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THE USE OF INFORMATION, COMMUNICATION AND DIGITAL TECHNOLOGIES IN THE EDUCATIONAL PROCESS

Facilitator Training for Virtual Business Hubs (VEHUB4YOU)

Program of consultations, trainings, materials for facilitators

2023



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PROGRAM OF CONSULTATIONS, TRAININGS, MATERIALS FOR FACILITATORS

Program of consultations, trainings, materials for facilitators is based on the Regulations for the training of facilitators and trainers of virtual digital business hubs “Innovations in Business Education and International Virtual Exchange Technologies” (approved in March 2023) and is an adapted working version that meets local needs and takes into account the regional aspect of creating business hubs in Ukraine and Azerbaijan.

1. **The purpose of this Program of consultations, trainings, materials for facilitators** is to systematically improve the professional competencies of teachers in the context of digitalization of the educational process and integration of European standards into teaching practice.

This **Program of consultations, trainings, materials for facilitators** is aimed at:

- Developing a deep understanding of digital technologies and their effective application in the educational process;
- Developing practical skills in using modern digital tools and platforms to create interactive and high-quality educational content;
- Familiarization with European standards of educational quality and their adaptation to the Ukrainian and Azerbaijani educational context;
- Development of competencies necessary for the successful implementation of the European development vector in educational institutions.
- This program is designed to raise the qualifications of teaching staff to a new, European level, in accordance with modern, digital standards.

Actuality. The proposed training curriculum is a strategically important tool for ensuring the effective transfer of research and development to the business environment and stimulating the development of academic entrepreneurship, which is a key element in the formation of the university's innovation ecosystem in the context of the VEHUB4YOU project. In the context of increasing global competition, increasing the competitiveness of educational and scientific potential, as well as integration into the international information, scientific and educational space, are becoming integral components of the successful development of the university.

The training curriculum is based on the principles of continuous professional development and aims to increase the level of competence of educators who will act as facilitators within the VEHUB4YOU project, promoting effective interaction between the academic and business environment.

Program of consultations, trainings, materials for facilitators focus areas: This comprehensive curriculum is strategically designed to cultivate a robust set of professional competencies, integrate cutting-edge information and communication technologies (ICT) into contemporary educational practices, and align graduate skill sets with the evolving demands of the European Union's business landscape.

Main objectives of the Program of consultations, trainings, materials for facilitators:

The curriculum is designed to comprehensively develop the professional and general competencies of teachers, taking into account current trends in education, compliance with regulatory requirements and the needs of civil society in Ukraine and Azerbaijan, as well as in the context of integration into the European educational space.



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The strategic goals of the program include:

Systematic professional development of pedagogical staff:

Formation and development of general and professional competencies that meet the modern requirements of the educational process and the labor market.

Ensuring that the acquired competencies are in line with national and European education quality standards.

Integration of digital technologies into the educational process:

Mastering the skills and techniques of effective use of virtual learning environments and platforms for organizing distance learning and international academic exchanges.

Development of digital and software skills of teachers to create interactive learning content and use modern ICT tools.

International academic cooperation and integration:

Strengthening ties with educational institutions in the European Union to exchange experience and implement joint educational projects.

Integration of educational and scientific potential into the European business environment to promote knowledge and technology transfer.

BENEFITS OF PARTICIPATION IN THE PROGRAM OF CONSULTATIONS, TRAININGS, MATERIALS FOR FACILITATORS

Participation in the International Youth Virtual Mobility Project provides benefits to all groups of participants (facilitators, teachers, lecturers, students, pupils) and has expected consequences at the international, national, regional and local levels.

For facilitators, participation in the Professional Development Programme for Educators (training of facilitators and trainers of virtual digital business hubs) **provides the following benefits:**

- free online training for school teachers, college and university professors at universities in Italy and Latvia, participation in international trainings, conferences, workshops, seminars, roundtables with international certificates;
- improving the professional competences of participants, in particular, developing critical thinking and forming entrepreneurial skills, including in the educational sphere;
- mastering modern digital educational technologies and their implementation in the educational process;
- improvement of language competence (raising the level of foreign language knowledge);
- developing skills in facilitating international discussions and debates;
- development of participants' competences of the XXI century, in particular, communication skills in the international educational environment;
- expanding professional contacts of the Programme participants;
- access to the infrastructure of international partners (library, databases, etc.), the possibility of joint research and participation in new international projects;
- improving the portfolio of facilitators and the personal image of teachers and lecturers as "leaders" of modern educational technologies;
- Improving the rating, efficiency and image of educational institutions in the educational environment, including the international one;
- obtaining an international certificate of professional development (180 hours, 6 credits).

Competences to be acquired/improved:

managerial competences: prognostic, organisational, evaluative and analytical;

professional competences: regulatory, legal, emotional and ethical, inclusive, health, innovative, information and digital;

general competences: civic, social, cultural, cognitive and entrepreneurial



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Description of the learning outcomes achieved:

Mastering approaches to educational management based on innovative educational technologies; skills of virtual exchange; mastering the skills of building a team atmosphere of support and cooperation; ability to apply soft skills to form, develop and manage an international project team and build virtual exchanges focused on the development of each student; ability to focus on quick decisions and a balanced approach to assessing possible risks in virtual exchanges; ability to balance between the correct allocation of resources, time and the chosen method of work; ability to quickly adapt and master the situation.

Target participants of the programme:

- school teachers;
- teachers of educational institutions;
- employees of youth and public organisations.

1. Training Duration: 6 credits 180 hours, term of study: February - June 2024, final conference and awarding of certificates - September 2024.

2. Training Composition:

February 2024

Day 1: Introduction

Conducting an introductory survey.

Introduction to the VEHUB4YOU project and Erasmus+ program goals. Speakers: project coordinator from Ukraine Olshanska Olexandra, members of the KNUTD working group Vartanova Olena, Tsalko Tetiana

Day 2: Overview of partner universities.

Overview of partner universities.

Introduction to the European educational system and the organization of the educational process on the example of the University of Foggia and the University of Riseba. - Speakers from Italy and Latvia

Study of modern practices of virtual exchange.

Introduction to virtual exchange activities and VEHUB4YOU educational courses at universities in Italy and Latvia.

Workshop on opening and organizing virtual business hubs. Consultations.

March 2024

Day 1: Theoretical Preparation

Research of modern tools of online education: digital platform of the University of Riseba, Latvia, of the University of Foggia online educational environment.

Virtual tour to the Foggia University Business School (synchronous mobility).

Virtual tour to the Business School of the University of Riseba, Latvia - Speakers from Latvia and Italy.

The role of facilitation in education for successful virtual exchange.

Individual study of topics, recommended literature and information provided on virtual exchanges with partners from Italy and Latvia.

Day 2:

Training The role of communications and communication management for a successful business environment.

Training Features and trends in marketing.



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Speakers: members of the KNUTD working group Vartanova Olena, Ievseitseva Olena.

April 2024

Day 1:

Training Peculiarities of the business environment in Ukraine and Azerbaijan.

Training Digitalization of education: problems and prospects.

Day 2: Familiarization with online business courses of the University of Foggia and the University of Riseba (synchronous mobility).

Practical application of virtual exchange

Identification of partner schools (Ukraine-Azerbaijan) and appointment of national mentors from Ukrainian and Azerbaijani universities.

Assignment of mentors from Italy and Latvia to schools.

May 2024

Day 1.

Group work in mini-teams consisting of two partner schools (Ukraine-Azerbaijan) to explore the possibilities of virtual exchange in the field of business education.

Developing a virtual exchange plan and discussing it with mentors.

Drawing up a plan for consultations with mentors for the period of preparation of personal projects for June-September 2024

Day 2: Development of virtual youth business hubs

Summarizing the theoretical training and receiving feedback from participants in each participating country.

Discussion of mechanisms for creating virtual business hubs in schools and model regulations for virtual youth business hubs.

Topic 3: Workshop on opening and organizing virtual business hubs. Consultations.

Planning joint activities between schools (virtual business hubs) for the next 2 years. Strategies for integrating VEHUB4YOU business courses into the educational process.

June 2024

Experimental phase:

Day 1 Presentation of plans for the development of virtual business hubs and virtual exchange events between partner schools (10 minutes each).

Implementation of virtual exchanges between partner schools with the participation of student groups.

Day 2

Familiarization with the information channels of VEHUB4YOU.

Inclusion of partner schools in the international VEHUB4YOU network. Discussion of joint activities within the VEHUB4YOU network.

Integration into the international network of virtual youth business hubs VEHUB4YOU

September 2024

Final conference

Analyzing the results and collecting feedback from participants.

Completion of the training, collection of feedback and discussion.

Presentation of facilitator certificates.



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Schedule of consultations and trainings for facilitators

Month	Event
April	KNUTD - mentors' availability Monday, April 8, 11:00 am - 1:00 pm
	RISEBA - mentors' availability Tuesday, April 9, 2:00 - 4:00 pm
	Professional Qualification Enhancement Program KNUTD Tuesday, April 9, 3:45 - 4:45 pm
	UniFG - mentors' availability Wednesday, April 10, 3:00 - 5:00 pm
	RISEBA - mentors' availability Thursday, April 11, 2:00 - 4:00 pm
	UniFG - mentors' availability Friday, April 12, 3:00 - 5:00 pm
	UniFG - mentors' availability Monday, April 15, 3:00 - 5:00 pm
	RISEBA - mentors' availability Tuesday, April 16, 2:00 - 4:00 pm
	KNUTD - mentors' availability Wednesday, April 17, 11:00 am - 1:00 pm
	RISEBA - mentors' availability Thursday, April 18, 2:00 - 4:00 pm
	UniFG - mentors' availability Friday, April 19, 3:00 - 5:00 pm
	B&B Hotels Switzerland- Tomas Strela - meeting with successful entrepreneur Monday, April 22, 10:30 - 11:30 am
	UniFG - mentors' availability Monday, April 22, 3:00 - 5:00 pm
	RISEBA - mentors' availability Tuesday, April 23, 2:00 - 4:00 pm
	UniFG - mentors' availability Wednesday, April 24, 3:00 - 5:00 pm
	Professional Qualification Enhancement Program KNUTD Wednesday, April 24, 4:00 - 5:00 pm
	RISEBA - mentors' availability Thursday, April 25, 2:00 - 4:00 pm
	KNUTD - mentors' availability Friday, April 26, 11:00 am - 1:00 pm
	UniFG - mentors' availability Monday, April 29, 3:00 - 5:00 pm
	RISEBA - mentors' availability Tuesday, April 30, 2:00 - 4:00 pm
MAY 2024	KNUTD - mentors' availability Wednesday, May 1, 11:00 am - 1:00 pm
	RISEBA - mentors' availability Thursday, May 2, 2:00 - 4:00 pm
	UniFG - mentors' availability Friday, May 3, 3:00 - 5:00 pm
	UniFG - mentors' availability Monday, May 6, 3:00 - 5:00 pm



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	RISEBA - mentors' availability Tuesday, May 7, 2:00 - 4:00 pm
	Professional Qualification Enhancement Program KNUTD Tuesday, May 7, 4:00 - 5:00 pm
	KNUTD - mentors' availability Wednesday, May 8, 11:00 am - 1:00 pm
	RISEBA - mentors' availability Thursday, May 9, 2:00 - 4:00 pm
	UniFG - mentors' availability Friday, May 10, 3:00 - 5:00 pm
	UniFG - mentors' availability Monday, May 13, 3:00 - 5:00 pm
	RISEBA - mentors' availability Tuesday, May 14, 2:00 - 4:00 pm
	KNUTD - mentors' availability Wednesday, May 15, 11:00 am - 1:00 pm
	RISEBA - mentors' availability Thursday, May 16, 2:00 - 4:00 pm
	UniFG - mentors' availability Thursday, May 16, 3:00 - 5:00 pm
	KNUTD - mentors' availability Friday, May 17, 11:00 am - 1:00 pm
	UniFG - mentors' availability Monday, May 20, 3:00 - 5:00 pm
	RISEBA - mentors' availability Tuesday, May 21, 2:00 - 4:00 pm
	Crypto Finance Group - Tomasz Hajduk - meeting with successful entrepreneur Wednesday, May 22, 12:00 - 1:00 pm
	UniFG - mentors' availability Wednesday, May 22, 3:00 - 5:00 pm
	RISEBA - mentors' availability Thursday, May 23, 2:00 - 4:00 pm KNUTD - mentors' availability Friday, May 24, 11:00 am - 1:00 pm
	UniFG - mentors' availability Monday, May 27, 3:00 - 5:00 pm
	RISEBA - mentors' availability Tuesday, May 28, 2:00 - 4:00 pm



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	Professional Qualification Enhancement Program KNUTD Tuesday, May 28. 4:00 - 5:00 pm
	KNUTD - mentors' availability Wednesday, May 29, 11:00 am - 1:00 pm
	RISEBA - mentors' availability Thursday, May 30, 2:00 - 4:00 pm
	UnirG – mentors' availability Friday, May 31, 3:00 - 5:00 pm
June 2024	KNUTD - mentors' availability Wednesday, June 5, 11:00 am - 1:00 pm
	Professional Qualification Enhancement Program KNUTD Tuesday, June 11, 4:00 - 5:00 pm
	KNUTD - mentors' availability Wednesday, June 12, 11:00 am - 1:00 pm
	IBM Sofiane Azizi - meeting with successful entrepreneur Friday, June 14. 6:00 - 7:00 pm
	KNUTD - mentors' availability Wednesday, June 19, 11:00 am - 1:00 pm
	KNUTD - mentors' availability Wednesday, June 26, 11:00 am - 1:00 pm

Tasks for facilitators:

Task 1. Familiarize yourself with the proposed forms of virtual exchange for the established business hubs. Choose 7 or more forms (see Annex 1) that can be used in the work of future youth business hubs to the maximum extent possible, propose their specific topics and real opportunities for virtual exchange in the selected forms (identify potential partners).

Send answers in the table:

Form of virtual exchange	Topics of the event	Potential partners (specific educational institutions with which it is planned to carry out the exchange)	Expected results in terms of knowledge and competencies of participants

Answers should be sent to vehub4you2024@gmail.com by April 26, 2024, indicating the name of the participant of the Professional Development Program, place of work, position.

Task 2.

1. Develop a name for your virtual Business Hub. The result of the task will be a text file with the name of the Business Hub and a brief justification of the chosen name.

2. Develop an announcement about the creation of a virtual Business Hub based on your educational institution. The result of this task will be a link to information on the website of the educational institution about the opening of a virtual youth business hub and its accession to the International Network VEHUB4YOU.



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3.

4. Create a page of your international virtual Business Hub in any social media and publish the news. The result of the task is a link to the page of the created youth Business Hub in social networks and the publication of at least one news on this page.

5. Involve at least 30 participants (pupils, students) in the virtual Business Hub. The result of the task will be a list of participants who will then become members of the International Network of Business Hubs and receive certificates of completion of training/internship under your guidance. The certificates will also be of an international standard (in the fall of 2024).

6. Record video examples of virtual exchanges conducted during the VEHUB4YOU project. The result will be a file with a video example or a link to your Hub's social media page with the posted video materials.

The deadline for completing the task is June 30, 2024.

3. Methodology:

Phase 1: Introduction:

Objective: Introduce participants to the VEHUB4YOU project and establish a common understanding of its goals and objectives.

Methods: Presentations, discussions, introductory activities.

Actions: Participants will familiarize themselves with key aspects of the project, learn about partner universities, and current events.

Phase 2: Theoretical Preparation:

Objective: Build a theoretical foundation for understanding the role of international virtual exchange in education and facilitate this process.

Methods: Lectures, group discussions, case studies, literature review.

Actions: Participants will grasp the concepts of virtual exchange, its types, objectives, and the role of facilitation in educational processes.

Phase 3: Practical Application:

Objective: Develop practical skills for conducting virtual exchanges and creating business hubs.

Methods: Role-playing, practical exercises, group work.

Actions: Participants will form teams, select partner schools, develop virtual exchange plans, and discuss them with mentors.



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Experimental Phase:

Objective: Implement virtual exchanges and analyze their results.

Methods: Conducting virtual exchanges between schools, collecting feedback, data analysis.

Actions: Participants will conduct virtual exchanges, gather data, and analyze it in the context of participant feedback.

Phase 4: Development of Business Hubs:

Objective: Develop strategies for establishing and growing virtual business hubs in schools.

Methods: Group discussions, plan development, best practices analysis.

Actions: Participants will analyze the results of virtual exchange, discuss mechanisms for creating business hubs, and develop strategies for integrating VEHUB4YOU business courses.

Phase 5: Integration into the International Network:

Objective: Integrate created business hubs and virtual exchanges into the VEHUB4YOU international community.

Methods: Presentations, discussions, joining the international network.

Actions: Participants will present their plans and achievements, join the international network, and discuss future joint events.

The training methodology combines theoretical knowledge and practical activities, providing participants with the understanding, skills, and experience required for successful innovation integration in the learning process through international virtual exchange and the development of business hubs.

4. Communication and Feedback:

Zoom will be used for lectures, meetings, and webinars.

Instagram and Telegram Channel for information exchange and updates. Educational materials will be available on Google Classroom.

Surveys created with Google Forms for feedback collection and assessment.

Mentor schedules provided for participant guidance and consultations.



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7. Actions:

Regular webinars and updates via Zoom, Instagram, and Telegram Channel.

Maintaining up-to-date educational materials on Google Classroom.

Organization of surveys for feedback collection and assessment.

Participants can communicate with mentors according to the provided schedule.

These specific tools and platforms will facilitate effective communication and feedback between participants and organizers, as well as provide easy access to educational materials and mentor support.

8. Participants of one cohort:

Total of 250 participants, including 150 facilitators from Ukraine, 10 KNUTD ambassadors, 90 facilitators from Azerbaijan, 10 mentors from MSU, UF, and RiSeba.

Students involved in virtual exchange:

Between 1500 to 2500 students from each of the partner schools, colleges and universities will be involved in the virtual exchange process.

9. Interaction Organization:

To facilitate communication and coordination with such a large number of participants, the following methods will be used:

Instagram and Telegram for facilitators, ambassadors, students, and mentors.

Development of a clear schedule of webinars and meetings that takes into account participants' different time zones.

Use of Google Classroom for convenient access to educational materials and assignments.

Regular reports and updates through social media and the Telegram Channel.

Feedback and support through KNUTD, MSU, UF, and RiSeba mentors.

Monitoring student participation in virtual exchange and ensuring access to necessary resources.

10. Assessment and Progress Measurement:

To assess the success of virtual exchange and student participation, a feedback collection and effectiveness assessment system will be used, including surveys in Google Forms and regular reports from students and facilitators.

11. References:

European Commission Publications:



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4. "What is Virtual Exchange?" Evolve. [Learn more](#)
5. "Digital Europe Programme's Multiannual Work Programme for 2023 - 2024 - Main," European Commission, 2023. [Access here](#)
6. Helm, F., & van der Velden, B. (2019). Erasmus+ Virtual Exchange: 2018 Impact Report (Report No. EC-02-19-388-EN-N). European Union.

Additional European Commission Initiatives:

6. "The European Quantum Communication Infrastructure (EuroQCI) Initiative," Shaping Europe's Digital Future. [Visit here](#)
7. "Space: EU Initiatives for a Satellite-based Connectivity System and an EU Approach on Management of Space Traffic." [Explore here](#)
8. "Europe's Digital Decade: Digital Targets for 2030." [Read more](#)
9. "Proposal for a Decision Establishing the 2030 Policy Programme 'Path to the Digital Decade'." [Access the proposal](#)

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Welcome Message:

Dear Participants,

Welcome to the "Innovation Integration in the Learning Process: International Virtual Exchange" training! We are delighted to welcome you to this unique educational journey aimed at enhancing your skills as facilitators of virtual business hubs within the Erasmus+ VEHUB4YOU project. This training represents a crucial step in your professional development and integration into the global education community. Over the course of three weeks, we will explore and practice essential skills required for successful organization of virtual exchanges and the creation of business hubs within your educational environment.

We live in a time of rapid technological advancement and globalization, and education is no exception. International virtual exchange is becoming an increasingly significant tool, allowing students from all over the world to share knowledge, experiences, and ideas. This opens new horizons in education, and we invite you to be active participants in this transformation.

Behind this training lies not only the development of your professional skills but also the commitment to create a more open, interconnected, and innovative educational space. Together, we will explore how international virtual exchange can inspire students and prepare them for a future full of challenges and opportunities.

We are confident that this training will be a source of knowledge, skills, and inspiration for you. Let us make it a successful and productive experience together.

Kind regards,

VEHUB4YOU team