



MOBILE LEARNING TO UNLEASH  
HOUSEHOLDS BUSINESS POTENTIAL



# M-House project

## M-learning to unleash households' business potential

**Co-funded by the EU**



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# Who we are

- CCBI – Belgian-Italian Chamber of Commerce
- HFD – University of Fulda
- IR – Institute of interdisciplinary research
- AEPMR – Association for LLL in rural areas
- KU – Kozminski university
- CISME – Cooperative for innovation and development for South Italy
- Anne Fox Asp
- IFHE – International federation for home economics



KOZMINSKI UNIVERSITY

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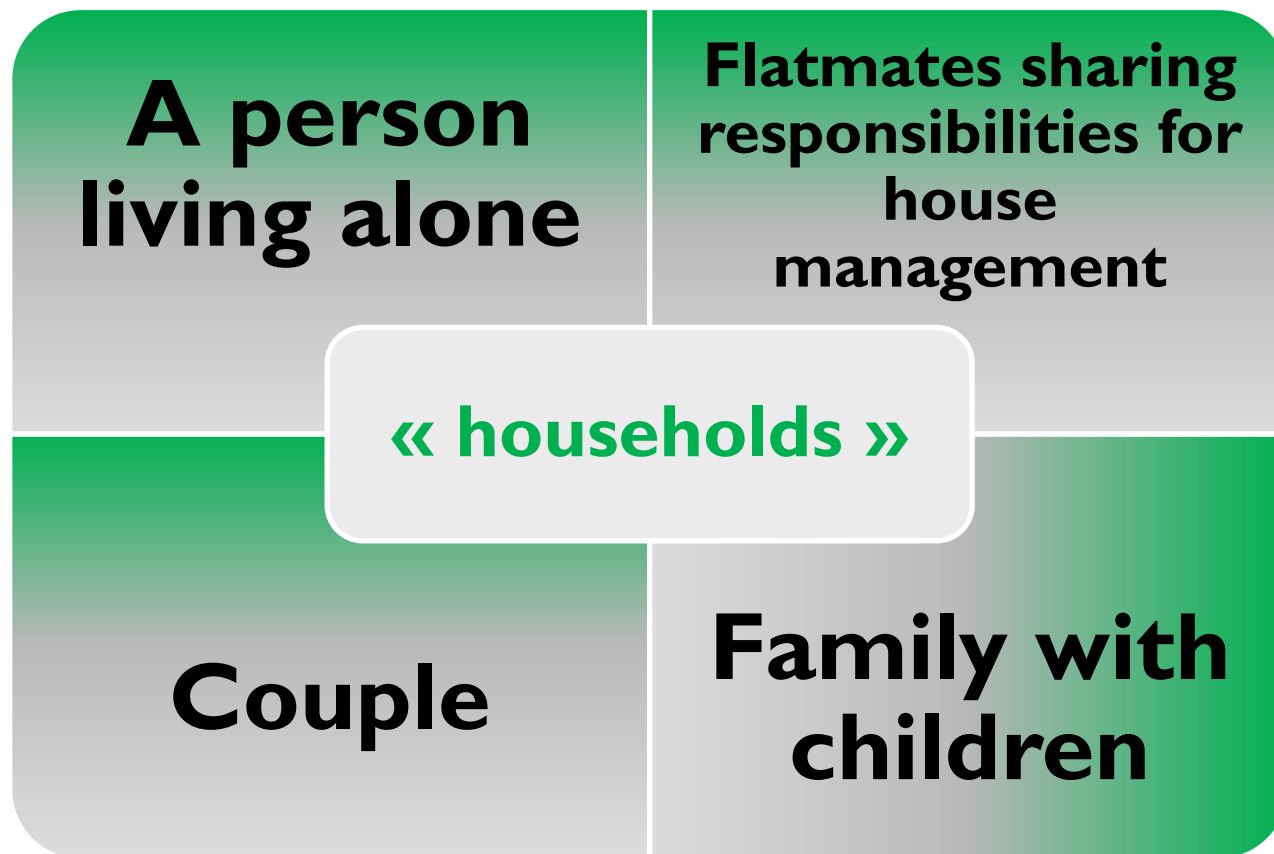




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# The target group





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# Rationale and objectives of the project

House and family management implies entrepreneurial skills

Households are little aware of their entrepreneurial skills

Entrepreneurial skills acquired while managing house/family are not recognized or taken for granted

We want to increase households awareness of their entrepreneurial potential

and to promote entrepreneurial / intrapreneurial spirit



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# On-line training to unleash households business potential

- 8 learning modules
- Every day households situations with business learning potential
- Interaction among participants and with entrepreneurs
- Use of mobile tools



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# Example of every day households situations with business learning potential

- Guest visit → Customer orientation
- Dream holiday → Company mission/vision
- Party → Planning, organisation, management
- Purchase of appliances → Identification, analysis of info and seize opportunities
- Neighborhood relationship → Ethics and good governance
- .....



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# Parallel activities

- Valorisation portal
- Meetings between learners and entrepreneurs (during public events in Poland and Italy)
- Quality evaluation by Stakeholders Board of 25 members



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# How to take part?

- Enrol on the course pilot run
- Share your experience in the course as entrepreneur
- Promote the course among your member associates
- Be involved in the development/evaluation of the course
- Contribute to the valorisation portal with relevant information





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[www.m-house.eu](http://www.m-house.eu)

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