

Newsletter

Issue 2 | November 2021

S.Ma.R.T addresses the challenge to form market intermediaries in the agri-food sector able to properly operate in global markets. It develops a 20 ECTS credit course for Sales management in Agri-food sector based on a balanced mixture of classroom, e-learning, game-based learning and WBL.

S.Ma.R.T started its work on the curricula with a need analysis, which consisted in a secondary research to better substantiate all the different issues and aspects of the topic and define more specifically the focus of all single sections of the new curriculum.

In parallel, a field analysis was carried out organising series of focus groups with SMEs representatives and students to identify the skills needs. Both reports are available at the project web: <https://smarteuproject.eu/>.

FACTS AND FIGURES

Realised Tasks:

- Need Analysis,
- Field Analysis,
- Outline of the New Curriculum of Sales Management in the Agrifood Sector.

Results:

“Analysis for the International Sales Management Profile”

“Cross Curricula Analysis”.

Both activities allowed to outline the content, structure and model of the new curriculum aimed to provide young students with an integrated set of high skills of economic, business, and commercial skills, leadership and communicational and relational competencies to support agri-food SMEs to enter, remain and develop in international business circuits.

Curriculum Development

The new curriculum has been designed by defining:

- ✓ the heritage of know-how to be learnt by the students, related to the skills and competencies taken as the outcomes of the teaching programme.
- ✓ the training credits in line with ECTS principles.
- ✓ the learning process and the relative steps to be taken to achieve the results foreseen (learning outcomes).
- ✓ the macro training contents of the individual steps, i.e. the single or multidisciplinary thematic themes being taught, in order to achieve the learning outcomes in line with the expected learning outcomes at the end of the training programme.

- ✓ the methods and criteria to verify, evaluate and control learning levels achieved by students at the end of the training course.

All partners (HEIs, chambers and business representatives) have validated the new curriculum during transnational and virtual meetings and meetings.

S.Ma.R.T offers to HEIs an innovative and updated curriculum in International Sales Management in the Agri-food Sector. This curriculum is can be embedded in master degrees or in life-long learning programmes and vocational education.

SMaRT 20 ECTS curriculum

Intellectual output	Structure	ECT	Dimensions
#1	Module 1. International sales management and export	3	Cognitive (learning by thinking)
	Module 2. Personal selling	3	
	Module 3. Understanding the economics of agri-food sector	3	
#2	PlaS Game	6	Behavioral (learning by acting)
#3	SMEs check up model	5	Operational (learning by doing)

Online Learning Seminar

The new curriculum needs a new methodological paradigm. Thus, the learning process is based on innovative, blended, interactive, game-based, flexible methods and forms that are adaptable to individuals' needs.

Around 20 persons from all partner organisation assist each of the 5 sessions of the learning activities

Digital integration in learning help students access to a plurality of Open Education Resources in the form of interactive video pills and game-based learning forms. These will be freely accessed online for at least two years after the project end.

To prepare the digital integration in form of interactive video pills and PlaS-play, S.Ma.R.T organised a online learning workshop from 17/06/ to the 18/06 and 21/06 to 23/06/2021. in which members of all project partners participate.

Next Steps

Development of Interactive educational videos

Open Educational Resources play an important role in the learning process of Units 1 and 2 of modules 1 to 3.

S.M.a.R.T develops 6 interactive video training pills.

Between 15 and 19 persons from all partner organisation assist each of the 5 sessions of the learning activities focused on:

- on instructional design (1 day)
- game based learning (1 day), and
- innovative teaching model to create contents (3days),

The second day the expert and consultant Dr. Carlo Cuomo introduced to 'gamification and learning videogame'.

This online mobility activity enabled the assistants to:

- ✓ Define, build and deliver a learning path of high skills and international sales assessment/management behaviours that use interactive and game-based teaching
- ✓ Apply new techniques and technologies to support learning processes to create and nurture OERs using instructional design skills.

In the next project stage, interactive videos are created allowing the learner:

- ✓ to access in-depth information recalled by the presenter in the video to cover the other aspects not included in the OER.
- ✓ to interrupt temporarily the episode
- ✓ to access the different training contents provided.
- ✓ to access online to further investigation material.

Guest speakers in the (virtual) classroom

S.M.a.R.T will use guest speaker as a learning activity.

Environmental changes bring new opportunities for companies' development, but also, at the same time, they mean threats.

PlaS Games

PlaS Games are video games that include content, practical to put knowledge into practice, and a story, a narrative that ties together the course theory and practical elements of the game. In that sense, PlaS Games are experiential learning.

Project Meetings

In September 2021, the project held its third meeting, at which the state of the art of the Open Education Resources development was discussed and future steps scheduled so that the development

Monitoring, researching and predicting the development of environment has become increasingly difficult.

It demands new set of skills. To develop this skills and competencies. In the 2nd project year, S.M.a.R.T. will select guest speakers to introduce their experience in the classroom.

S.M.a.R.T will develop 6 interactive PlaS Games, two games per module.

Games stimulate direct participation in a recursive activation, verification and feedback process to train skills and evaluate the achievement, S.M.a.R.T. will develop PlaS games.

of the game-based learning forms could be tested in Spring 2022.

To plan the testing. the fourth project meeting is scheduled as f2f in February 2022 in Poznan, Poland

Interested in S.Ma.R.T?

Contact us by email at

contact@smarteuproject.eu

or subscribe to our newsletter at our project website:

<https://smarteuproject.eu/>

You will be the first one to be informed about our results and will be invited to participate in our activities!

You also can send us an informal request letter to join us as associate partner participating to put in practice the curriculum

Consortium



S.Ma.R.T. | Sales Management and Relationships for Trade

2020-1-ES01-KA203-082116

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This project has been funded with support from the European Commission. The publications reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
 Erasmus+ Programme
 of the European Union