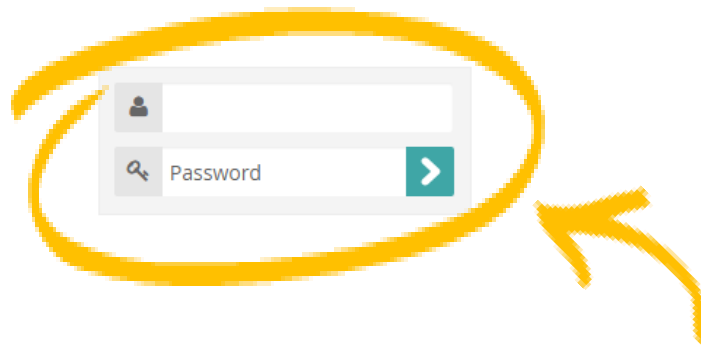




E-learning platform  
**You Learn**

## “You Learn” E-learning Platform

To access the audio-visual products created for the MIND project, you need to access Prism Consulting Srl’s “YouLearn” e-learning platform at <http://youlearn.prismsrl.it/> by logging in at the box in the top right hand corner as shown as follows:

A screenshot of the YouLearn platform website. The top navigation bar includes links for Home, Chi Siamo, Privacy e Cookie, E Learning, Per Aziende, Corsi, FAQ, Italiano (it), and Corsi corsi. The main banner features a laptop displaying 'AaBbCc' and a play button, surrounded by icons of books, gears, a pie chart, a location pin, and a globe. A button labeled 'Guarda le nostre demo' is visible. Below the banner, a section titled 'PRISM - YOULEARN: FORMAZIONE E - LEARNING PROFESSIONALE PER AZIENDE E PRIVATI' contains four categories: 'Corsi demo', 'Amministrazione e contabilità', 'Business Game', and 'Comportamenti e managerialità', each with a 'Firma' button.

## Choice of language

To choose the navigation language, all you need to do is select it from the menu bar.



## Create an account

If you do not have access credentials, you need to register, by clicking on «create an account» on the homepage of the platform

### Is this your first time here?

Hi! For full access to courses you'll need to take a minute to create a new account for yourself on this web site. Each of the individual courses may also have a one-time "enrolment key", which you won't need until later. Here are the steps:

1. Fill out the New Account form with your details.
2. An email will be immediately sent to your email address.
3. Read your email, and click on the web link it contains.
4. Your account will be confirmed and you will be logged in.
5. Now, select the course you want to participate in.
6. If you are prompted for an "enrolment key" - use the one that your teacher has given you. This will "enrol" you in the course.
7. You can now access the full course. From now on you will only need to enter your personal username and password (fill the form on this page) to log in and access any course you have enrolled in.

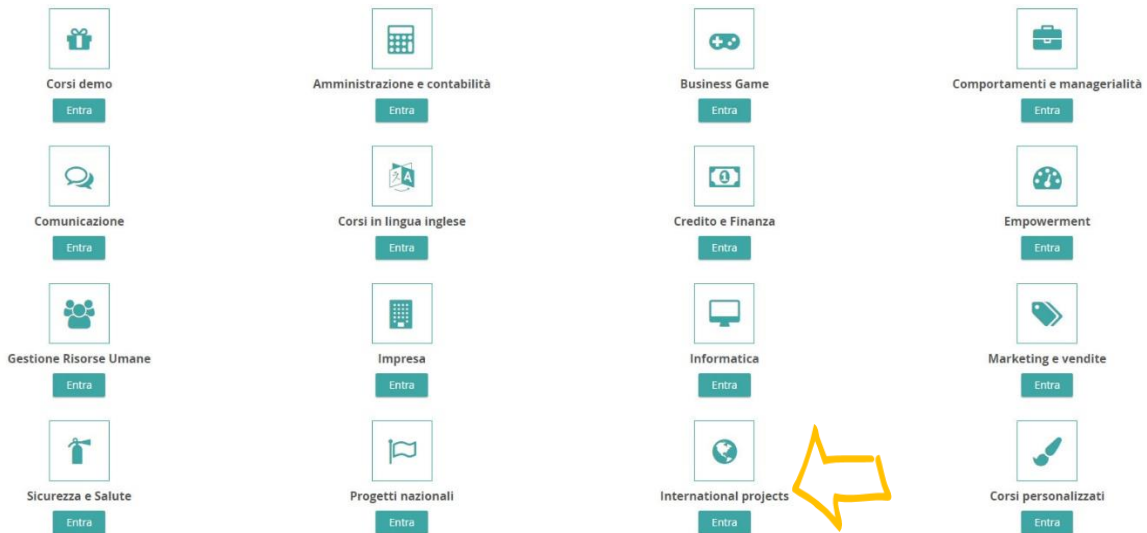


Create new account

After you have clicked on «create an account» you need to follow the registration procedure, available in all partnership languages

## Access to audio-visual products

After having logged in with the credentials you have or those you have created, you need to click on the «**enter**» tab of the «**International Projects**» course category in the homepage of the platform



Then click on «**M.IN.D. - Marketing, Internationalization & Development**»

Course categories:

Progetti internazionali

L'area **Progetti internazionali** è suddivisa in sottocategorie rappresentative dei corsi multimediali creati da Prism a sostegno dei diversi progetti.

L'accesso ai corsi presenti è dedicato ai fruitori del progetto

▼ Collapse all

▶ **M.IN.D - Marketing, Internationalization & Development**

Add a new course

At this point you can choose, on the basis of authorization provided, the products in one or more partnership languages or in English.

Course categories:

Progetti Internazionali / MIND - Marketing Internationalization & Development -

<p>MIND - EN</p> 	<ul style="list-style-type: none"> <li> Chamber of Commerce of Salerno</li> <li> Chamber of Commerce and Industry for Spain</li> <li> Chamber of Commerce of Alene</li> <li> Chambre de Commerce Italienne de Lyon</li> <li> Aydin Ticaret Borsasi</li> <li> Aydin Governorship</li> </ul>	<ul style="list-style-type: none"> <li> IAT - Instituto Andaluz de tecnologia</li> <li> Espaltec</li> <li> Hellenic American Union</li> <li> Prism Consulting Srl</li> <li> Formaper</li> <li> Brochure</li> </ul>
<p>MIND - ES</p> 	<ul style="list-style-type: none"> <li> Chamber of Commerce of Salerno</li> <li> Chamber of Commerce and Industry for Spain</li> <li> Chamber of Commerce of Alene</li> <li> Chambre de Commerce Italienne de Lyon</li> <li> Aydin Ticaret Borsasi</li> <li> Aydin Governorship</li> </ul>	<ul style="list-style-type: none"> <li> IAT - Instituto Andaluz de tecnologia</li> <li> Espaltec</li> <li> Hellenic American Union</li> <li> Prism Consulting Srl</li> <li> Formaper</li> <li> Brochure</li> </ul>
<p>MIND - FR</p> 	<ul style="list-style-type: none"> <li> Chamber of Commerce of Salerno</li> <li> Chamber of Commerce and Industry for Spain</li> <li> Chamber of Commerce of Alene</li> <li> Chambre de Commerce Italienne de Lyon</li> <li> Aydin Ticaret Borsasi</li> <li> Aydin Governorship</li> </ul>	<ul style="list-style-type: none"> <li> IAT - Instituto Andaluz de tecnologia</li> <li> Espaltec</li> <li> Hellenic American Union</li> <li> Prism Consulting Srl</li> <li> Formaper</li> <li> Brochure</li> </ul>
<p>MIND - GR</p> 	<ul style="list-style-type: none"> <li> Chamber of Commerce of Salerno</li> <li> Chamber of Commerce and Industry for Spain</li> <li> Chamber of Commerce of Alene</li> <li> Chambre de Commerce Italienne de Lyon</li> <li> Aydin Ticaret Borsasi</li> <li> Aydin Governorship</li> </ul>	<ul style="list-style-type: none"> <li> IAT - Instituto Andaluz de tecnologia</li> <li> Espaltec</li> <li> Hellenic American Union</li> <li> Prism Consulting Srl</li> <li> Formaper</li> <li> Brochure</li> </ul>
<p>MIND - IT</p> 	<ul style="list-style-type: none"> <li> Chamber of Commerce of Salerno</li> <li> Chamber of Commerce and Industry for Spain</li> <li> Chamber of Commerce of Alene</li> <li> Chambre de Commerce Italienne de Lyon</li> <li> Aydin Ticaret Borsasi</li> <li> Aydin Governorship</li> </ul>	<ul style="list-style-type: none"> <li> IAT - Instituto Andaluz de tecnologia</li> <li> Espaltec</li> <li> Hellenic American Union</li> <li> Prism Consulting Srl</li> <li> Formaper</li> <li> Brochure</li> </ul>
<p>MIND - TR</p> 	<ul style="list-style-type: none"> <li> Chamber of Commerce of Salerno</li> <li> Chamber of Commerce and Industry for Spain</li> <li> Chamber of Commerce of Alene</li> <li> Chambre de Commerce Italienne de Lyon</li> <li> Aydin Ticaret Borsasi</li> <li> Aydin Governorship</li> </ul>	<ul style="list-style-type: none"> <li> IAT - Instituto Andaluz de tecnologia</li> <li> Espaltec</li> <li> Hellenic American Union</li> <li> Prism Consulting Srl</li> <li> Formaper</li> <li> Brochure</li> </ul>

Add a new course












Entering the course (in this example we have chosen to use Italian) all you do is **click on the scorm package** of the unit you would like to see.

## M.IN.D - Marketing, Internationalization & Development

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



### M1 - INTERNATIONAL DEVELOPMENT OF THE BUSINESS

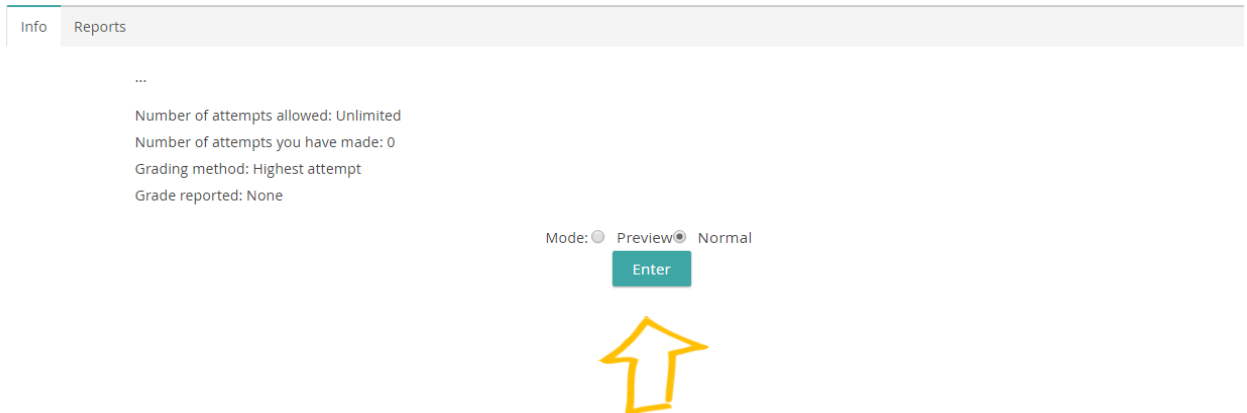
-  M1 - UD01 - Success factors and those that influence foreign markets
  -  M1 - UD01 - TEST - Success factors and those that influence foreign markets
  - Not available unless: You achieve a required score in M1 - UD01 - Success factors and those that influence foreign markets
-  M1 - UD02 - Strategies to segment international markets
  -  M1 - UD02 - TEST - Strategies to segment international markets
  - Not available unless: You achieve a required score in M1 - UD02 - Strategies to segment international markets
-  M1 - UD03 - Positioning strategies
  -  M1 - UD03 - TEST - Positioning strategies
  - Not available unless: You achieve a required score in M1 - UD03 - Positioning strategies
-  M1 - UD04 - SWOT Analysis
  -  M1 - UD04 - TEST - SWOT Analysis
  - Not available unless: You achieve a required score in M1 - UD04 - SWOT Analysis
-  M1 - UD05 - Competitor analysis
  -  M1 - UD05 - TEST - Competitor analysis
  - Not available unless: You achieve a required score in M1 - UD05 - Competitor analysis
-  M1 - TEST - INTERNATIONAL DEVELOPMENT OF THE BUSINESS
  - Not available unless:
    - You achieve a required score in M1 - UD01 - Success factors and those that influence foreign markets
    - You achieve a required score in M1 - UD02 - Strategies to segment international markets
    - You achieve a required score in M1 - UD03 - Positioning strategies
    - You achieve a required score in M1 - UD04 - SWOT Analysis
    - You achieve a required score in M1 - UD05 - Competitor analysis

The **scorm** allows you to track activities undertaken by training beneficiaries and of all those who decide to freely register in the platform. For each OER, it is possible to obtain details on what has been done, if the course has been completed and if trainees have passed the learning evaluation tests.

As indicated in the platform, **access to the tests** created at the end of each teaching unit, is subordinate to **having completed at least 80% of the unit that the test refers to.**

After you have chosen the unit, to access the product you need to click on the “enter” tab as shown in the image:

### M1 - UD01 - Success factors and those that influence foreign markets



The screenshot shows a course interface with two tabs: 'Info' and 'Reports'. Below the tabs, there is a list of details: 'Number of attempts allowed: Unlimited', 'Number of attempts you have made: 0', 'Grading method: Highest attempt', and 'Grade reported: None'. To the right, there is a 'Mode:' section with two radio buttons: 'Preview' (selected) and 'Normal'. Below the mode selection is a green 'Enter' button, which is highlighted by a yellow arrow pointing upwards.

The unit selected will open in a new window.

### PLEASE NOTE!!!

Course progress is **dependent** on the use of the slides (as a whole), thus the **forward tab will only appear at the end of the contents foreseen.**

If you should suspend use of the OER, when you next enter the product a message will ask you if you want to pick up from where you left off or if you want to start the course again.