING YOUR HOBBIES INTO AN ONLINE BUSINESS.

Topic	Main Objectives:	<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 Turn idea or hobby into business idea</b>	The main goal is to explain adult learners how to validate an idea or hobby and turn it into a business idea.	<ol style="list-style-type: none"> <li>1. I understand a business idea's evaluation methods.</li> <li>2. I understand the business idea's main attributes</li> <li>3. I understand how to turn my idea/hobby into a business idea.</li> </ol>	<ol style="list-style-type: none"> <li>1. I know the business idea's evaluation methods such as LEAN.</li> <li>2. I know the business idea's main attributes.</li> <li>3. I know how to turn my hobby/idea into a business idea.</li> </ol>	<ol style="list-style-type: none"> <li>1. I'm able to explain my hobby/idea essence based on LEAN approach.</li> <li>2. I am able to evaluate my business idea potential from market perspective.</li> <li>3. I'm able to develop business idea description based on LEAN approach.</li> </ol>	<p><b>To be finalised after training material is developed</b></p> <p><b>To be completed after teaching material is done.</b></p> <p><b>Lesson Plan 1 – Handout 1 &amp; 3</b></p>
<b>Topic 2 Understand online business concept and principles of online business</b>	The main goal of this topic is to provide all necessary information about the online business concept and principles of online business.	<ol style="list-style-type: none"> <li>1. I understand the online business concept.</li> <li>2. I understand the online business principles.</li> <li>3. I understand the importance of online business in digital era.</li> </ol>	<ol style="list-style-type: none"> <li>1. I know the online business concept.</li> <li>2. I know the online business principles.</li> <li>3. I know the online business importance in digital era.</li> </ol>	<ol style="list-style-type: none"> <li>1. I'm able to recognise the online business importance.</li> <li>2. I'm able to adapt my business idea to online.</li> </ol>	<p><b>Lesson Plan 2 – Handout 4 &amp; 6</b></p>
<b>Topic 3 Create free of charge or minimum budget web page</b>	The main goal of this topic is to present to adult learners the main principles of web page creation and the most popular international	<ol style="list-style-type: none"> <li>1. I understand the usefulness of digital tools for web page creation.</li> <li>2. I understand the different free of charge</li> </ol>	<ol style="list-style-type: none"> <li>1. I know the most popular digital platforms for web page creation.</li> <li>2. I know how to register and buy a domain for my web page.</li> </ol>	<ol style="list-style-type: none"> <li>1. I'm able to create web page for my business idea.</li> <li>2. I'm able to register web page domains.</li> </ol>	<p><b>Lesson Plan 3 – Handout 7 &amp; 8</b></p>



	digital platforms for free or minimum budget web page creation.	web page creation platform opportunities. 3. I understand the minimum budget web page creation platform opportunities.	3. I know how to compare the digital web platform creation opportunities.	3. I'm able to select web page creation platform for my business idea.	<i>Lesson Plan 3 – Handout 7 &amp; 8</i>
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