

ISSA e-learning MANUAL



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1 Introduction

This is the first version of ISSA e-learning manual.

2 Installation and setup

2.1 Requirements

The only thing you need to use ISSA e-learning platform is internet connection

2.2 Account creation

You need to have an account to use the ISSA e-learning platform.

Step 1: Go to ISSA e-learning platform website. The link is:

<http://www.cs.ucy.ac.cy/projects/issaplatform/moodle/>

Step 2: Click on “Log in” at the top right corner of the site ([Image 1](#)).

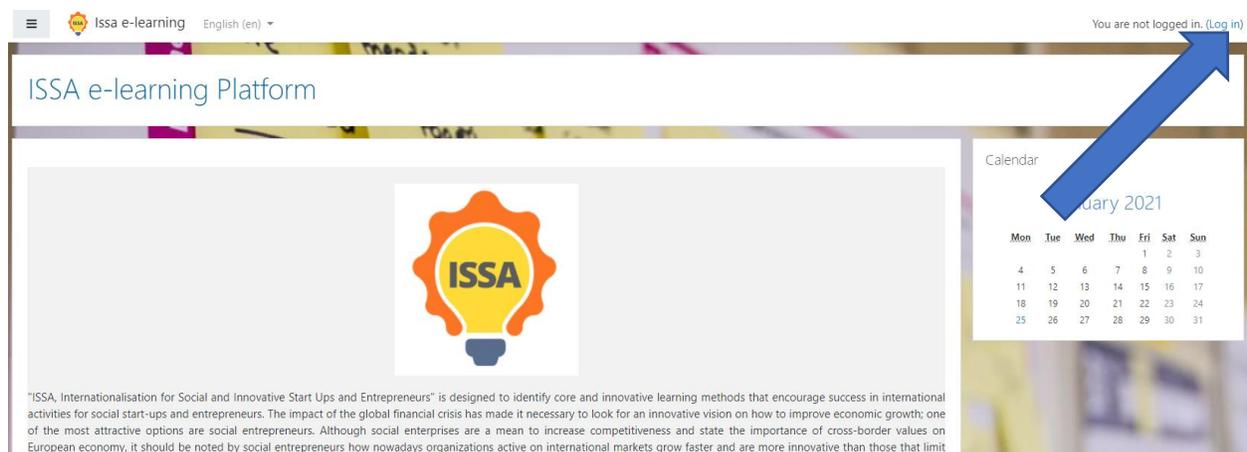


Image 1: Log in to ISSA e-learning platform.

Step 3: Click on “Create new account” button ([Image 2](#)).

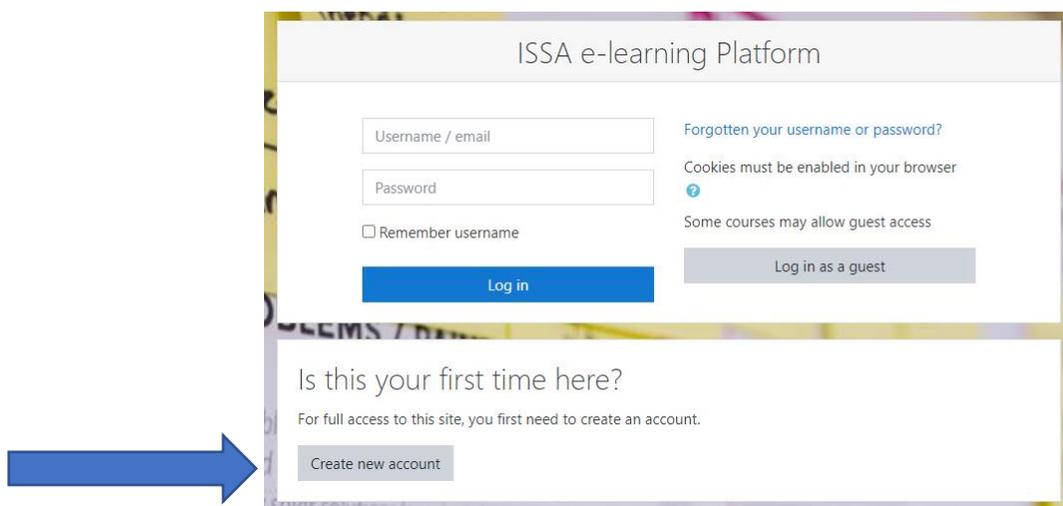


Image 2: “Create new Account” button.

Step 4: You need to fill some fields to create your account as the image shown below ([Image 3](#)). Note that there are required fields in this form marked with red exclamation mark. The password must have at least 8 characters, at least 1 digit(s), at least 1 lower case letter(s), at least 1 upper case letter(s), at least 1 non-alphanumeric character(s) such as *, -, or #. When you fill the fields click on “Create new account” button.

New account

▼ Collapse all

▼ Choose your username and password

Username 

The password must have at least 8 characters, at least 1 digit(s), at least 1 lower case letter(s), at least 1 upper case letter(s), at least 1 non-alphanumeric character(s) such as *, -, or #

Password 

▼ More details

Email address 

Email (again) 

First name 

Surname 

City/town

Country



There are required fields in this form marked  .

Image 3: Create Account fields and “Create my new account” button.

Step 5: An email should have been sent to your address. Then click on “Continue” button ([Image 4](#)).

ISSA e-learning Platform

Home / Confirm your account

An email should have been sent to your address at
It contains easy instructions to complete your registration.
If you continue to have difficulty, contact the site administrator.



Image 4: “Continue” button for email confirmation.

Step 6: Go to your email account and you will see an email with title “ISSA e-learning Platform: account confirmation” as the image shown below ([Image 5](#)). To confirm your account, go to the address that the email has.

ISSA e-learning Platform: account confirmation

Μετάφραση μηνύματος στα: Ελληνικά | Να μην γίνεται ποτέ μετάφραση από τα: Αγγλικά



Manios Kyriakou (via Issa e-learning) manios.kyriakou@ucy.ac.cy

Πέμ 28/1/2021 11:56 π.μ.

Προς: Manios Kyriakou

Hi Manios Kyriakou,

A new account has been requested at 'ISSA e-learning Platform' using your email address.

To confirm your new account, please go to this web address:

<http://www.cs.ucy.ac.cy/projects/issaplatform/moodle/login/confirm.php?data=v88eZ8OYTEY7Xni/test>

In most mail programs, this should appear as a blue link which you can just click on. If that doesn't work, then cut and paste the address into the address line at the top of your web browser window.

If you need help, please contact the site administrator,

Admin User

Image 5: Email “ISSA e-learning Platform: account creation”. Go to address to confirm your account.

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Step 7: Now you see something like the image below ([Image 6](#)). Click on “Continue” button and you can use the ISSA e-learning platform!

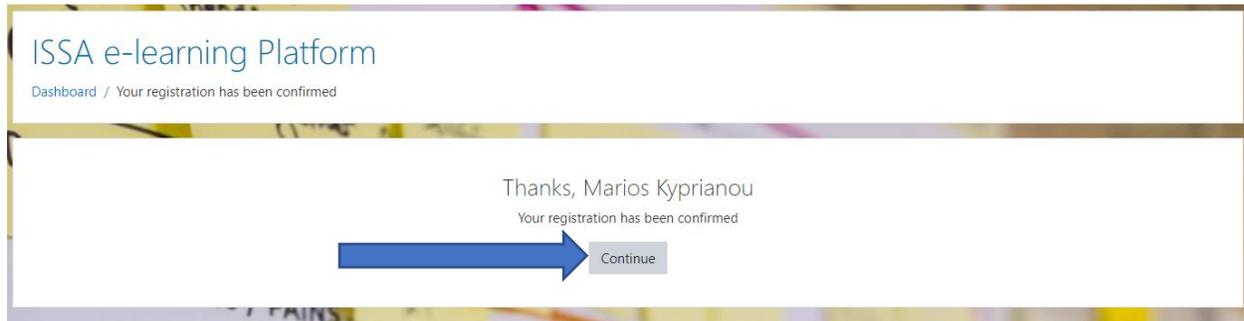


Image 6: “Continue” Button to use the ISSA e-learning platform.

2.3 Login to ISSA e-learning Platform

Step 1: Go to ISSA e-learning platform website. The link is:

<http://www.cs.ucy.ac.cy/projects/issaplatform/moodle/>

Step 2: Click on “Log in” at the top right corner of the site ([Image 7](#)).

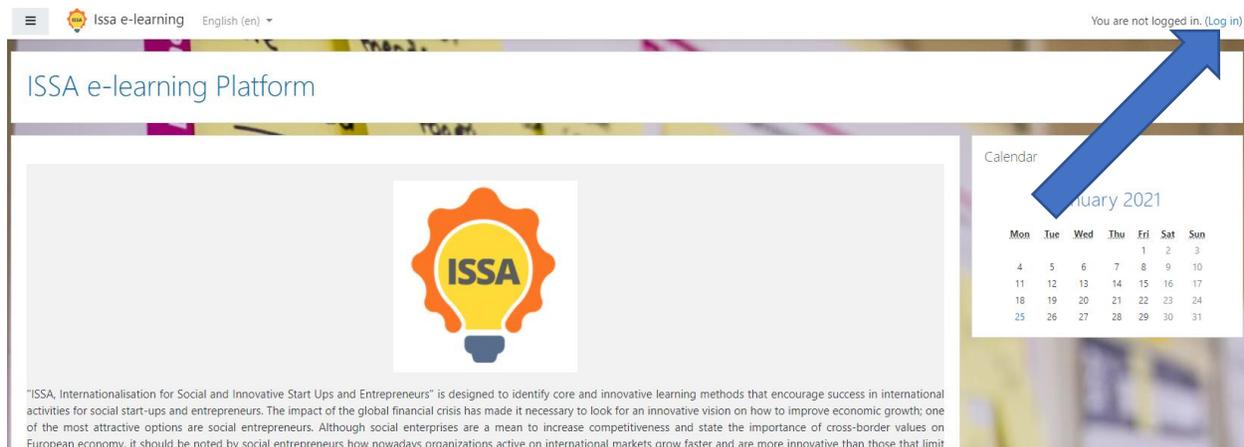


Image 7: Log in to ISSA e-learning platform.

Step 3: Type your credentials (username or email, password) and then click on “Log in” blue button ([Image 8](#)).

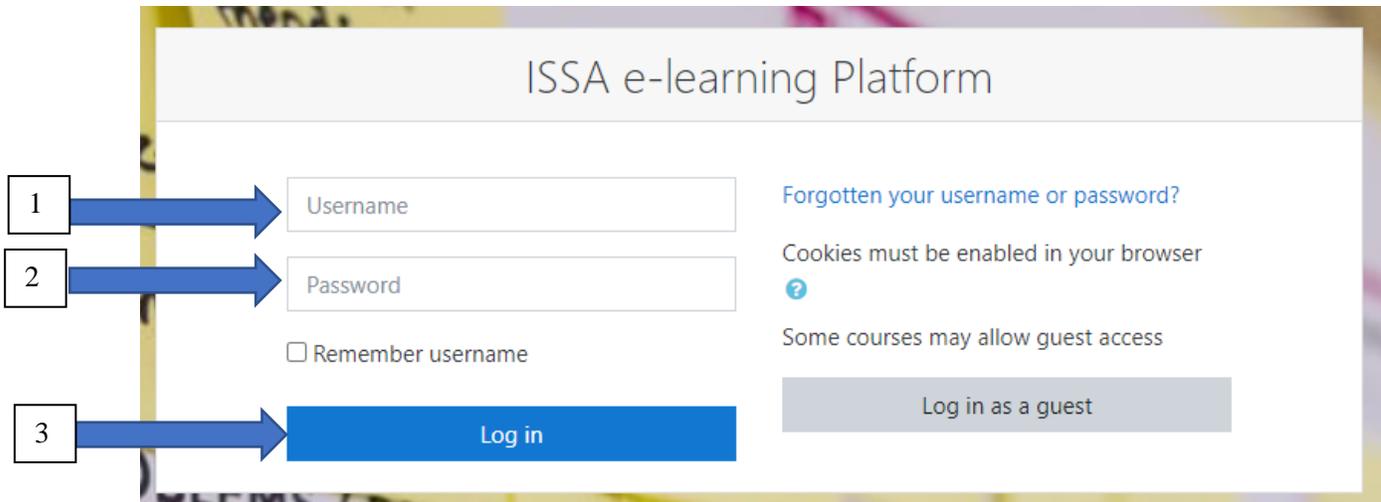


Image 8: 1) Username or email 2) Password 3) "Log in" Button.

3 ISSA e-learning overview

3.1 Dashboard

The first page you can see is the Moodle Dashboard. If you are a new member, your Dashboard is empty and it looks like as the image below ([Image 9](#)).

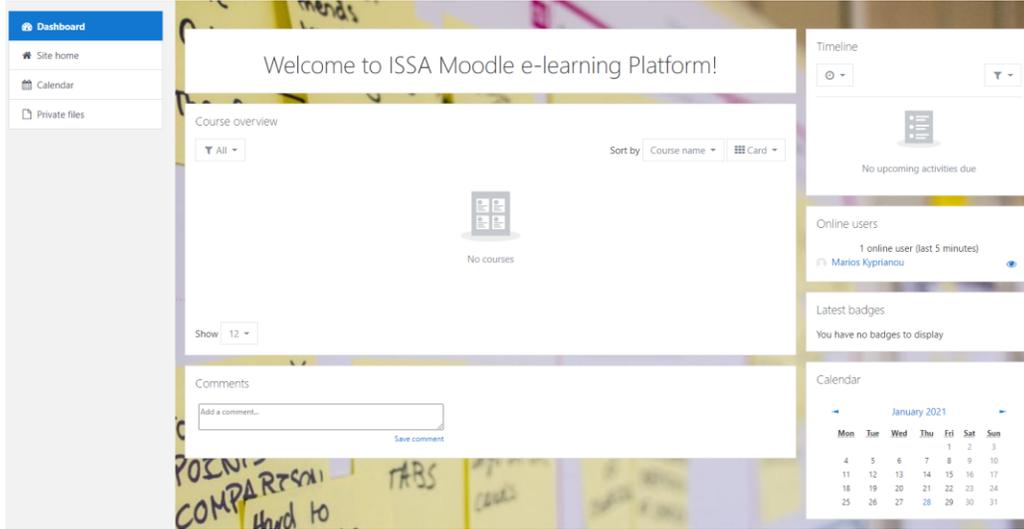


Image 9: Empty Moodle Dashboard.

If you are enrolled user in the courses of ISSA e-learning platform, the dashboard looks like as the image below ([Image 10](#)). On the course overview, you can see the courses and by clicking on it you can go to the course page.

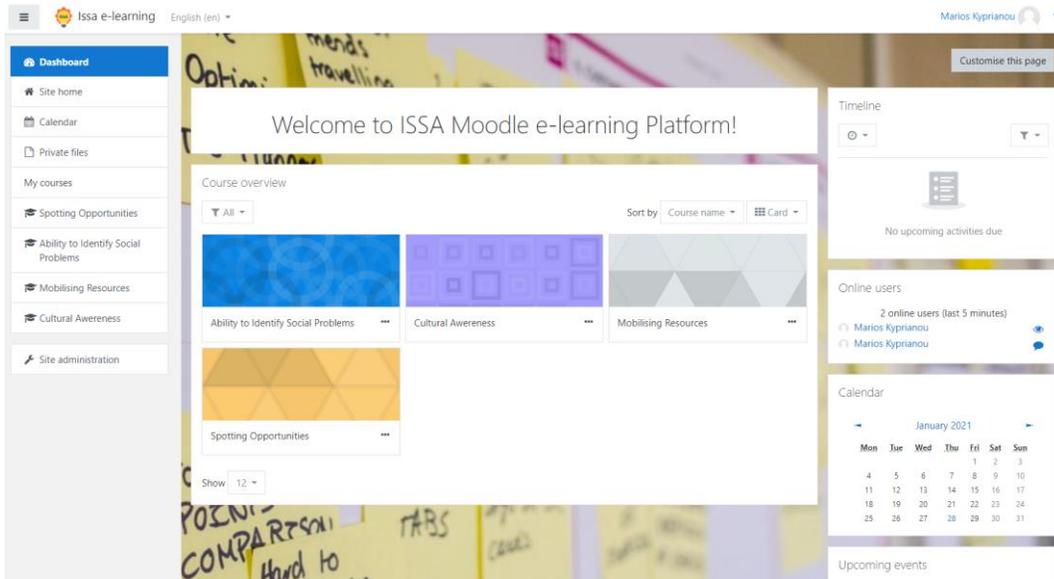
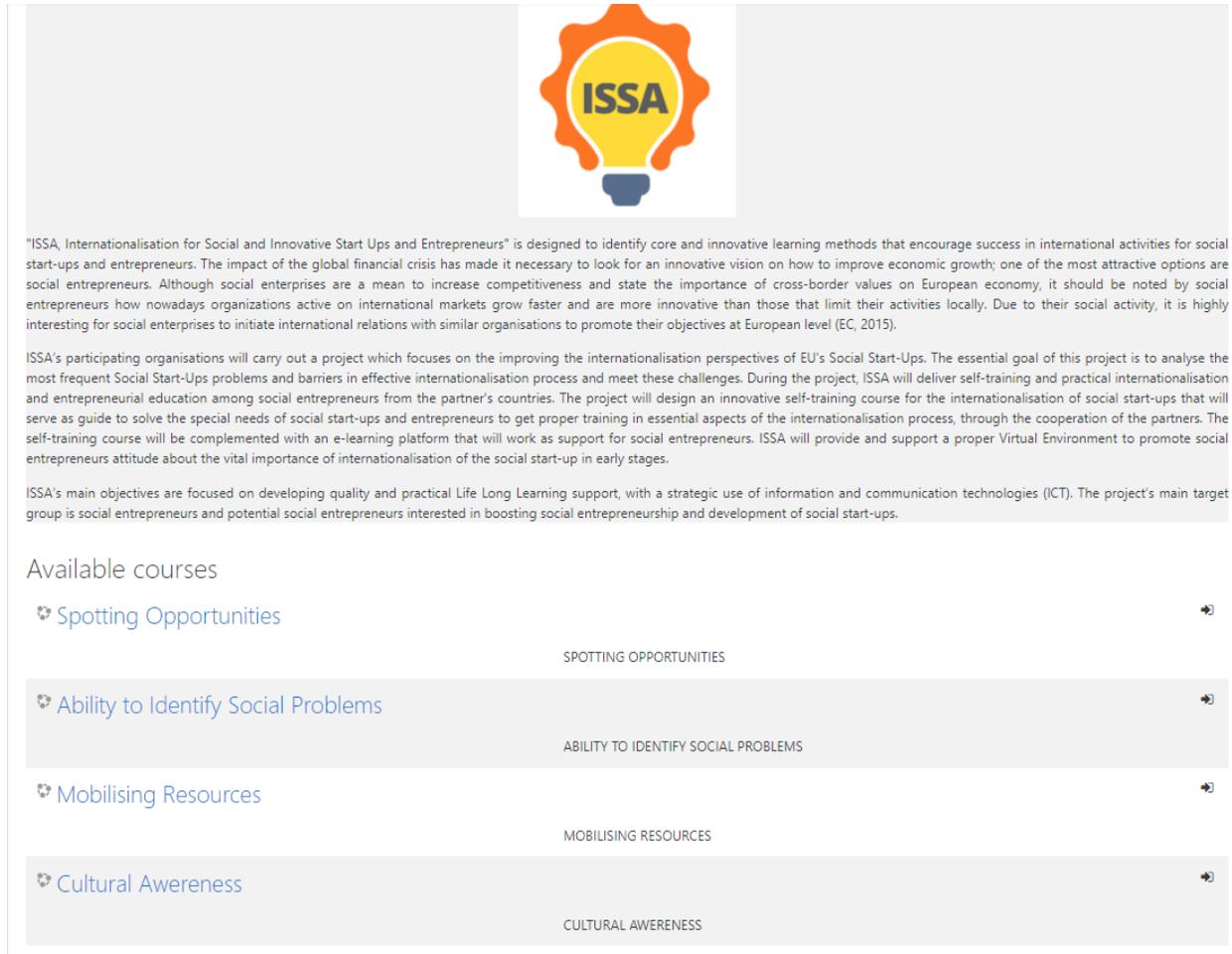


Image 10: Enrolled User Dashboard.

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3.2 Site Home

By clicking on the Site Home tab from the menu on the left ([Image 10](#)), you can go to the Site Home page. In this page you can see an overview about the ISSA project and the available courses ([Image 11](#)).



"ISSA, Internationalisation for Social and Innovative Start Ups and Entrepreneurs" is designed to identify core and innovative learning methods that encourage success in international activities for social start-ups and entrepreneurs. The impact of the global financial crisis has made it necessary to look for an innovative vision on how to improve economic growth; one of the most attractive options are social entrepreneurs. Although social enterprises are a mean to increase competitiveness and state the importance of cross-border values on European economy, it should be noted by social entrepreneurs how nowadays organizations active on international markets grow faster and are more innovative than those that limit their activities locally. Due to their social activity, it is highly interesting for social enterprises to initiate international relations with similar organisations to promote their objectives at European level (EC, 2015).

ISSA's participating organisations will carry out a project which focuses on the improving the internationalisation perspectives of EU's Social Start-Ups. The essential goal of this project is to analyse the most frequent Social Start-Ups problems and barriers in effective internationalisation process and meet these challenges. During the project, ISSA will deliver self-training and practical internationalisation and entrepreneurial education among social entrepreneurs from the partner's countries. The project will design an innovative self-training course for the internationalisation of social start-ups that will serve as guide to solve the special needs of social start-ups and entrepreneurs to get proper training in essential aspects of the internationalisation process, through the cooperation of the partners. The self-training course will be complemented with an e-learning platform that will work as support for social entrepreneurs. ISSA will provide and support a proper Virtual Environment to promote social entrepreneurs attitude about the vital importance of internationalisation of the social start-up in early stages.

ISSA's main objectives are focused on developing quality and practical Life Long Learning support, with a strategic use of information and communication technologies (ICT). The project's main target group is social entrepreneurs and potential social entrepreneurs interested in boosting social entrepreneurship and development of social start-ups.

Available courses

- Spotting Opportunities
- Ability to Identify Social Problems
- Mobilising Resources
- Cultural Awereness

Image 11: Site Home page.

3.3 My courses

In the Site Home page you can see the available courses of the ISSA e-learning platform ([Image 12](#)). Click on the course you want.

Available courses

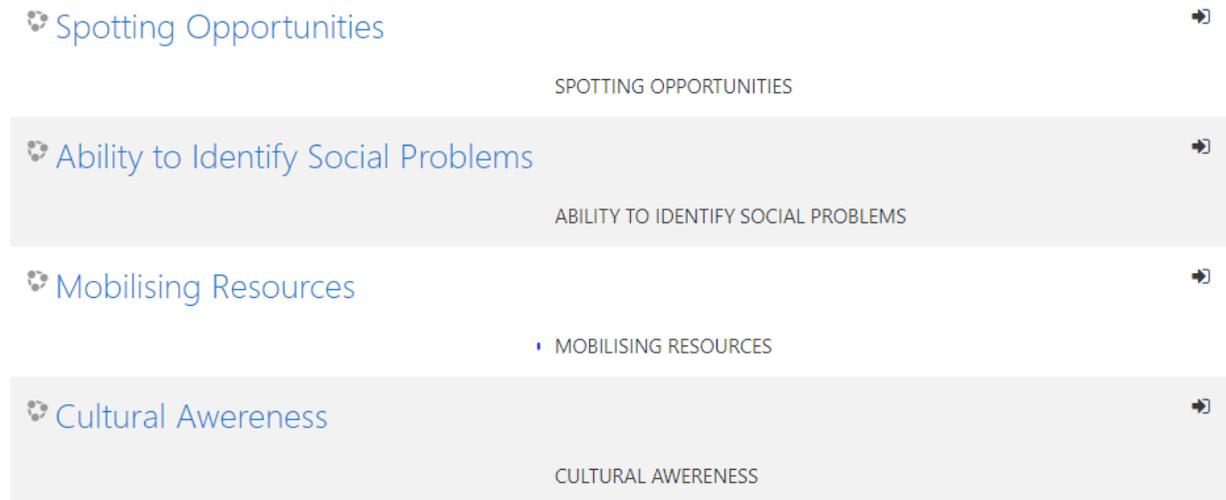


Image 12: Available courses of ISSA e-learning platform.

Step 1: Click at one of the courses. (E.g. Spotting Opportunities)

Step 2: Now you must enroll yourself to the course to see its content. Click on the “Enrol me” button ([Image 13](#)).

Enrolment options

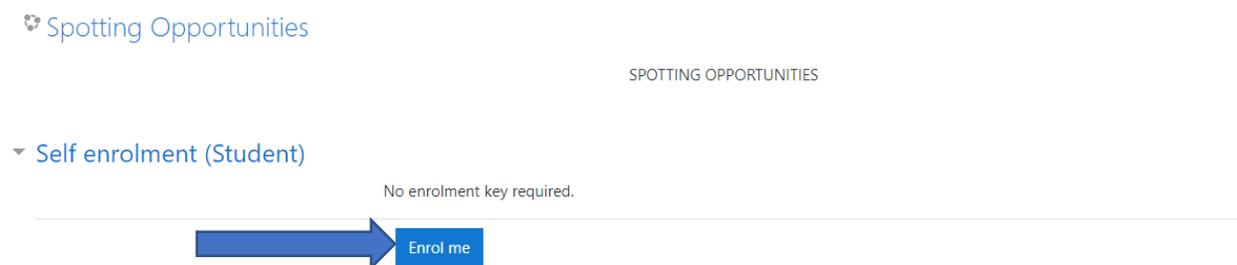


Image 13: “Enrol me” Button.

Now you have access to the course.

3.3.1 Course Overview

The course looks like the image below ([Image 14](#)). It has 7 sections.

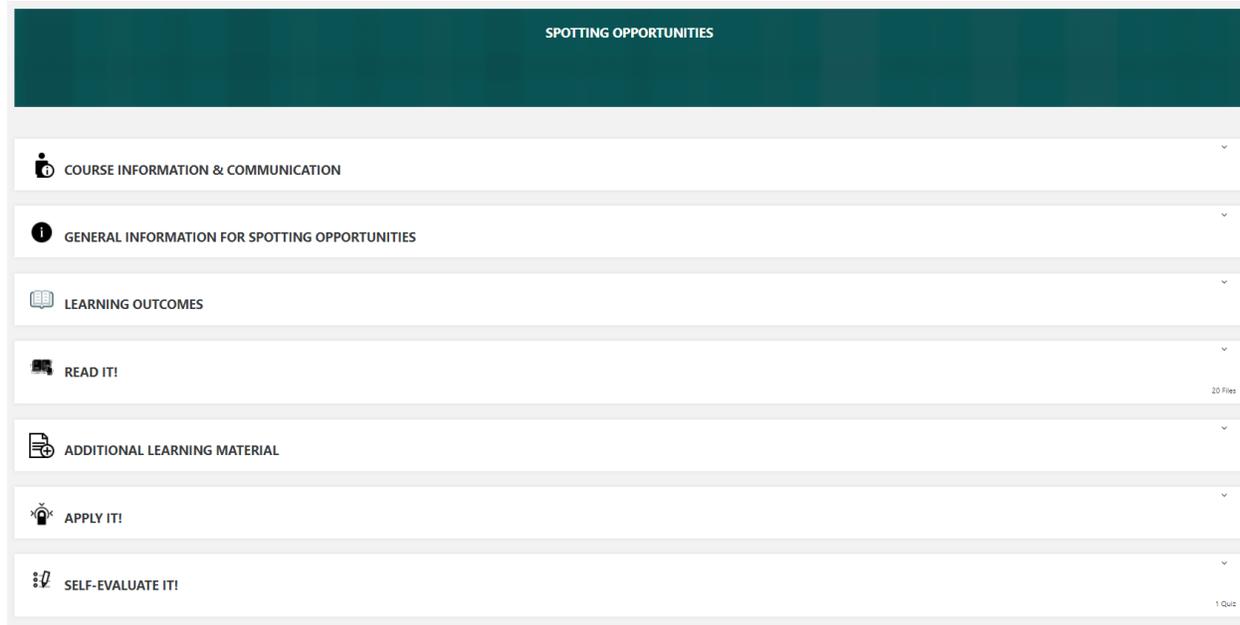


Image 14: Course format.

3.3.1.1 Course information & communication

In this course section, we have some steps you need to follow during the course ([Image 15](#)).

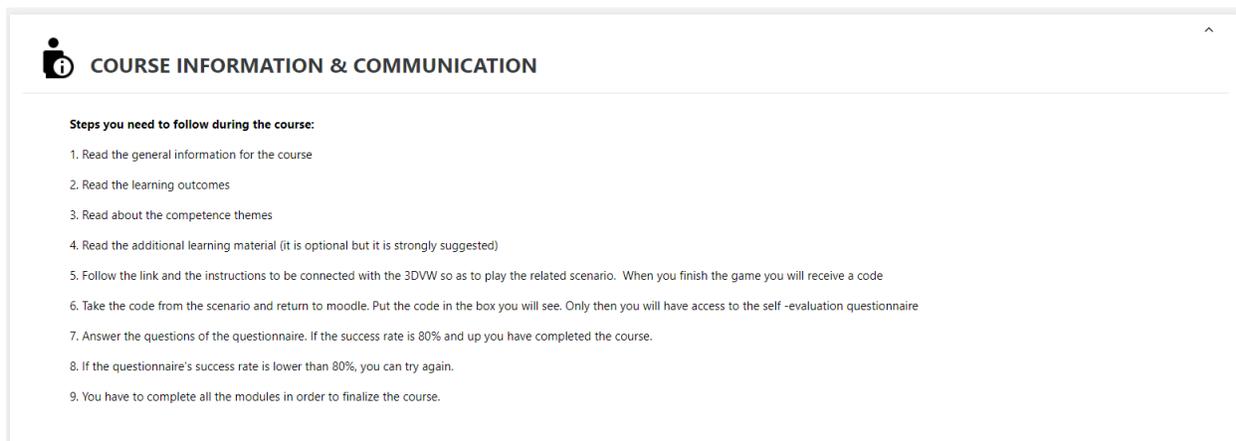


Image 15: Course information & communication section.

3.3.1.2 General Information for spotting opportunities

As the title of the section, here we have general information about the competence ([Image 16](#)).

i GENERAL INFORMATION FOR SPOTTING OPPORTUNITIES

When moving internationally, social entrepreneurs need to be able to identify opportunities that could contribute in reaching their goals. These opportunities could be sources of funding, new markets or collaborations. Hence, having the ability to spot opportunities, entrepreneurs could identify opportunities in the international markets that will enable further expansion for their activity, while at the same time maintaining the sustainable focus existing in the business.

This competence has the following descriptors:

- Identify and seize opportunities to create value by exploring the social, cultural and economic landscape.

Examples can be to create workplaces for people at risk of social exclusion and professional marginalization and engage in delivery of social services and work integration services for disadvantaged groups and communities.

- Identify needs and challenges that need to be met.

A social entrepreneur needs to identify opportunities in various ways since clearly defined markets rarely exist. This requires a focus on addressing needs of those with little ability to pay and transcending the market failures and sufficient government intervention.

- Establish new connections and bring together scattered elements of the landscape to create opportunities to create value.

Being able to see the surroundings and utilise the immediate resources at hand is an important skill for an entrepreneur, as resources are scarce and often hard to obtain. Therefore, to be able to put together elements of the landscape will help the entrepreneur in the value creation, for instance unique competences in the local community.

Image 16: General Information of competence section.

3.3.1.3 Learning Outcomes

LEARNING OUTCOMES

Upon completion of this module, for this competence, you will get insights and an introduction in 'how to do' the competence, further enabling you to:

- Describe different analytical approaches to identify entrepreneurial opportunities
- Take apart established practices and challenge mainstream thought to create opportunities
- Carry out a need analysis involving relevant stakeholders
- Identify the boundaries of the system that are relevant to your (or your team's) value-creating activity

Image 17: Learning Outcomes section.

3.3.1.4 Read it

This section has all the material that is necessary to read ([Image 18](#)). Note that in every competence theme we have all the material in all partners' languages (English, Greek, Spanish, Bulgarian and Norwegian).

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READ IT!

20 Files

One of the most important competences for a social entrepreneur while moving internationally will be to spot opportunities. Different contexts have different needs, various groups of users and customers, and often challenges that may not be found in other contexts. As such, as an entrepreneur, you need to have the ability to handle the contexts when spotting opportunities.

In this document, you will be introduced to four 'themes' that this competence consist of:

- Identify, create and seize opportunities
- Focus on challenges
- Uncover needs
- Analyse the context

These themes will be explained and definitions will be introduced in the following pages. However, we will start by giving an introduction to the competence in general.

About the Competence:

As an entrepreneur, understanding how you can use your knowledge, network, time, money and other resources to create value for yourself and other is central. For instance, you need to understand if it is only few that could need your value-creating activity, or if there are many that could benefit from your product or services. If there are only few, it might be difficult to establish a business that could get the necessary funding and survive over time. Hence, you need to create a sustainable business whose activity is needed and wanted. Therefore, you need to understand which opportunities that are worth working on and those that you should not pursue.

One way to identify different opportunities is to look for challenges that you could solve for others, for instance challenges with getting a job, that could be writing application or obtain necessary permits. Another way is to identify needs that you could solve. This could be a need for improving a service or production method, for instance better packaging of products such that the transport becomes more efficient, saves time, and is safe for the people transporting the product. However, as you identify new ways of solving a need or a challenge, you might experience that your service is sometimes not needed. This might be the case even though you know of situations where your value-creation is needed or solve a challenge. The reason for this is often that different contexts have their own characteristics, and one solution might not be beneficial in other contexts.

Therefore, there is a variety of different factors you need to consider when spotting opportunities, and in the next pages, we will introduce you to them through the different themes this competence consist of.

[Identify, create and seize opportunities \[theme1\]](#)

Image 18: Read it section.

3.3.1.5 Additional Learning Material

In this section ([Image 19](#)) we have more learning material for someone who wants to see more information about the competence.

ADDITIONAL LEARNING MATERIAL

EU Science Hub - Joint Research Centre :

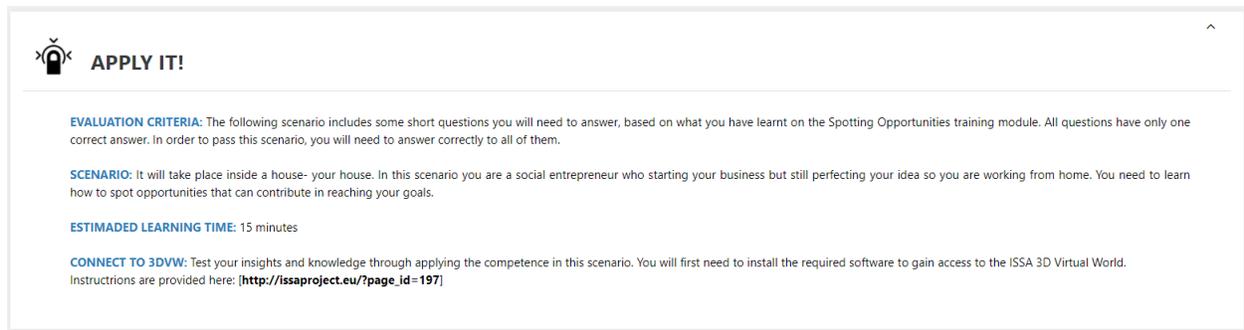


- The Value Proposition Canvas : <https://www.strategyzer.com/canvas/value-proposition-canvas>
- Entrepreneurs Solve Problems Differently Than Other Professionals. Really! Here Are the 6 Ways, from *Entrepreneur Europe*: <https://www.entrepreneur.com/article/303407>
- Youth entrepreneurship – A contexts framework : <https://www.odi.org/publications/7816-youth-entrepreneurship-contexts-framework>
- 10 Methods for Identifying Customer Needs, by Jeff Sauro : <https://www.dummies.com/business/customers/10-methods-for-identifying-customer-needs/>
- From World Economic Forum: The way we deal with poverty : <https://www.weforum.org/agenda/2015/12/social-entrepreneurs-seeing-problems-as-opportunities/>

Image 19: Additional Learning Material section.

3.3.1.6 Apply it

Use this section ([Image 20](#)) to connect with 3DVW to do the scenarios and get the code for the self – evaluate it section.



APPLY IT!

EVALUATION CRITERIA: The following scenario includes some short questions you will need to answer, based on what you have learnt on the Spotting Opportunities training module. All questions have only one correct answer. In order to pass this scenario, you will need to answer correctly to all of them.

SCENARIO: It will take place inside a house- your house. In this scenario you are a social entrepreneur who starting your business but still perfecting your idea so you are working from home. You need to learn how to spot opportunities that can contribute in reaching your goals.

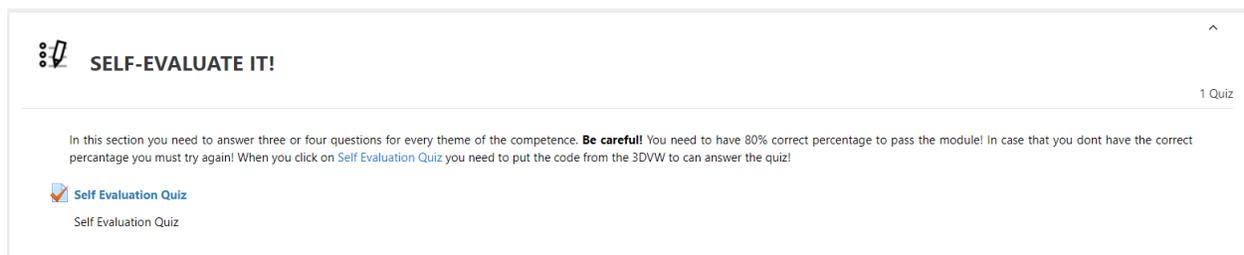
ESTIMATED LEARNING TIME: 15 minutes

CONNECT TO 3DVW: Test your insights and knowledge through applying the competence in this scenario. You will first need to install the required software to gain access to the ISSA 3D Virtual World. Instructions are provided here: (http://issaproject.eu/?page_id=197)

Image 20: Apply it section.

3.3.1.7 Self – Evaluate it

Section ([Image 21](#)) with the self-evaluation quiz.



SELF-EVALUATE IT!

1 Quiz

In this section you need to answer three or four questions for every theme of the competence. **Be careful!** You need to have 80% correct percentage to pass the module! In case that you dont have the correct percentage you must try again! When you click on [Self Evaluation Quiz](#) you need to put the code from the 3DVW to can answer the quiz!

[Self Evaluation Quiz](#)
Self Evaluation Quiz

Image 21: Self-evaluate it section.

3.3.1.7.1 Self-Evaluation Quiz

Step 1: Click on “Attempt quiz now” ([Image 22](#)).

To attempt this quiz you need to know the quiz password

Grading method: Highest grade



Image 22: “Attempt quiz now” button.

Step 2: Put the quiz code (password) that you get from the 3DVW ([Image 23](#)). Without the code you cannot proceed to quiz. Then click on “Start attempt”.

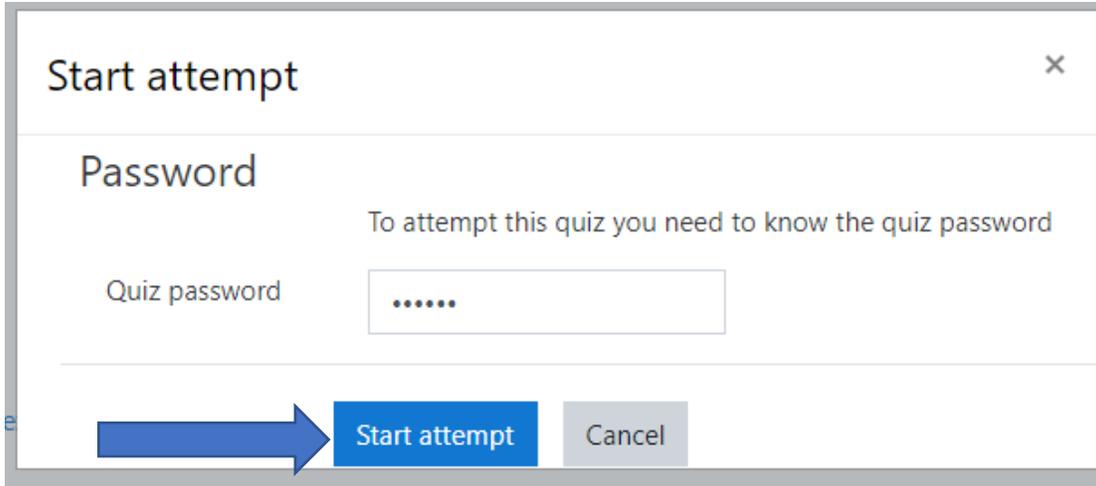


Image 23: Quiz password field and “Start attempt” button.

Step 3: Answer the questions. When you finish click on the “Finish attempt ...” button ([Image 24](#)).

Yes, solutions will always fit in various contexts as long as you work hard enough



Image 24: “Finish attempt” button.

Step 4: Now you can see the summary of attempt ([Image 25](#)). You have the ability to return to your attempt by clicking on “Return to attempt” button. If you are already done, click on “Submit and finish” button.

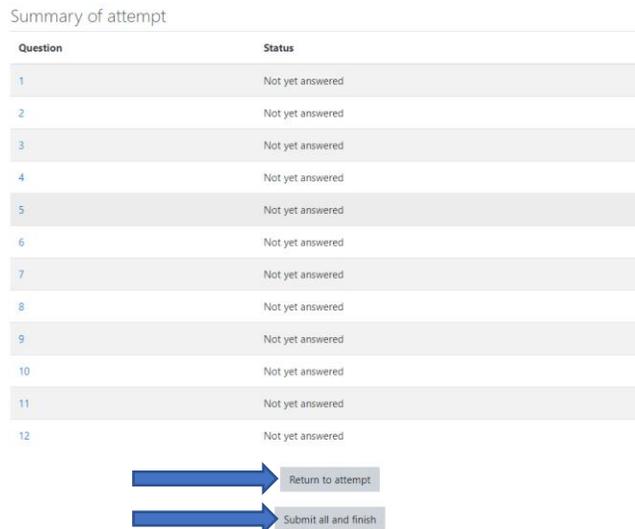


Image 25: Summary of the attempt. “Return to attempt” button and “Submit all and finish” button.

Step 5: When you click on “Submit all and finish” ([Image 25](#)), you see a confirmation message ([Image 26](#)). Click on “Submit all and finish” button or “Cancel” to go back.

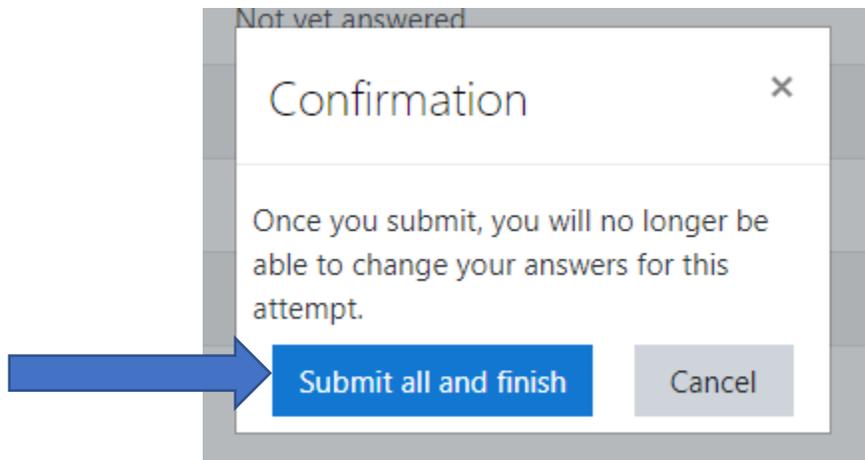


Image 26: Confirmation message. "Submit all and finish" button and "Cancel" button.

Step 6: Now you can see the review with the correct and wrong answers of the question. Click on the "Finish review" at the bottom right of the page ([Image 27](#)).

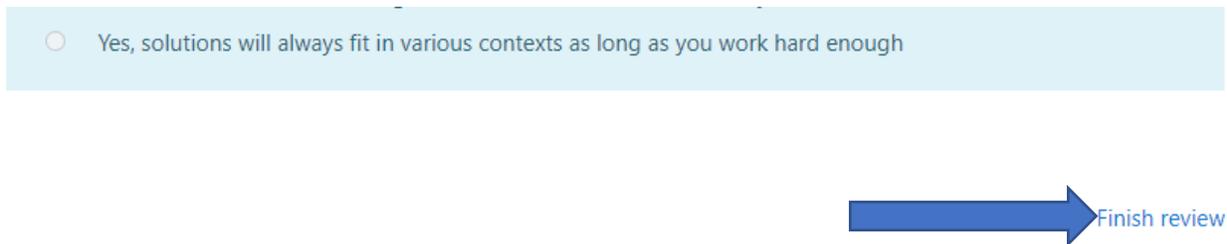


Image 27: "Finish review" link.

You are done. Now you can see your grade ([Image 28](#)). If you get the correct percentage (80%) you are passing the quiz. If your correct percentage is under 80% you are failed and you must try again. You have unlimited attempts and the e-learning platform keeps your Highest grade. Click on the "Re-attempt quiz" if you want to try again.

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Self Evaluation Quiz

Self Evaluation Quiz

To attempt this quiz you need to know the quiz password

Grading method: Highest grade

Attempts: 61

Summary of your previous attempts

Attempt	State	Grade / 10.00	Review	Feedback
1	Finished Submitted Monday, 18 January 2021, 10:56 AM	4.00	Review	FAIL!
2	Finished Submitted Monday, 18 January 2021, 10:58 AM	9.00	Review	PASS!

Highest grade: 9.00 / 10.00.

Overall feedback

PASS!



Image 28: Grade of the quiz. "Re-attempt" button.

3.3.1.8 Social Community Space

In this section ([Image 29](#)) you can find social communities related to social entrepreneurship. Here you can expand your connections and learning.

SOCIAL COMMUNITY SPACE

Below you can find social communities related to social entrepreneurship. Here you can expand your connections and learning.

No.	Name of the group/Website	Link	Open/Close group
1	Mundo de negocios y emprendimiento	https://www.facebook.com/groups/mundobursatil/	Closed
2	Emprendedores en España	https://www.facebook.com/groups/191514165625693/	Closed
3	Emprendedores a full	https://www.facebook.com/groups/337890819926075/	Closed
4	Marketing digital, desarrollo web Emprendimiento digital España	https://www.facebook.com/groups/175841649773965/	Closed
5	NETWORKING para EMPRESARIOS, EMPRENDEDORES y AUTÓNOMOS. España	https://www.facebook.com/groups/275682453433336/	Closed
6	Madrid negocios	https://www.facebook.com/groups/madridnegocios/	Closed
7	Emprendedores digitales	https://www.facebook.com/groups/emprendiendoymas/	Closed
8	NetworkerUp	https://networkerup.com/?r_done=1	Closed
9	Facebook group for peer-to-peer learning (Social Entrepreneurship and Sustainable Development)	https://www.facebook.com/groups/social.entrepreneurship.sustainable.development/	Closed
10	Facebook group that discuss Norwegian entrepreneurship topics	https://www.facebook.com/groups/grunderklubben/	Closed
11	Facebook group for youth entrepreneurs	https://www.facebook.com/uenorge	Closed
12	European Commission's focus on social entrepreneurship	https://ec.europa.eu/social/main.jsp?catId=952&langId=en	Open
13	Innovation Norway	https://www.innovasjon Norge.no/	Closed
14	Organisation for young entrepreneurs	https://www.ue.no/	Open

Image 29: Social Community Space section.