

TEACHER'S MANUAL → LEVEL 1 - RAW MATERIALS

1. Goals-Subgoals-Objectives

The first objective of the module is to make known the meaning of "raw material", not necessarily linked to the professional sector of well-being, knowing how to distinguish between the different types classified according to the different sources of extraction or production and thinking about any problems related to the environmental impact that each produces.

The second step and objective is to introduce the presence of raw materials in the objects present and used in a beauty salon to make the operators, who have already acquired the concepts related to the primary objective described above, aware of what they decide to buy or use for their professional activity.

2. Starting situation and timetable

It is supposed to start from a situation where you are not aware of any concept related to the theme of raw materials. Thus the work could be structured as follows:

Lesson 1 (45 minutes)

- Definitions and classification (objective 1)
- Activity

Lesson 2 (45 minuti)

- Where is what (objective 2)
- Activity

It may be necessary, depending on the learning speed of the learners, to divide Lesson 2 in two to give the right space to activities that allow awareness and acquire, with practice and personal research, the contents.

3. Introduction to the module

In addition to the content of the Text Book available to students, it could also be useful what is contained in the following websites and documentation:

WallStreetMojo

The World's Most Comprehensive Educational Resource for Finance, Accounting, and Investment Information

<https://www.wallstreetmojo.com/raw-materials/>

Vedi anche PDF allegato

EIT Raw Materials (European Institute of Innovation and Technology)

Initiated and funded by the EIT (European Institute of Innovation and Technology), a body of the European Union, is the largest consortium in the raw materials sector worldwide. Its vision is to develop raw materials into a major strength for Europe. Its mission is to enable sustainable competitiveness of the European minerals, metals and materials sector along the value chain by driving innovation, education and entrepreneurship.

<https://eitrawmaterials.eu/>

See also the rich YouTube channel constantly updated

<https://www.youtube.com/@EITRawMaterials/videos>

In particular interesting the following introductory video

<https://youtu.be/ADWsTD4-WAw>

4. Core

In addition to the content of the Text Book available to students, it could also be useful what is contained in the following websites and documentation:

Plant-based raw materials

See the PDF downloadable from the site

https://www.researchgate.net/publication/315955240_Plants_as_raw_materials

Animal-based raw materials

Animalsmart.com – Feeding the world

<https://animalsmart.org/feeding-the-world/products-from-animals>

Mineral-based raw materials

Start from this interesting video-lesson

<https://www.youtube.com/watch?v=wQhFQFeYdJU>

5. Closure of the lesson

The lessons should end with a **summary** brainstorming that can help to fix the important concepts learned and the drafting of a **short dictionary** of learned terms to be built together with the students before concluding (Activity 1).

STUDENTS ACTIVITY

For the proposed **Activity 1** students are suggested to use an App like “Mural” to create two different mind maps. Here’s some useful tutorials:

About how to build a mind-map

<https://www.youtube.com/watch?v=xCyiFipyRE>

About using Mural

<https://support.mural.co/en/articles/6672185-how-to-use-mural-your-quickstart-guide>

Mural alternatives

MIRO - <https://miro.com/mind-map/>

CANVA - <https://www.canva.com/graphs/mind-maps/>

LEVEL 1 (Management)

HOW TO USE EXCEL TO CREATE A CRM TUTORIAL:

<https://youtu.be/KMN0nELzcas>

<https://youtu.be/l-Ze6bX7ous>

Excel is one of the most powerful pieces of software that businesses can use. Excel is not specifically a piece of contact management software, nor is it [accounting software](#). It's not even calendar software; in fact it's all of those things and anything else you want it to be.

The power of Excel lies in its flexibility. A spreadsheet is essentially a basic programming environment that allows you to store and organize data, and then manipulate that data in a number of straightforward ways. Once you learn the basics, you can create some impressively dynamic and useful spreadsheets that will manage a number of aspects of your business. And because you'll be using software that you likely already own, you'll save a lot of money and face fewer compatibility issues. Here we will look at how you can turn Excel into a powerful [CRM system](#) with minimal effort and maximum efficiency.

THEORETICAL DEEPENING

USING EXCEL: THE BASICS

Before using the dynamic elements of Excel, users start with a table that they can fill out as they wish. This simple setup is useful, as it will allow you to list all of your contacts' names down one column, with contact details, notes and history in other columns. For sales teams, notes might include things like personal details or comments for future discussions, while for marketing teams one might include how many purchases a customer has made, along with details regarding a customer's interests or tendencies. What you have now is the very basics of a CRM system.

ORGANIZING CONTACTS WITH FILTERS

Still keeping track of clients manually? That's where one of the more dynamic features of Excel comes in: filter. To filter your entries on the newest version of Excel, click the "Home" tab and then the "Sort and Filter" option. Make sure you've highlighted the top row for the columns that you want to apply the change to, and then click "Filter."

CONDITIONAL FORMATTING

Another nifty Excel feature is the ability to use conditional formatting. This function is available from the "Home" tab, and it lets users define colors and other formatting changes for specific cells. For instance, if you were to update your contact list each time you spoke to a customer, you could set up your spreadsheet to highlight the contacts who haven't heard from you in a while. That way, you can easily see which contacts haven't been contacted recently (and therefore know automatically which may require a follow-up).

FORMULAS

Of course, one could also use formulas to achieve the above effect. Formulas allow people to automatically calculate user-defined inquiries. These formulas can be used to calculate the difference

between two dates, convert measurements, compare cell contents and look up values in a range. Each formula starts with an “=” sign followed by a space, and then contains the formula specifics. For instructions on how to use conditional statements (ie. “if” statements), check out YouTube for a number of instructional videos like the one below. Once you feel confident about your Excel abilities, you can try being more adventurous with things like a Nested IF.

VLOOKUP

VLOOKUP is one of Excel’s most powerful functions, allowing you to look up information from other worksheets. This function allows you to keep a key of information that you can easily use to find additional relevant information about your contacts.

CAN YOU *REALLY* USE EXCEL FOR CRM?

By using these tools, you can have a dynamic list of contacts that you can search through using smart parameters, that you can use to display graphs. These parameters will alert you to important user-defined scenarios and triggers, and if you’re skilled with Excel you can add more functions as you need them.

BUSINESS EXERCISES

1. Write down five reasons why you should start your new business now; then write down five reasons why it is a bad time. Do the positives outweigh the negatives?
2. Analyse your business idea in terms of the features, advantages and benefits of the new product or service. How will it make life better for those who buy it?
3. Which of your personal goals will you satisfy by starting business? For example what is the relative importance of goals such as financial goals, desire for freedom, recognition, and realisation of potential technology, to you?
4. What are your present strengths and weaknesses in terms of experience, expertise, contacts, resources that will help you to launch your business?
5. Brainstorm: Write down ten ideas for a new business, no matter how crazy or impractical. Develop criteria for selection, such as benefits for the user, practicality, existing competition and fun to do. Score your ideas against your criteria. Select the best and develop five reasons why this is a killer idea, and why it would delight the customer.
6. Chose a ground-breaking product with which you have some familiarity, for example development of the ARM processor, or the introduction of the Apple IPOD, or the development of a drug. Write a short outline business plan that the pioneers might have written at the start of the project, but disguise the name. Swap with a colleague and critique each other’s plan. Would you have funded their plan, without the benefit of hindsight?
7. Find, on the web, the last published accounts for a large company like Apple or IBM. Calculate the ratios given in the lecture. Discuss your conclusions
8. Classic team demo. Line the in groups of ten or so in a double line facing each other, with your right arms and index fingers stretched out. Lay a garden cane across the outstretched fingers. Tell the group that the task is to stay in contact with the cane, but lower it to the ground. The cane moves up, not down, as each person locally optimises their contact with the cane. It takes communication for each to move downwards.
9. Middle management muddle Divide the class into three. One part is the workers, the second are their managers and the last the senior managers. The senior managers can only communicate with the

workers, and the workers can only communicate with their manager. All communications must be in writing. Give the workers some materials for a task – sorting cards, for example. Give the senior managers the goal – sort the cards into ascending order. Half way through change the task – sort into descending order instead. Introduce some snags, for example some cards might be blank, Watch the chaos ensue.

10. Draw up a proposed organisation chart for your new business.

11. Try taking the "25 words, five messages and a question" test: Often you have to pitch your idea in as little as 30 seconds. If you can summarise your pitch in 25 words or less, we will be able to sell it more effectively. Next, list the five most compelling messages that your full pitch will contain; bullet-points will do. Finally, imagine that you are about to make a presentation to a large auditorium full of potential investors or customers. What one question would you ask them to engage their minds, and make them realise that this was something both relevant to, and compelling for both them and their businesses?

12. Analyse half a dozen adverts, preferably for fashion goods or cosmetics. What are the real messages about the benefits of their products that the advertisers are trying to convey? Look at such things as the implied lifestyle and surroundings of the people in the advert. How do these messages differ from the surface message about the product features?