



Co-funded by  
the European Union



Supporting SMEs through VET students' assignments  
in the field of Informatics, Design and Audiovisual Sectors

# VET MENTORS HANDBOOK

# INDEX

<b>INTRO</b>	Context.....2 About the project.....3 Learning path.....4
<b>COURSES</b>	Structure and contents.....5
<b>PROJECT BASED LEARNING</b>	Training agreement.....7 Workflow.....8
<b>PLATFORM</b>	Use the platform.....9 Create an account and login.....11 Monitor and assess submissions.....16 Messaging.....19

# INTRO: CONTEXT

The Erasmus+ project called “VET Marketplace” is a strategic partnership initiative in the field of Vocational Education and Training (VET). The aim is to create a modern, student-centred VET environment, bridging the gap between education and industry and promoting student employability. The project is based on the idea of a “VET Marketplace”, which acts as a digital platform to connect VET students with Small and Medium-sized Enterprises (SMEs), enabling students to work on real assignments and projects (Project Based Learning - PBL) provided by companies.

Addressing the skills mismatch by ensuring that VET programmes are aligned with the rapidly changing needs of the labour market, particularly in key sectors such as IT and digital. On the other hand, small and medium-sized enterprises (SMEs) often lack the resources to access specialist skills or to set up complex apprenticeship programmes. The project therefore seeks to provide a concrete solution to these challenges by creating a dynamic platform that facilitates PBL, transforming the gap between education and industry into an opportunity for mutual collaboration.

# INTRO: ABOUT THE PROJECT

The following organizations are collaborating on the project:



**BK-CONSULT**



**DELTA PARTNER**



**EVBB**



**IFOA**



**METROPOLITAN COLLEGE**



**UC LEUVEN**

The main results to be achieved at the end of the project are:

- Development of an Operational Framework for the VET Marketplace.
- Creation of micro-courses (on entrepreneurial and communication skills).
- Implementation of the VET Marketplace digital platform itself.
- Development of manuals for VET trainers and for Employers for an effective mentoring system.

# INTRO: THE LEARNING PATH

As mentioned above, this project aims to improve students' employability through two tools, both available on the project's online platform.

## **ASYNCHRONOUS ONLINE COURSES:**

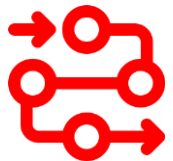
provide students participating in the project with basic skills in communication and entrepreneurship.

## **PROJECT-BASED LEARNING:**

allows students to apply their knowledge by testing themselves with practical and realistic projects provided by companies. It can also enable companies to identify particularly talented students, and potentially contact them at a later date with proposals for collaboration.

# COURSES: STRUCTURE AND CONTENTS

The two courses have a **total duration of 20 hours** and are delivered online in asynchronous mode.



The slides within the modules are sequential, but students can choose the order in which they tackle the modules, allowing for some flexibility.

The courses are available to both students and **company employees and trainees** who wish to take advantage of them.



## Communication skills for designers & developers

- Effective communication & public speaking for creatives.
- Professional communication in the design & tech industry.
- Client relationship management & negotiation.
- Conflict resolution & collaboration in creative teams.
- Personal branding & portfolio development.
- Digital marketing & self-promotion for creatives.

The course does not teach how to “create,” but rather how to “sell and manage” one's creativity. The aim is to guide technical talent (designer or developer) in the transition from simple executor to a self-aware professional and entrepreneur.

## Entrepreneurial skills for designers & developers

- Freelancing essentials: managing clients & projects.
- Business model canvas & planning for creative entrepreneurs.
- Pitching ideas & services effectively.
- Problem-solving & decision-making in the creative industry.
- Time & project management for professionals.
- Integrity, self-confidence & professional ethics in creative work.

The course aims to create a “Creative Entrepreneur” capable of managing complex workflows, critically analyzing the market, and operating with ethics and strategic vision. The goal is to provide practical tools for structuring a solid and sustainable business.

# PROJECT BASED LEARNING: TRAINING AGREEMENT

**Project-based learning is exclusively configured as a learning opportunity based on simulations and tasks deriving from real or realistic cases, to give students the opportunity to put into practice what they have learned in the courses.**

The companies involved undertake **not to use the results of these exercises for commercial purposes** under any circumstances.

By spontaneously deciding to participate in the project and publish their work, students undertake both **not to disclose the data** received that are necessary to carry out the projects and **not to publish their work anywhere** other than on the platform dedicated to this project.

# PROJECT BASED LEARNING: WORKFLOW

Companies publish projects on the platform.

4



Students decide to participate in one or more projects, contact the companies and upload a first draft of their work to the platform.

W



Companies review the work and suggest a revision and fine-tuning phase.

E

E

K

S



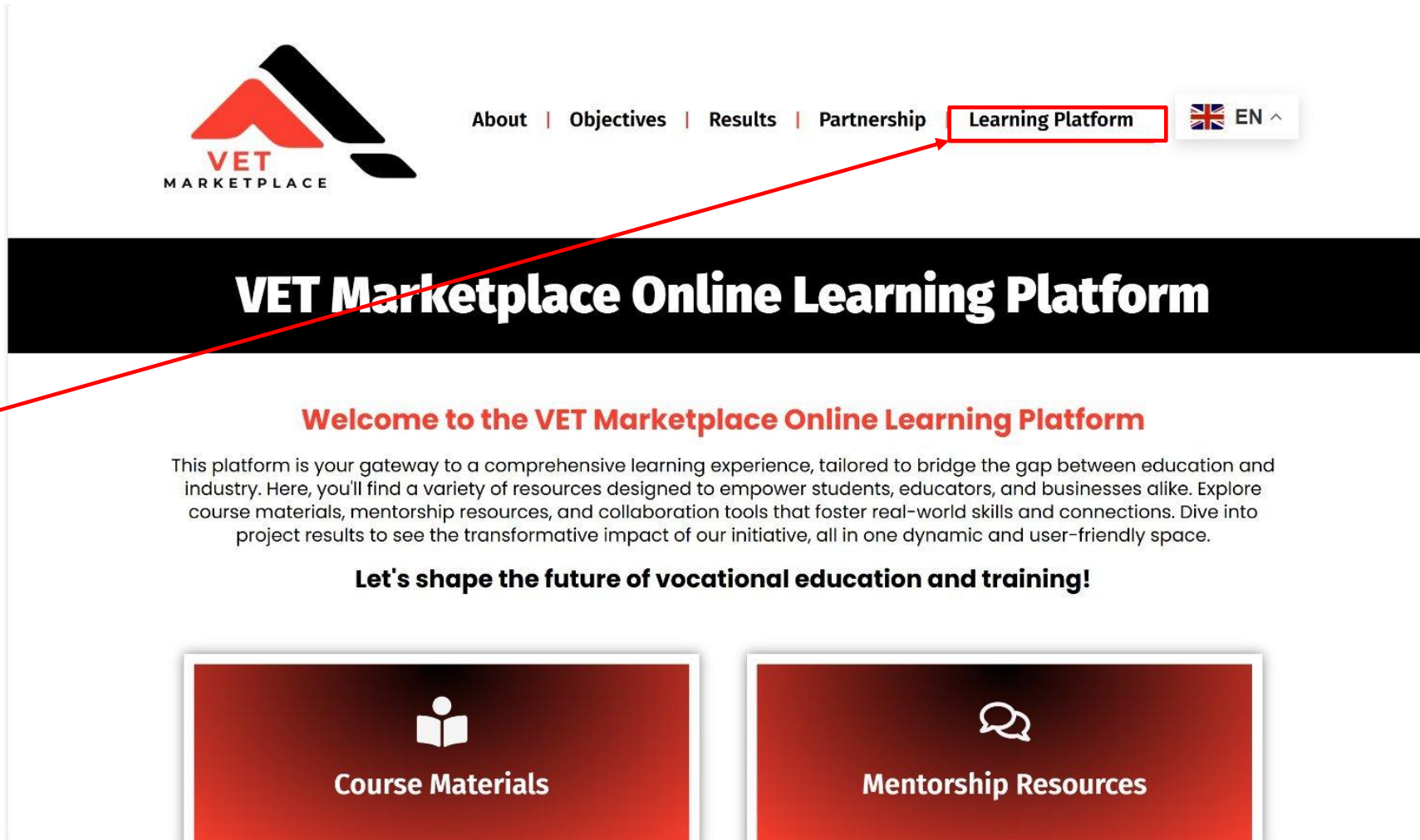
Students modify their work based on the feedback received.



Companies check the final submissions and provide additional feedback.

# PLATFORM: USE THE PLATFORM

1. Go to “[VET Marketplace](#)”  
webpage



The screenshot shows the VET Marketplace website. At the top left is the logo, which consists of a stylized red and black shape above the text "VET MARKETPLACE". To the right of the logo is a navigation menu with links: "About", "Objectives", "Results", "Partnership", and "Learning Platform". The "Learning Platform" link is highlighted with a red box and a red arrow points from it to the "Learning Platform" text in the instruction on the left. To the right of the navigation menu is a language selector showing a UK flag and "EN ^". Below the navigation menu is a large black banner with the text "VET Marketplace Online Learning Platform" in white. Below the banner is a red heading "Welcome to the VET Marketplace Online Learning Platform". Underneath is a paragraph of text: "This platform is your gateway to a comprehensive learning experience, tailored to bridge the gap between education and industry. Here, you'll find a variety of resources designed to empower students, educators, and businesses alike. Explore course materials, mentorship resources, and collaboration tools that foster real-world skills and connections. Dive into project results to see the transformative impact of our initiative, all in one dynamic and user-friendly space." Below this is a bold black heading: "Let's shape the future of vocational education and training!". At the bottom are two red rectangular buttons. The first button has a white icon of an open book and the text "Course Materials". The second button has a white icon of two speech bubbles and the text "Mentorship Resources".

2. Click on  
“Learning  
Platform”

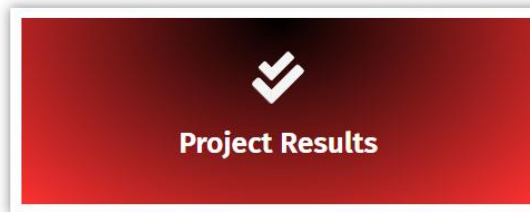


## Welcome to the VET Marketplace Online Learning Platform

This platform is your gateway to a comprehensive learning experience, tailored to bridge the gap between education and industry. Here, you'll find a variety of resources designed to empower students, educators, and businesses alike. Explore course materials, mentorship resources, and collaboration tools that foster real-world skills and connections. Dive into project results to see the transformative impact of our initiative, all in one dynamic and user-friendly space.

**Let's shape the future of vocational education and training!**

3. Click on  
"Course  
Material"



# PLATFORM: CREATE AN ACCOUNT AND LOGIN

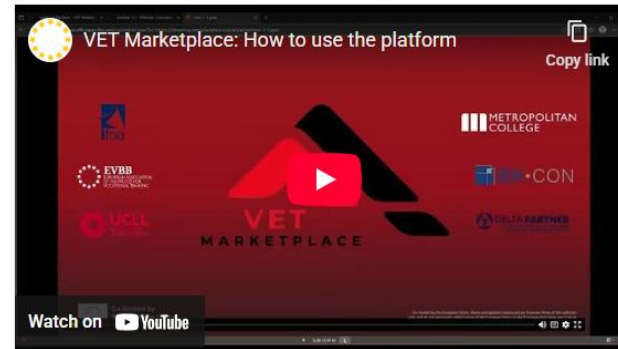


Home

You are currently using guest access [Log in](#)

4. Click on  
“Log in”

## How to use the platform



## Available courses

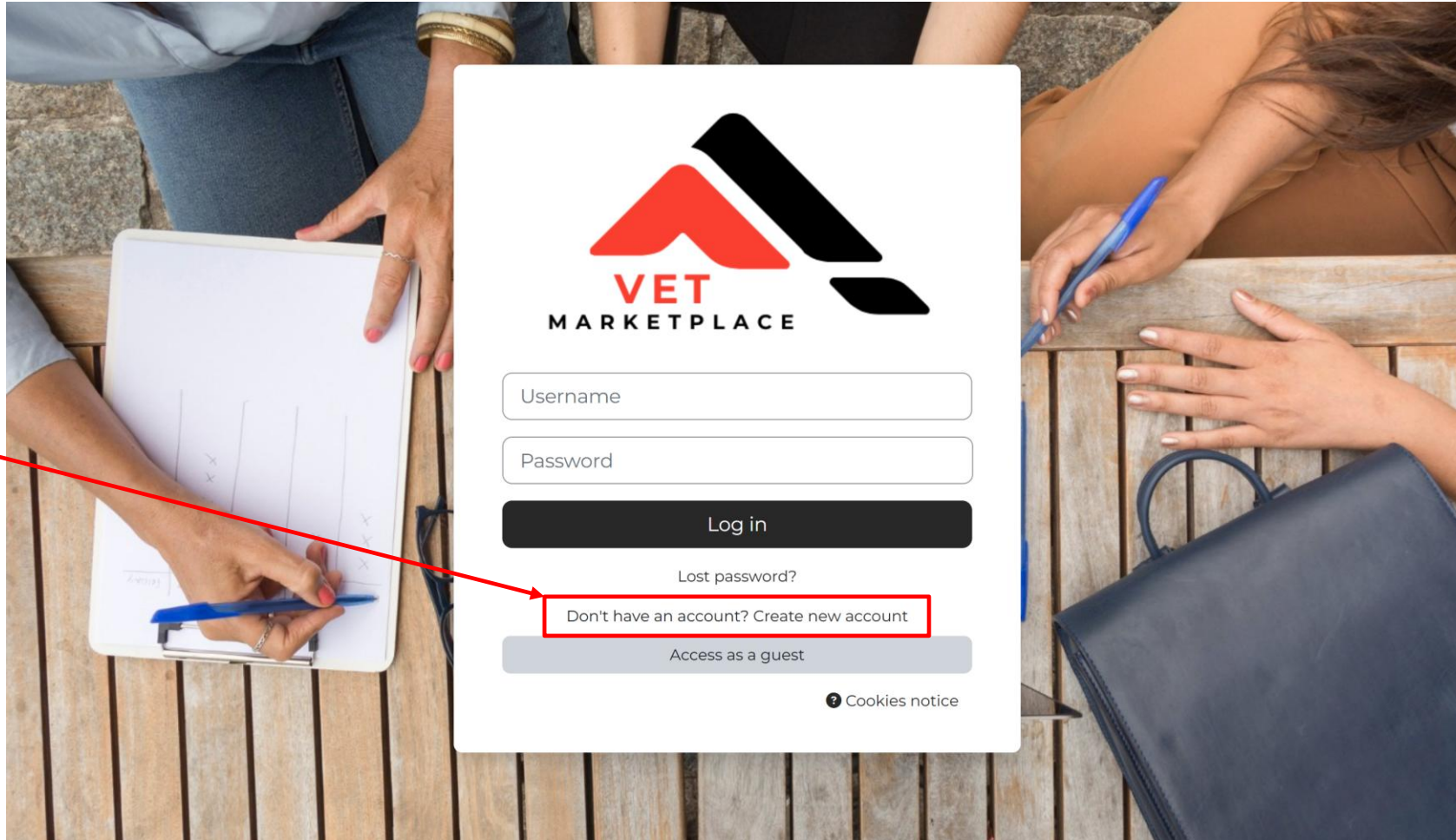


Communication Skills for Designers and Developers




Entrepreneurial Skills for Designers and Developers

5. Click here to register.





6. Complete all the fields with your details.


7. Click on “Create my account”


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 special character(s) such as \*, -, or #

Password 

Email address 


Email (again) 

First name 

Last name 

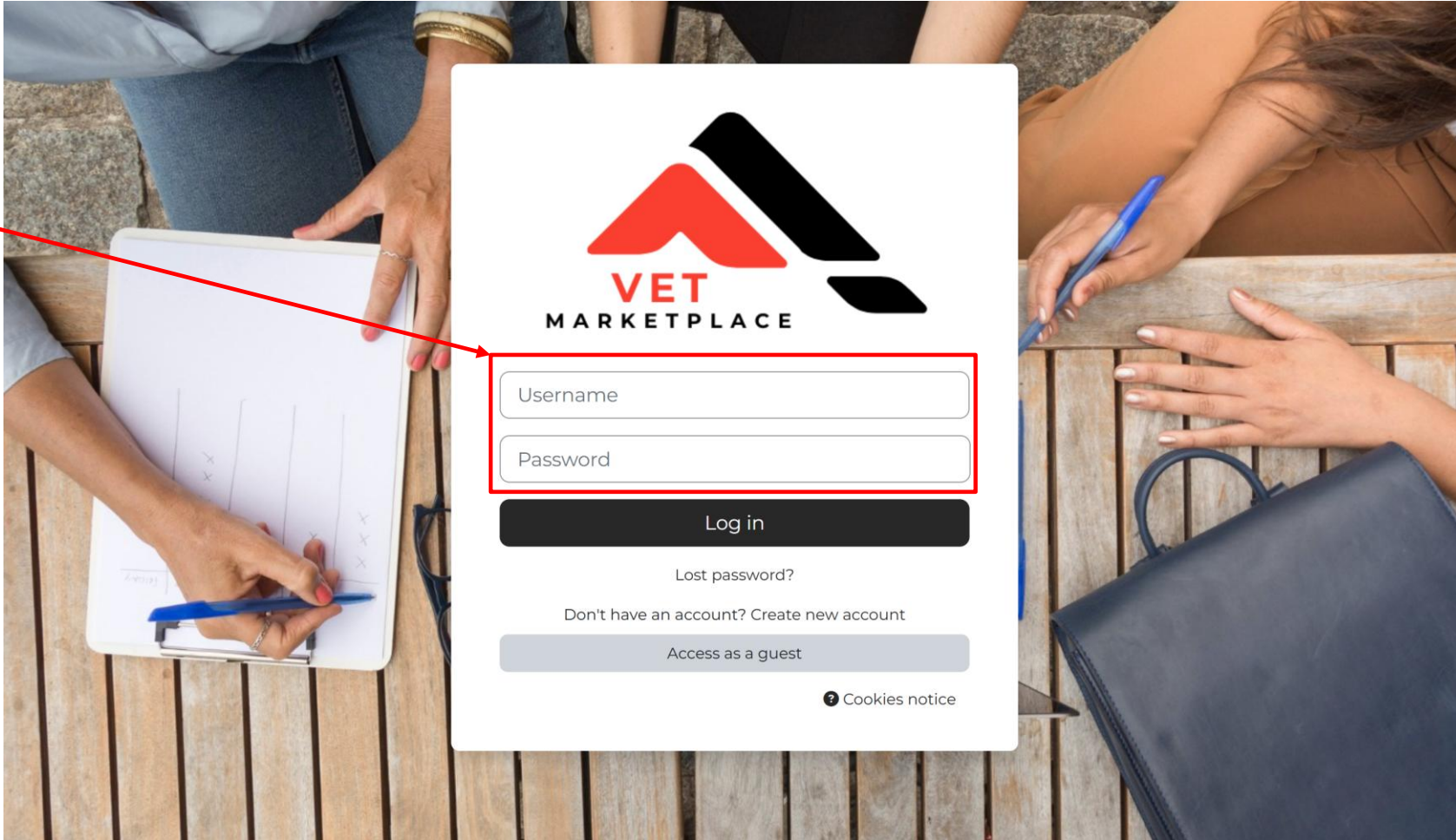
City/town

Country

Select a country 

**Create my new account** Cancel

8. Write down  
your  
“username” and  
“password”  
when logging in



# PLATFORM: MONITOR AND ASSESS SUBMISSIONS



Home **My courses**



You are logged in as Agata Kuczera-Kulka



## VET Marketplace E-Learning Platform

### How to use the platform

#### Available Courses



English  
[Communication Skills for Designers and Developers](#)

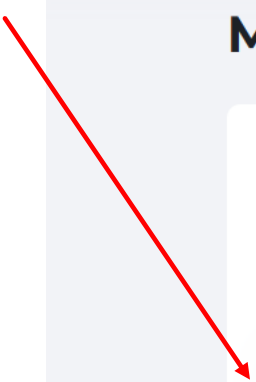


English  
[Entrepreneurial Skills for Designers and Developers](#)

9. All available courses are displayed. Click on "My courses"



10. Now you see your company's assignment. Click on it.



## My courses

### Course overview

All ▾ Search  Sort by course name ▾ Card ▾

Assignments

Reklama Agata Kuczera Kulka

1st Draft (1)

Reklama Agata Kuczera Kulka > Project: Integrate the company's website with product database

Make a submission

Use this space to upload your 1st draft submission in preparation for the follow-up meeting.

Grade

### Grading summary

Hidden from students	No
Participants	0
Drafts	0

11. Using the sidebar, select “1<sup>st</sup> Draft” or “Final submission” and then click on **GRADE** to grade the submission

Please note: Additional feedback can be provided by email

# PLATFORM: MESSAGING

Teachers, students and other users may send and receive private messages via Moodle.

Home My courses

## My courses

### Course overview

All Search Sort by last accessed Summary

	Communication Skills for Designers and Developers English 87% complete	⋮
	Entrepreneurial Skills for Designers and Developers English 71% complete	⋮

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System (FRSE). Neither the European Union nor FRSE can be held responsible for them.

1. A number at the top of the screen reflects the number of people who have sent new messages.



## My courses

### Course overview

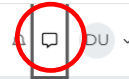
All Search Sort by last accessed Summary



Communication Skills for Designers and Developers  
English  
87% complete



Entrepreneurial Skills for Designers and Developers  
English  
71% complete



Search

Contacts

Starred (1)

Demo User

Group (0)

Private (0)

2. Clicking the icon displays the messaging drawer, divided into starred messages, group messages and personal messages.



Home My courses

## My courses

Course overview

All Search Sort by last accessed Summary

	Communication Skills for Designers and Developers English 87% complete
	Entrepreneurial Skills for Designers and Developers English 71% complete

Search

Contacts

Starred (0)

**Demo User**

Group (0)

Private (0)

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Region of the South (FRSE). Neither the European Union nor FRSE can be held responsible for them.

3. Clicking on the contact, you will be able to send messages.

DU

Demo User ★  
Online

Personal space  
Save draft messages, links, notes etc. to access later.

Write a message...



Co-funded by  
the European Union



Supporting SMEs through VET students' assignments  
in the field of Informatics, Design and Audiovisual Sectors

THANK YOU FOR THE ATTENTION!