



SMaRT Training Experience Open Call

SMaRT Open Call

SMaRT -Sales Management and Relationships for Trade- is an EU project that addresses the challenge to form market intermediaries in the agri-food sector able to properly operate in global markets.

SMaRT has developed a 20 ECTS credit course based on a balanced mix of classroom, e-game-based learning and work-based learning methodologies.

This online curriculum aims to provide an integrated set of high skills of economic-business, technical-commercial, communicational-relational nature to support agri-food SMEs to enter, remain and develop in international business circuits.

You are invited to participate for free in testing SMaRT innovative curriculum.



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Is this Call for you?

This call for participation is opened for:

- ✓ any European University student who can prove citizenship in any European country;
- ✓ students of Bachelor and Master programmes.
- ✓ Students enroll into economics, finance, marketing, international relations, agricultural science, food and beverage management programs at any European University.

What does SMaRT offer you?

SMaRT offers a 20 ECTs innovative and updated curriculum in International Sales Management in the Agri-food Sector.

SMaRT curriculum is a technology-enhanced learning process based on learning by thinking, learning by actin and learning by doing.

SMaRT 20 ECTs curriculum

| Learning methodology | Course structure | ECT | Learning methodology in practice |
|-----------------------|---|-----|---|
| Cognitive learning | Module 1. Personal selling | 3 | Open educational Resources are developed in the form of interactive, video training pills, combining entertainment and learning. OER will help you to acquire new knowledge in the field of SMaRT curriculum. |
| | Module 2. International sales management/export | 3 | |
| | Module 3. Understanding the economics of agri-food sector | 3 | |
| Behavioural learning | PlaS Game | 6 | Through six interactive video games, you will self-assess your own level of adoption of SMaRT curriculum target skills. |
| Experiential learning | SMEs check-up | 5 | Through the SME check-up methodology, you will collaborate with a Chamber of Commerce and an SME agri-food company to examine its commercial performance. You will have the opportunity to share your analysis with the company and to submit your ideas for better positioning of its products. |

Don't miss these dates!

SMaRT curriculum testing lasts from 1st March to 20th May.

The most important dates are:

Registration: Opened from now to 27th February

Access to the online materials: From 1st March to 20th May.

Throughout this period, you could work at your own pace

All learning materials will be available through the project web page: <https://smarteuproject.eu/>

Undertake company check-ups: From 1st April¹ to 20th May

Here, you will need to coordinate with business professionals using online tools.

What will you gain by participating?

By participating in this training experience you will gain valuable new knowledge to be used for the strategic development of SMEs in the agri-food sector.

Of course, at the end of the training experience you will receive an attendance certificate.

To participate fill out this online questionnaire: <https://ja.cat/7sYeC>

You will be informed about selection results in 7 days after the call is closed.

¹ Starting date may change depending on company availability.

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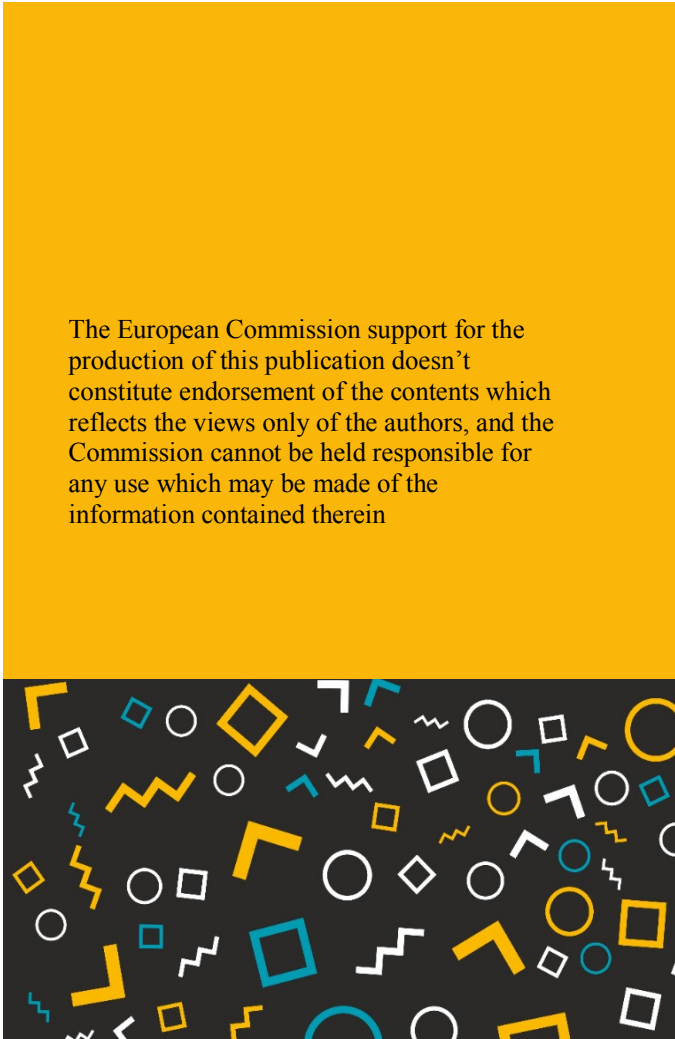
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