

# SMaRT A Thrilling Learning 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.

Find more information about the project at: <https://smarteuproject.eu/>



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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 enrol 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 20<sup>th</sup> May.

The most important dates are:

**Registration:** Opened from now to 1st March

**Access to the online materials:** From 1st March to 20<sup>th</sup> May.

Throughout this period, you could work at your own pace.

All learning materials will be available through [Erudire e-learning platform](#).

**Undertake company check-ups:** From 1st April<sup>1</sup> to 20<sup>th</sup> 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.

In line with EU higher education system, the project use digital credential systems that adopt the OBI -Open Badges Infrastructure standard.

After completing the course, you could easily link your new skills and achievements to your professional profile in your social networks.



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

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

In this email you will find the link and instructions to access Erudire e-learning platform.

<sup>1</sup> Starting date may change depending on company availability.

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