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

Facilitator Training for Virtual Business Hubs (VEHUB4YOU)

**Regulations on advanced training of leaders of
hubs and facilitators, taking into account local
requirements**

2024



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PROFESSIONAL DEVELOPMENT PROGRAM

"The use of information, communication and digital technologies in the educational process" - training for facilitators of virtual business hubs (VEHUB4YOU)

The program is based on the training of facilitators and trainers of virtual digital business hubs "Innovation 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 goal of the programme is to improve the competencies of teachers in digitalisation and the European vector of development.

Actuality. The Professional Development Programme ('Programme') is aimed at ensuring the high efficiency of scientific developments, their transfer to the business environment, as well as the development of academic entrepreneurship as an important component in the formation of the University's entrepreneurial innovation ecosystem.

In today's environment, it is important to increase the competitiveness of educational and scientific potential at the international level, and to ensure integration into the international information, scientific and educational space.

The programme is based on the principles of ensuring continuous professional development and raising the level of professional competence of educators.

Programme focus areas: development of professional competences, use of modern information and communication technologies in the educational process, EU business requirements for the competences of higher education students.

Main objectives of the Programme:

- development of general and professional competences, taking into account the main directions in the field of education, regulatory requirements and demands of civil society both in Ukraine and Azerbaijan and in the EU;
- mastering the skills and techniques of virtual learning and exchanges;
- promoting the development of digital and software skills of teachers;
- strengthening of relations with EU educational institutions;
- integration of educational and scientific potential into the EU business environment.

The educational and methodological support of the Programme includes interactive lectures, webinars, training sessions, working meetings, independent work of applicants using the recommended literature, materials, digital educational technologies, tools, and distance education opportunities (video lectures, chats, online exercises, presentations, etc.).

BENEFITS OF PARTICIPATION IN THE PROGRAMME

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;



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- 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

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.

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



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3. Training Composition:

February 2024

Day 1: Introduction

Conducting an introductory survey.

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

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 RISEBA University of Applied Sciences - 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.

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

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 RISEBA University of Applied Sciences (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.



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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.

4. 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.



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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.

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.



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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.

5. 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.

6. 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.

7. Participants of one cohort:

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

8. 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.



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Regular reports and updates through social media and the Telegram Channel. Feedback and support through KNUTD, MSU, UNIFG and RISEBA mentors.

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

9. 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.

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2. "Reflection Paper towards a Sustainable Europe by 2030," European Commission, 2019. [Read here](#)
3. "Virtual Exchanges in Higher Education and Youth," European Commission. [Explore here](#)
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](#)
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