

DESCRIPTION

Me & MyBusiness Online Business Courses





Me & MyBusiness

Me & MyBusiness is a set of high-quality online business courses targeted at high schools, vocational institutions and entrepreneurial projects.

The goal of Me & MyBusiness is **to help students learn economics, and entrepreneurial and work skills**. They will learn the commercial way of thinking as well as skills needed for operating in an international environment. They **adopt key global business education capabilities and future skills, including soft skills**.

Me & MyBusiness courses are targeted to **high schools, vocational institutions, universities and entrepreneurial projects**, with interest to offer these courses separately or a part of existing programmes to groups of their students. Our service portfolio to you consists of **1) three online courses, 2) train-the-trainers programme and 3) trainers' manuals**.

Engaging learning model

Courses are based on
prof. Kirsti Lonka's (2015)
Engaging learning model

3. SUMMARY

- Evaluation of learning goals:
 - What did we achieve?
 - How did our conceptions change?
 - What should we learn next?
- Emerging and lasting personal interest



1. ACTIVATION

- Catching interest
- Mapping the preconceptions
- Defining learning goals and research questions

2. PROCESS

- Holding interest – deepening understanding
- Different working methods
- Tools and environments to promote learning

Courses

We offer three comprehensive business courses that support students in economic competencies, understanding the global economy and finding their own business skills. The students practice key competences related to economics and working life with the help of activating course exercises and applied assignments.

The courses can be accessed through the digital Claned learning platform, so they can be carried out either as classroom learning or partly as distance-learning courses.

1. Sales, marketing and commercialisation

The course covers the process of commercialisation, marketing, customer perspectives and the prerequisites of successful sales. These are some of the elements of running a successful business.

2. Communication and negotiation skills

The course covers the prerequisites of functional communication and its significance in working life. The course offers an overview of different ways to communicate and the different stages of the negotiation process, as well as negotiation techniques.

3. Global market economy

This course discusses international trade from different perspectives. The focus is on the opportunities and challenges of globalization in addition to the megatrends of the economy. During the course, you will get to know the circular economy and business cultures.

The future work life skills

These skills are based on a common European guideline for entrepreneurship education as stated by the European Commission's 2016 Entrepreneurship Competence Framework. Entrecomp recommends these courses as learning material in entrepreneurship in section Business Skills.



Take action

*Initiative
Accountability
Cooperation skills*



Lifelong learning

*Learning skills
Empathy
Critical thinking*



Global citizenship

*Digitalisation
Adaptability
Internationalism*

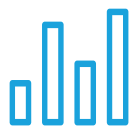
Why should you participate in this program?

The courses are used by the European Commission as an example of how entrepreneurship education can be brought to schools. EduTAT, content creator of Me&MyBusiness, has been chosen to participate in a partnership program "Innovation Attraction Program (ABRA)" with Dubai SME. ABRA is a platform for innovative startups to explore business opportunities in Dubai and the region.

The pedagogical model of courses, engaging learning model developed by Prof Kirsti Lonka from University of Helsinki, supports interactive, explorative, creative and inspiring way of studying. All this enhances student motivation and impact of studies.

Courses are taken place on Claned, that has won numerous international titles, as it is an ideal tool for gathering all personal learning materials and making them interactive through implementing social features, note-taking features, and features to track own progression. The course content is based on the highly esteemed Finnish National Core Curriculum Reaching a top score, Me&MyBusiness was certificated by highly recognized Kokoa standard for high educational quality.

Course feedback from students is extremely positive!



57

Net Promoter Score
(NPS)



3.7/5

Interest in content



3.9/5

Relevance to
working life



85%

Responded to
expectations

EduTAT

EduTAT makes the Finnish pedagogical expertise and the proven learning solutions available to everyone. All EduTAT learning environments offer meaningful ways of learning economic and work skills. Introducing these skills to young people in a practical and authentic way makes economy and working life become a natural part of their lives.

MIF Academy

MIF Academy, Soprano Plc's education exports department is pioneering global online education with an AI learning environment. In collaboration with our highly qualified partners and universities we provide Diplomas, Certificates and Vocational Qualifications that are valid in all European Countries.