

# SAFE Training programme for the people 50+

2018 May

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## Introduction

This training programme for the people 50+ is created under Nordplus Adult program project “SAFE – seeking actively for employment” (No. NPAD-2016/10090). It unites experience from Lithuania, Latvia, Estonia, Finland and Denmark organizations to identify and adopt the successful adult training experience in people 50+ entrepreneurial training area.

Project aims to help seniors identify the strengths gained during the professional and personal life and use it as a mean for the self-employment.

The topics of this training program are modern and actual, designed to build self-confidence, entrepreneurial and ICT skills. The content is based on the findings of analysis made and case stories collected by 5 partnering countries - Lithuania, Latvia, Estonia, Finland and Denmark organizations during project implementation to ensure the innovativeness of the product.

The programme is divided into 3 parts: self-empowering (12 ac. hours), entrepreneurship (16 ac. hours) and ICT skills for self-employment (12 ac. hours). The length of the training programme – 40 academic hours and designed for up to 10 participants in the training group. The content of the training is based on the coaching methods.

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## 1 Module description

Module <b>Self-Empowerment</b>	Duration <b>12 ac. hours</b>
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<b>Target group</b> 50+	<b>Minimum Qualification for Lecturers</b> <i>Please identify minimum requirements (education background, work experience, etc.) lecturer should have for successful implementation of the course.</i>  Lecturers must have bachelor degree in business, management or (business) psychology  Lecturers must have practical work experience in business sector at least 2 years.  Lecturers must have experience in leading training for adults for at least 2 years.  Lecturers must have good presentation skills.
<b>Language</b> Latvian	

<b>Prerequisites for (international) participants</b>  <i>Please identify minimum requirements (education background, work experience, etc.) participants should have for reaching the goal of the course.</i>  No requirements.	<b>Goal of the Module</b>  <i>Please describe the goal of the course.</i>  Main goal of the course – to improve Self-empowerment skills and gain new competences of self-employment for participants 50+.
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<b>Learning outcomes</b>	<b>Know-ledge</b>	<i>Please describe the facts, information, practical and theoretical understanding participant will acquire after the course.</i>  After the course participants will know what self-empowerment is, the importance of communication and critical thinking in business and learn it. Participants should know why networking are crucial in business and how to do networking,
	<b>Skills</b>	<i>Please describe the ability and capacity participant will acquire through the theoretical learning and practical activities involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills).</i>

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	After the course participant will acquire communication, cooperation, analytical and professional skills: Communicating with people, expressing ideas, identifying problems and problem solving, negotiating skills, presentation skills
<b>Compe- tences</b>	<p><i>Please describe the competences participant will acquire after the course.</i></p> <p>After the course participants will acquire competences dealing with business: Networking, communication, presentation skills, problem solving, negotiation skills, self-believe and self-motivation.</p>

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Module Details					
Main Topic and Subtopics	Theory Hours	Practical Hours	Detailed Working Plan	Training Methods	Evaluation Methods
<b>1. Warming up</b>	1	0	Introduction of the whole training programme, getting to know each other by simulating real life situations (ice breaking).	Ice breaking, lecture	-
<b>2. Self-presentation and self-evaluation</b>	1	2	Self-presentation – Learning the best way to introduce yourself at a job interview. Self-evaluation – evaluating attitude using questionnaires.	Discussion, lecture, individual work	Exercise
<b>3. Self-believe and networking</b>	1	1	Self-believe – develop and maintain self confidence and self-respect learning from successful business stories from seniors. Networking – Help to evaluate contacts. Learn where to find contacts. Learning how to use networking to gain advantages.	Lecture, role-playing	Exercise
<b>4. Negotiation and problem solving</b>	1	2	Negotiation - Introduction art of negotiation simulating negotiation events. Problem solving - Five steps to problem solving: Define the	Role-playing	Exercise

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			problem, What are options/solutions? What are the pros, cons, and consequences of each option? Make a decision!		
<b>5. Communication</b>	1	2	Effective communication – Using speed dating to simulate Negotiations. Reflections of the module - Evaluating what you have learned.	Discussion, speed-dating	-
<b>Total</b>	5	7			

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### **Learning resources**

*Please describe the learning resources needed for the course implementation.*

Board, computer, multimedia, paper, pens, sticky notes, cards.

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### 2 Module description

Module <b>ENTREPRENEURSHIP</b>	Duration <b>16 ac. hours</b>
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<b>Target group</b> 50+	<p style="text-align: center;"><b>Minimum Qualification for Lecturers</b></p> <p style="text-align: center;"><i>Please identify minimum requirements (education background, work experience, etc.) lecturer should have for successful implementation of the course.</i></p> <p>Lecturers must have bachelor degree in economy, finance or business.</p> <p>Lecturers must have practical work experience in business sector at least 2 years.</p> <p>Lecturers must have experience in leading training for adults for at least 2 years.</p> <p>Lecturers must have good presentation skills.</p>
<b>Language</b> Lithuanian	

<b>Prerequisites for (international) participants</b>  <i>Please identify minimum requirements (education background, work experience, etc.) participants should have for reaching the goal of the course.</i>  No requirements.	<b>Goal of the Module</b>  <i>Please describe the goal of the course.</i>  Main goal of the course – to improve entrepreneurship skills and gain new competences of self-employment for participants 50+.
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<b>Learning outcomes</b>	<b>Know-ledge</b>	<p style="text-align: center;"><i>Please describe the facts, information, practical and theoretical understanding participant will acquire after the course.</i></p> <p>After the course participants will know what is entrepreneurship, various forms of business, local taxation system for business, the importance of profit, business support organizations, methods how to create and maintain customers. Participants will get practical knowledge in planning business.</p>
	<b>Skills</b>	<p style="text-align: center;"><i>Please describe the ability and capacity participant will acquire through the theoretical learning and practical activities involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills).</i></p> <p>After the course participant will acquire communication, cooperation, analytical and professional skills: communicating with people, creative</p>

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	thinking, critical thinking, business management, decision making, expressing ideas, identifying problems and problem solving, multi-tasking, negotiating skills, team building, time management.
<b>Compe- tences</b>	<p><i>Please describe the competences participant will acquire after the course.</i></p> <p>After the course participants will acquire competences dealing with business: analytical, strategic, forward thinking, initiative, entrepreneurial and results orientation.</p>

### Verification of learning outcomes

*Please identify what the learner will know and be able to do by the end of the course.*

After the course learners will improve knowledge about entrepreneurship and get latest news about possible sources of funding in business. Learner will be able to: choose the right (most suitable) business form, estimate (count) tax costs, predict costs and needs, define market position, develop business idea, maintain customers.



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Module Details					
Main Topic and Subtopics	Theory Hours	Practical Hours	Detailed Working Plan	Training Methods	Evaluation Methods
<b>1. What is entrepreneurship?</b> The importance of profit.	1	1	Lecturer splits participants into the groups of 3, 4 or 5. Each group gets 10 cards to write any idea about entrepreneurship. After 5-15 minutes, groups are sending cards clockwise to the next group, which discuss and selects only 5 cards and sends clockwise again to the next group to discuss and select only 3 cards. Lecturer collects all selected cards from the groups and discuss with participants about the entrepreneurship visualizing collected cards on a board.	Brainstorming - visualization with cards, group work, discussion	Reflection
<b>2. Various forms of entrepreneurship</b> Part time, full time entrepreneurship. Company or self-employee.	1	1	Lecturer make a discussion with the participants about their experience being in a business or self-employed. Lecturer explains the differences about establishing a company or working as a self-employed, compares business	Discussion, lecture, individual work	Exercise

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Business forms similarities and differences, advantages and disadvantages.			forms of entrepreneurship and clarify similarities and differences, advantages and disadvantages.		
<b>3. Taxes</b> Local taxation rules and calculation methodology for the company and self-employee. Profit, income taxes, social insurance payments.	1	1	Lecturer explains the main taxation rules for the company and self-employee. Participants doing exercises with calculations of wage, profit or income taxes, social insurance payments.	Lecture, individual work	Exercise
<b>4. Marketing</b> Creating and maintaining customers (4/6 P's, market segmentation, promotion channels, advertising, customer service and pricing.)	2	2	Lecturer explains main marketing concepts, various forms of advertising. Participants have to split into the small groups and create advertisement from pictures in magazines or newspapers.	Lecture, teamwork	Presentation

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<p><b>5. Business support organizations</b> Possible sources of funding: 1. government support (state agencies, municipality); 2. credit institutions (banks, risk funds); 3. crowd funding</p>	2	0	Lecturer presents possible sources of funding.	Presentation	Discussion
<p><b>6. Business plan or business model for “start up”</b> 1. Business introduction (information about business, available and requiring resources, available and requiring funding). 2. Product or service (information about the product/service, partners, channels, price and sales price.) 3. Business cost structure (wage,</p>	1	3	Lecturer systematically explains business model or business plan template. Participants have to fill a business model or business plan template individually or working in a small groups. Lecturer can use sticky notes on board to create his own business model like an example for participants.	Individual work	Business plan presentation

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depreciation and amortization, other business expenses). 4. Profitability, forecast for sales, breaking point.					
<b>Total</b>	8	8			

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## Learning resources

*Please describe the learning resources needed for the course implementation.*

Board, computer, multimedia, paper, pens, sticky notes, magazines, newspapers, cards, calculators, business plan or model template.

## Educational literature

*Please identify the educational literature important for the course.*

Alexander Osterwalder – Business model canvas

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## 3 Module description

<p>Module</p> <p><b>ICT skills for self-employment</b></p>	<p>Duration</p> <p><b>12 ac. hours</b></p>
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<p><b>Target group</b></p> <p>50+, who are/ want to be self-employed entrepreneurs</p>	<p><b>Minimum Qualification for Lecturers</b></p> <p><i>Please identify minimum requirements (education background, work experience, etc.) lecturer should have for successful implementation of the course.</i></p> <p>Lecturers must have higher education.</p> <p>Lecturers must have practical work experience in the field of ICT and/ or entrepreneurship.</p> <p>Lecturers must have experience in leading training for adults.</p>
<p><b>Language</b></p> <p>Estonian</p>	

<p><b>Prerequisites for (international) participants</b></p> <p><i>Please identify minimum requirements (education background, work experience, etc.) participants should have for reaching the goal of the course.</i></p> <p>No requirements.</p>	<p><b>Goal of the Module</b></p> <p><i>Please describe the goal of the course.</i></p> <p>Main goal of the course – to provide the entrepreneur with the modern and systematic skills for working with computer.</p>
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<b>Learning outcomes</b>	<b>Know-ledge</b>	<p><i>Please describe the facts, information, practical and theoretical understanding participant will acquire after the course.</i></p> <p>After the course participants will know how to use the computer equipment and main programs useful for working environment and everyday life.</p>
	<b>Skills</b>	<p><i>Please describe the ability and capacity participant will acquire through the theoretical learning and practical activities involving ideas (cognitive skills), things (technical skills), and/or people (interpersonal skills).</i></p> <p>After the course participant will be able to use the computer in working environment and everyday life: compiles and manages text documents, letters and files, is able to use search engines and applications useful for entrepreneur, is aware of the basics of secure usage of Internet, uses e-mail and other means of communication and services of the portal eesti.ee, is able to use text and spreadsheet programs from the aspect of entrepreneurship, knows the possible ways of using social media and webpages to evolve the entrepreneurship.</p>

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	<b>Compe- tences</b>	<p><i>Please describe the competences participant will acquire after the course.</i></p> <p>After the course participants will acquire competences dealing with ICT and business: Networking, communication, presentation skills, problem solving, ICT using skills.</p>
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Module Details					
Main Topic and Subtopics	Theory Hours	Practical Hours	Detailed Working Plan	Training Methods	Evaluation Methods
<b>1. Management files, folders and cloud services</b>	0,5	0,5	Lecturer explains , how to use and create homepages for supporting business. Practical work, how to use files, folders and cloud services.	Lecture, individual practical work	Exercise
<b>2. How to use and manage e-mail</b>	0,5	0,5	Lecturer explains , how to use and manage e-mail. Practical work, how to set up e-mail account and send e-mails.	Lecture, individual practical work	Exercise
<b>3. Search engines and useful applications</b>	0,5	0,5	Lecturer explains, how to use search engines and gives useful tips for applications. Practical work, how to use search engines: information searching.	Lecture, individual practical work	Exercise
<b>4. E-government services for entrepreneur, use of an ID card, digital signature</b>	0,5	0,5	Lecturer explains, how to use E-government services and ID-card. Practical work, how to sign the documents with ID card and how to set up digital containers.	Lecture, individual practical work	Exercise
<b>5. Practical operations in text and spreadsheet programs for entrepreneurs</b>	1	5	Lecturer explains, how use the text and spreadsheets programs. Practical work, how to compile the quotation and calculation of the product.	Lecture, individual practical work	Exercise



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<b>6. Social media and homepages for supporting business</b>	0,5	0,5	Lecturer explains main concepts and possibilities, how to use and create homepages for supporting business.	Lecture, individual practical work.	Exercise
<b>7. Secure Internet usage, beware viruses</b>	0,5	0,5	Lecturer explains main secure internet usage and beware viruses concepts.	Lecture, individual practical work.	Exercise
<b>Total</b>	4	8			

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## Learning resources

*Please describe the learning resources needed for the course implementation.*

The rooms with modern equipment and supportive of learning process and ensured: necessary technology and computers are provided; it is possible to rearrange the room according the needs; enough space and possibilities to organise group and pair work.