

Module 5: Accessing resources - public finance, crowdfunding potential and attracting corporate sponsors

The Module at a glance:

Module title:	Accessing resources - public finance, crowdfunding potential and attracting corporate sponsors
Teaching hours:	15 Hours
Mode of delivery	Blended (the face-to-face or online synchronous sessions can be also implemented for asynchronous learning, individually)
Learning materials Planned types, learning activities and teaching methods:	<ul style="list-style-type: none"> • Online learning materials • PPT presentation • Case studies • Additional material for the autonomous learning
EQF level:	3-4
Learning outcomes of the course unit:	<p>The learner will be able to</p> <ul style="list-style-type: none"> • identify stakeholders and build a database of financial stakeholders • identify your level of financial literacy and be able to improve on it • achieve a broad understanding of financial resources needed, tools and institutions that play an important role financially • differentiate between financial models and use the acquired knowledge to make financial decisions for personal projects • analyze and evaluate case studies and appraise alternative viewpoints
Language of the course:	English
Detailed content for the topic/subject	In this module, potential learners are going to be introduced to multiple notions pertaining to the financial nature of a

	<p>potential business, starting with the legislation, which is helpful in understanding required taxes and obligations.</p> <p>Then, the learner will move on to better understand the connections that are necessary for building a business, stakeholders, supporters, and the existing funding mechanisms at European level. National funding mechanisms and opportunities are available in the additional information material, concerning the countries that are part of the project's consortium.</p> <p>A short assessment of financial literacy will give the learner an idea of what their understanding of financial matters is, before delving into the costs of running a business and exploring the multiple ways of financing it.</p>
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The units forming the course syllabus:

Topic/Subject	Contents/main points
Accessing resources - public finance, crowdfunding potential and attracting corporate sponsors	<ul style="list-style-type: none"> ● Start by paying attention to the tourism legislation <ul style="list-style-type: none"> ○ European tourism legislation ● Learn more about your financial stakeholders <ul style="list-style-type: none"> ○ Who could be a stakeholder? ○ Stakeholders at different levels ○ European funding, 2021-2027 ○ Rural networks and stakeholders ● Invest in your financial literacy ● Are you ready to finance your business? <ul style="list-style-type: none"> ○ Costs of running a business ○ Ways to finance your business ○ What is crowdfunding? ○ Accessing your crowdfunding potential ○ What are corporate sponsors? ○ On getting corporate sponsorships

	○ Creating your pitch for sponsorship
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