SOCIAL **IN**CLUSION
OF MIGRANTS THROUGH
CREATIVE INDUSTRIES

OUTPUT 4

Serious game to foster entrepreneurship spirit
exploiting personal cultural background.
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INCREA SERIOUS GAME STORYBOARD

Erasmus+

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Table of contents

Language Skills

Questions for the game

Topics

- How to prepare my CV
- Are you ready for an interview?
- Let's work! How to communicate with your colleagues
- How to write emails and deal with bureaucracy
- How to make phone calls

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Scenarios

Question 1: In a CV, you should never give your personal information and profile.

Answer 1: False

Feedback 1: You should always give your personal information and profile so that you can be contacted by a hiring company.

Question 2: In a CV, the order of your work experience or academic accomplishment is not important.

Answer 2: False

Feedback 2: It should be written in chronological order.

Question 3: Writing an email to the employer after the interview to let him/her know that you appreciate being considered for the job is not appropriate.

Answer 3: False

Feedback 3: It is appropriate and a good way to express your interest in the position.

Question 4: The following words are all synonyms: *salary, wage, pay and earnings.*

Answer 4: True

Feedback 4: They all mean the same: the money you get for your work.

Question 5: Analytical skills are someone's competences to examine things and to find solutions to the problems at work.

Answer 5: True

Feedback 5: Analytical skills are your abilities to analyse things and situations and come up with solutions to solve them.

Question 6: In a meeting at work, being late shows lack of respect for the other colleagues.

Answer 6: True

Feedback 6: You should always be on time in order to show respect to your colleagues.

Question 7: It is not important to introduce yourself in a phone call.

Answer 7: False

Feedback 7: You should always introduce yourself and, if needed, the company you are working on behalf of.

Question 8: To attach means to forward a document to someone.

Answer 8: False

Feedback 8: It means to add or fasten (a related document) to another, or to an email

Question 9: Working in shifts means to work with a concrete and definite schedule.

Answer 9: False

Feedback 9: It means to work at different times, for example, days one week and nights the next week.

Question 10: Do not comment on others' ideas and do not provide feedback, even if it is constructive.

Answer 10: False

Feedback 10: It is positive to give your feedback and own point of view, as long as it is in a constructive manner.

Question 11: "I'm calling on behalf of …" means that you are introducing yourself as a representative of your company.

Answer 11: True

Feedback 11: It is a formal way to state that you are calling in representation of your company.

Question 12: 'Consequantly' is a connector expressing reason and cause.

Answer 12: False

Feedback 12: It expresses result.

Question 13: Avoid saying you do not know something. It is better to say, for instance, "I'll check on that for you".

Answer 13: True

Feedback 13: It will help you sound more professional!

Question 14: It is not important to introduce yourself in a phone call; it is egocentric.

Answer 14: False

Feedback 14: It is important to let people know who they are talking to.

Question 15: It is NOT advisable to discuss topics that are not in the agenda.

Answer 15: True

Feedback 15: Try to stay to the plan, be clear and straight to the point.

Question 16: Do not prepare for an interview, being spontaneous is the best way to show how you are.

Answer 16: False

Feedback 16: The better prepared you go to the interview, the more confident you will feel and the more probable it will be for you to succeed!

Question 17: "How are you doing today?" is an alternative question to "How are you doing?"

Answer 17: True

Feedback 17: Try not to sound too repetitive at work and be nice to your colleagues!

Question 18: It is very impolite to ask, "Could I ask who's calling, please?"

Answer 18: False

Feedback 18: It is not impolite; in fact, it is a very formal way to ask someone's name on the phone.

Question 19: When writing and email, after the greeting, you should always use a comma.

Answer 19: True

Feedback 19: True, after the introductory greeting, it is mandatory to write a comma and continue writing in the line below.

Question 20: Communication skills can be defined as the ability to motivate other people to achieve work goals.

Answer 20: False

Feedback 20: It is the ability to speak and write effectively and to organize your thoughts logically.

Digital Skills

Questions for the game

Topics

- How to find online and open resources
- How to create your own brand identity
- Work online! Online banking and freelancing
- How to make your business visible online
- How to secure your PC and business digital documentation

Scenarios

Question 1: To create a brand identity means to design a logo of company

Answer 1: False

Feedback 1: Creating a brand identity is more than just your logo. A brand identity is visual and emotional and communicates relevance and trustworthiness.

Question 2: Brand identity is distinct from brand image

Answer 2: True

Feedback 2: Brand Identity is how you want the consumer to perceive your brand. Brand Image is the perception of your product or brand by consumers (It's what they hear).

Question 3: People (your potential customers) have psychological ties to different colors

Answer 3: True

Feedback 3: People make a subconscious judgment about a product in less than 90 seconds of viewing, and a majority of these people base that assessment on color alone.

Question 4: You do not need to be consistent with your topics on social media

Answer 4: False

Feedback 4: A strong brand is one that sends a clear message and does so in a consistent manner.

Question 5: Online banking gives you the ability to manage your bank account online with your mobile device or computer.

Answer 5: True

Feedback 5: Banking online means accessing your bank account and carrying out financial transactions through the internet on your smartphone, tablet or computer.

Question 6: You can transfer money to people who do not have online banking

Answer 6: True

Feedback 6: Online banking allows you to transferring money to persons or companies who do not bank online.

Question 7: Bank can ask you for your password and username in email.

Answer 7: False

Feedback 17: The bank shall not send and/or ask about secrete information in their mailing system.

Question 8: Freelancers do not need to pay taxes

Answer 8: False

Feedback 8: Freelancers are considered to be self-employed, so if you earn income as a freelancer you must file your taxes as a business owner

Question 9: To make your business visible you don't need any website.

Answer 9: False

Feedback 9: Many of your potential customers are not physically near your business, so, often, they look on the internet to find what they need

Question 10: Online marketing means you need a facebook page and that's enough.

Answer 10: False

Feedback 10: Online marketing is a set of tools and methodologies used for promoting products and services through the internet. It's almost a little more complex than having just a facebook page.

Question 11: One action to protect your data is to have a password on your PC.

Answer 11: True

Feedback 11: The password should be made of different characters and hard to guess

Question 12: You don't need of any backup.

Answer 12: False

Feedback 12: it is important to make copies of the data present on the PC with periodic scanning so as to always have an updated copy

Question 13: Open Educational Resources that already exist can save you time, but they require a lot of effort to find them.

Answer 13: False

Feedback 13: Existing OERs can save you time AND effort from your searching.

Question 14: Open and online resources can help your self-regulated learning, as you can increase your knowledge and skills at your own time and pace.

Answer 14: True

Feedback 14: Open and online resources encourage your self-guided exploration.

Question 15: You can easily find geographic data in Universities' online libraries.

Answer 15: False

Feedback 15: There are plenty of shapefiles, software, etc. where you can find all the geographic resources you need.

Question 16: There is a variety of multimedia resources that you can easily find through video search, photo/image search, or audio/music search.

Answer 16: True

Feedback 16: OERs come in a wide variety of types and provide you with find openly licensed media elements

Entrepreneurial Skills

Questions for the game

Topics

- How do I make a research and find a business idea?
- Let's plan! How to prepare a business plan
- Do you know how to register a company? *(national legal structures)*
- How to deal with contracts, taxation and hiring?
- How can I fund/credit my business?

Scenarios

Question 1: In order to successfully register you company in the UK you must have a business bank account.

Answer 1: False

Feedback 1: You must register on Company house

Question 2: Web incorporation through Companies House's online portal standard fee is £14.

Answer 2: False

Feedback 2: Its £12.

Question 3: Null and void means that something is invalid, without legal force and not binding.

Answer 3: True

Feedback 3: It is a synonym for 'canceled' or 'invalid'.

Question 4: Two businesses can have the same legal name.

Answer 4: False

Feedback 4: All businesses must be registered under unique names.

Question 5: As a business owner, it is your duty to take your employees' income tax and social security tax and transfer them to the government before you pay their wages or pension.

Answer 5: True

Feedback 5: Not following these procedures would bring you legal problems!

Question 6: A limited Company is a company with limited liability (legally distinct from its owners).

Answer 6: True

Feedback 6: In this type of companies, the liability of its members is limited to what they have invested in the company.

Question 7: The acronym VAT stands for Valid Added Tax.

Answer 7: False

Feedback 7: Value Added Tax

Question 8: Income Tax and Social Security Tax are the same thing.

Answer 8: False

Feedback 8: Income Tax is the amount of money governments impose on income generated by businesses and individuals while Social Security tax is the tax levied on both employers and employees to fund the Social Security program.

Question 9: The SME instrument is Addresses innovative SME's established in third countries

Answer 9: False

Feedback 9: The SME instrument is Addresses for profit SME's.

Question 10: A Startup loan is a non-refundable grant

Answer 10: False

Feedback 10: It is a loan with a fixed interest rate of 6% per year

Question 11: Traditional loan is the easier way to fund your business.

Answer 11: False

Feedback 11: It isn't because you need guarantee.

Question 12: Business angels own a piece of your company once they lend you money.

Answer 12: True

Feedback 12:

Question 13: The first step in designing your business idea is to develop a prototype of it and evaluate the resources you need and have available

Answer 13: False

Feedback 13: The 1st step is to define your insight and start considering your passions, abilities, beliefs, dreams and search online other alike projects

Question 14: Preparation of a business plan is optional for some small businesses.

Answer 14: False

Feedback 14: A business plan should be prepared for any start-up business.

Question 15: The goal of the Idea Design Process is to have a well–thought-out idea that is ready for testing.

Answer 15: True

Feedback 15:

Question 16: The primary reason to plan your creative project before you begin is to create a tool to deal with investors and financing sources.

Answer 16: False

Feedback 16: While your business plan will be valuable in dealing with business relationships, the primary value will be to provide a format for you to thoroughly analyse all aspects of your intended business

Question 17: The Creative Project Canvas helps you to develop your ideas and how these might connect with people willing to see, engage or participate in your work.

Answer 17: True

Feedback 17: It is a visual tool that will provide you a simplified project overview while helping your draw a big picture, visualize your project and develop a shared vision with all participants."

Question 18: Getting feedback is important in your business idea design process

Answer 18: True

Feedback 18: It is important because that is the first test of your idea that will help you changing/improving it if necessary

Question 19: Within a Creative Project Canvas context, the "Access for others" section is completed the last.

Answer 19: False

Feedback 19: The sections which are completed the last are "Short-term gains and losses" and "Long-term rewards".

Question 20: Creative thinking is a process which helps aspiring entrepreneurs generate venture ideas.

Answer 20: True

Feedback 20: Through this process, entrepreneurs can turn their initial creative ideas into real businesses!