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STUDY MATERIALS FOR THE TOPIC OF

**ELECTRONIC COMMUNICATION
IN A BUSINESS ENVIRONMENT**



FUTURE FOR EDUCATION



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**ELECTRONIC COMMUNICATION
IN A BUSINESS ENVIRONMENT**

ING. JAN TOBOLÍK



FUTURE FOR EDUCATION

The seminar Electronic communication in the corporate environment focused on the history of communication and its importance. Communication is the process of transferring information and ideas between individuals or groups through various methods and media. This includes verbal, non-verbal, written and electronic communication. In a broader context, communication is the way individuals create and share meaning with others. He discussed the impact of the internet on communication, from the first emails to modern communication platforms. The advantages and disadvantages of electronic communication, which is essential to most industries in the corporate environment today, were discussed. Electronic communication, whether through emails, chat applications, video calls or social media, is the backbone of many contemporary businesses and organizations. Its importance is evident in all aspects of modern society and culture, both in professional and personal life. Today, the ability to communicate and respond quickly is one of the key factors for success. In a world where information is an advantage, electronic communication enables almost instantaneous dissemination and retrieval of information. In today's fast-paced business environment, electronic communication plays a key role in increasing the efficiency of companies and individuals. Its importance is evident not only in the professional but also in the personal lives of many people.

The seminar also covered the etiquette of electronic communication, how to write a professional email. Email etiquette is essential for effective electronic communication. Following these rules ensures that your messages are received positively and that your communications are effective and professional. The age of digitalisation and remote working has made video chatting an essential part of modern working life. Following certain procedures ensures that your video calls are as effective and professional as possible.

Advanced team collaboration tools have become a staple of the modern work environment, especially for teams that work remotely or are spread across multiple locations. These tools offer a range of features that make it easier to organize, communicate, plan and track projects. Integrated communication platforms have also been mentioned as they have become a core tool for modern businesses as they offer combined features for chat, video and document sharing.

These platforms increase the efficiency of team collaboration by integrating different communication channels and tools into one solution. Integrated communication platforms offer the benefits of centralized communication and easy access to critical information and tools, allowing teams to collaborate easily and efficiently regardless of their geographic location.

Recommended and Advanced tools for team collaboration:

Advanced team collaboration tools have become a staple of the modern work environment, especially for teams that work remotely or are spread across multiple locations. These tools offer a range of features that make it easier to organise, communicate, plan and track projects. Let's take a closer look at four popular tools:

1. Trello

- **Characteristics:** Trello is a visual project management tool based on the kanban methodology. Users can create cards for individual tasks and move them between columns that represent different stages of the process.
- **Example use case:** a development team can have columns such as "To be discussed", "In progress", "Testing" and "Completed", allowing them to easily track the progress of each task.

2. Asana

- **Characteristics:** Asana is a flexible project management tool that allows teams to track tasks, miles, responsible people, and deadlines. It can be displayed as a list, kanban board, calendar, or Gantt chart.

- Use case example: a marketing team can create a project for an upcoming campaign where each team member has assigned tasks with deadlines, and all tasks can be displayed on a calendar to show when what is scheduled.

3. Basecamp

- Characteristics: Basecamp is an all-in-one team collaboration solution, offering tools for discussion forums, task management, file sharing, calendar events and automatic check-ins.
- Use case.

Security and privacy were mentioned at the end of the seminar. In today's age of digital technology, protecting electronic identities and sensitive information is essential. With the increasing number of cyber attacks, it is important to be aware of how to protect your personal and work information. Protecting electronic identity and sensitive information requires continuous vigilance and awareness of the latest threats. Educating yourself in these areas and applying best practices can significantly reduce the risk of compromise.

4. Miro

- Characteristics: Miro is an online collaborative whiteboard that allows teams to visualize their ideas, create mind maps, prototypes, processes and much more.
- Use Case: A group of product managers can use Miro to brainstorm about new product features where each member can add, edit and comment on ideas in real time.

The seminar also highlighted, protecting electronic identities and sensitive information is essential. With the increasing number of cyber-attacks, it is important to be aware of how to protect your personal and professional information. Protecting electronic identities and sensitive information requires continuous vigilance and awareness of the latest threats. Educating yourself in these areas and applying best practices can significantly reduce the risk of compromise.



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ELECTRONIC COMMUNICATION IN THE CORPORATE ENVIROMENT (SCRIPT)

FUTURE FOR EDUCATION



EDUCATIONAL MATERIALS FOR STUDENTS



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Electronic communication plays a crucial role in today's business world. Even if you are not directly involved in this environment, understanding the basic principles of this form of communication can be very helpful in acquiring new skills.

Here are some main tools of electronic communication used in businesses:

Emails: A common way for quick exchange of information, documents, and graphics.

Internet Messengers: Such as Slack or Microsoft Teams, enabling instant message exchange and team coordination through specialized thematic channels.

Video Conferencing Platforms: Like Zoom or Google Meet, allowing for online meetings, presentations, or remote workshops, facilitating real-time interaction.

Intranets: Closed communication networks within a company, accessible only to employees, gathering information, resources, and facilitating group work.

Cloud Platforms: For example, OneDrive, used for storing and sharing files online.

Understanding aspects related to security in electronic communication is also crucial. It is always essential to pay special attention to the protection of personal data, account security, and awareness of threats such as phishing or cyber attacks.

In summary, electronic communication in business offers many tools that facilitate collaboration and information exchange. For you, as students, this can be valuable support in your learning journey, and understanding these principles will help you use these tools in your daily activities and future professional experiences. At the same time, remember about safety – using these technologies should be done consciously and securely.





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ELECTRONIC COMMUNICATION IN THE CORPORATE ENVIROMENT (SCRIPT)

FUTURE FOR EDUCATION



EDUCATIONAL MATERIALS FOR TEACHERS



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Electronic communication in the corporate environment is a crucial element of effective information exchange and collaboration in today's business world. For teachers and lecturers, although they may not be directly associated with the business environment, understanding the basic principles of this form of communication can be extremely helpful in working with students and conducting classes.

Among the most important tools of electronic communication in corporations, it is worth highlighting:

- Emails,
- Internet messengers,
- Video conferencing platforms,
- Intranets,
- Cloud-based internet platforms.

Emails are a common method of exchanging information, allowing for the swift transmission of messages, documents, or graphics. Internet messengers such as Slack or Microsoft Teams enable rapid message exchange and facilitate team coordination through the organization of thematic channels.

Video conferencing platforms like Zoom or Google Meet are becoming increasingly popular in remote work, allowing for online meetings, presentations, or workshops at a distance, providing real-time interaction. Intranets are closed communication networks within a company, accessible only to employees, which gather information, resources, and facilitate group work.

However, understanding the security aspects of electronic communication is also crucial. Teachers should pay attention to the protection of personal data, account security, and awareness of threats related to phishing or cyber attacks.

In summary, electronic communication in the corporate environment offers a range of tools that facilitate collaboration and information exchange. For teachers and lecturers, it can be valuable support in the teaching process, and understanding its basic principles will allow them to use these tools to better engage students. At the same time, it is essential to consider security aspects to ensure the conscious and safe use of these technologies.





FUTURE FOR EDUCATION

COMMUNICATE IN THE COMPANY WITH WORKSPACE

LITTLE GUIDE FOR TEACHERS

The eight key skills that constitute the horizon of reference to which all teachers must aim :

- ① functional alphabetic competence
- ② multilingual competence
- ③ mathematical competence and competence in science, technologies and engineering
- ④ digital competence
- ⑤ personal, social competence and ability to learn
- ⑥ competence in matters of citizenship
- ⑦ entrepreneurial competence
- ⑧ competence in awareness and expression cultural

The competence involves the whole person from a cognitive, metacognitive, relational, emotional-affective points of view, in a precise context. Teachers have to interact with their students considering that they student must mobilize knowledge, ability and disposition to act for facing and resolving a problematic situation .

CONTENTS

What is it?

Google Workspace can be used to collaborate with video meetings, chats, shared files, and online documents.

As mentioned at the beginning, Google Workspace is a suite of software and productivity tools for cloud computing and collaboration, offered by subscription by the Mountain View company. It includes a whole series of web applications (including Gmail, Hangouts, Calendar, Drive etc.) which, although they are basically free for private users, are included in Workspace with specific advantages designed for companies: personalized email addresses based on domain, 30 GB of minimum storage space for documents and emails per user; 24-hour telephone and email support.

What are the most important apps?

Let's now analyze the applications included in Google Workspace individually. As we will see, these are services that embrace the concepts of communication, archiving and, obviously, collaboration. In addition, depending on the subscription plan subscribed to, the Californian giant includes an administration panel and Vault for managing users and services.

Gmail: Google Mail

Announced on April 1, 2004, Gmail has quickly become one of the most used email services in the world. It is a free, advertising-supported service that can be accessed via the web or through applications that use the POP3, IMAP or Google API protocols. It has 15 Gigabytes of free space (shared with all the other services offered by Big G to the user), which can be further increased with paid packages.

Conference call: Google Meet

Google Meet is a teleconferencing application developed by the Mountain View company. Free Meet calls can have only one host (video conference creator) and up to 100 participants, compared to the 250 caller limit for Workspace users. Finally, a distinctive feature is the possibility of connecting to the teleconference session by telephone by calling an Italian number with the prefix 02

Calendar: Google Calendar

Basically it is a calendar, which therefore allows you to quickly have a summary of the months and days of the week. However, it was conceived as an agenda on which to insert events.

Storage: Google Drive

Essential for Android users, it is the cloud service pre-installed on all devices based on the Google operating system. The underlying technology is that of cloud computing, which we told you about in a dedicated content. It is based on open source software, includes file hosting, file sharing and collaborative document editing.

Documents: Google Docs

It is absolutely the service with which Google Workspace competes with Office 365. Docs is in fact the counterpart of Microsoft Word, a web application that allows you to create and edit text documents and then share them with those who need them most. The editor created by Big G follows what the Redmond company has accustomed us to over the years, with a simple and intuitive interface and all the commands positioned in the toolbar at the top.

Spreadsheets: Google Spreadsheets

It is a spreadsheet program included as part of the office suite offered by the Mountain View company in Google Workspace. The discussion made for Docs regarding competition with Office 365 also applies in this case.

Google Forms

It is a tool that allows you to collect information from users via a custom survey or quiz. The information is then collected and automatically linked to a spreadsheet. The spreadsheet is then populated with the responses users have given to the surveys and quizzes.

Google Slides

Google Presentations is a Workspace application that allows you to create presentations, projects and forms.

Google Sites

Google Sites is a free web application provided by the Mountain View company. It allows the creation of websites and is currently one of the basic services included in the Google Apps package.

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 **FUTURE FOR EDUCATION**



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STUDY MATERIALS FOR THE TOPIC OF

DIGITAL MARKETING IN BUSINESS

ZUZANA JANÍČKOVÁ, MBA



FUTURE FOR EDUCATION

The seminar Digital Marketing in Business dealt with marketing from its beginning, through its development to the current trends and tools of use.

The seminar focused on the complex area of Digital Marketing, which deals with the use of digital channels, tools and technologies to achieve marketing objectives and interact with the target audience. Its development has been greatly influenced by the rapid growth of the internet and digital technologies in the last decades. It included information on all online marketing activities that use digital media such as websites, social media, emails, mobile apps and more. The goal of digital marketing is to effectively reach and engage a target audience, build brand awareness, generate leads and increase sales. Digital marketing is a dynamic field that is constantly evolving. In recent years, it has been heavily influenced by technological advances such as artificial intelligence, big data analytics, automation and content personalization. These innovations allow marketers to better understand customer behaviour and deliver more relevant and targeted content.

An effective online presence is the cornerstone for successfully connecting with your target audience and building credibility. An important aspect of digital marketing is website design with an emphasis on user experience. Optimal layout, easy navigation and page loading speed have an impact on user satisfaction. It is also important to pay attention to SEO, i.e. search engine optimization, so that the site is easily found and occupies a significant position in search results. A content marketing strategy involves identifying the target audience, analysing the needs and interests of that audience and then creating content that is relevant and attractive. Content marketing is not just a one-off event, but a long-term process of building customer relationships and brand awareness.

In the seminar, participants also learned the importance of social media. Social media is a key element of modern digital marketing, enabling interaction with customers and building communities around a brand. Effective use of social media requires a strategy, content plan and regular interaction with the target audience. Social media provides a platform for quick and interactive communication with existing and potential customers. They also enable content sharing, which can expand brand awareness. Thanks to social media, the company can build personal relationships with customers, get feedback and respond to current events.

Seminar participants learned how to strategically select appropriate social media. Choosing the right social media depends on your company's target audience, the type of content it produces, and the goals you want to achieve. At the same time, some popular social networks were listed, that can be used in business.

Choosing the right social networks depends on your company's target audience, the type of content it produces, and the goals you want to achieve. Below are some popular social networks, that can be used in business:

Facebook

A versatile platform suitable for a wide range of businesses. Ideal for building community, sharing content, and communicating with your target audience.

Instagram:

Suitable for visual content and a younger target audience. Great for brands to showcase their products or services through images and short videos.

LinkedIn:

Focused on professional networking and business. Ideal for building a company profile, finding partners and recruiting talent.

Twitter:

A quick platform for sharing short updates. Suitable for quick responses, following trends and joining conversations.

YouTube:

Ideal for video content and tutorials. Suitable for businesses looking to showcase products or provide information in the form of videos.

Pinterest:

Focused on visual inspiration and image sharing. Good for businesses in fashion, design or travel.

Snapchat:

Focused on short-term content and younger audiences. Use for creating instant stories and incorporating into campaigns with limited duration.

TikTok:

A growing platform for short videos. Great for creative content and reaching younger generations.

It's important to consider the specifics of your business and the preferences of your target audience when choosing social networks. It's also possible to combine multiple social media platforms for maximum reach and effectiveness.

There are several key tools for creating creative content for social media that help businesses and marketers produce engaging and effective creative. Here are some of these tools: CANVA, Figma, PDF24 Tools, Convertio + Clideo, Emojipedia, ANIMAKER / ANIMATRON, QRgenerator.cz, Pinetools-SplitImage.



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FUTURE FOR EDUCATION

DIGITAL MARKETING

LITTLE GUIDE FOR TEACHERS

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What is it?

Digital marketing refers to the creation and dissemination of content through digital media channels (such as websites, landing pages, social media, email and mobile applications) and the promotion of that content through a wide range of digital channel strategies paid, earned and owned, including SEO, SEM, pay-per-click (PPC) advertising, content syndication, social, email, messaging and more.

What does it do?

In concrete terms, the Digital Marketing Specialist is that professional who must be able to study a Digital Strategy, translating it into an operational Marketing plan using the tools made available by the web (Social Media, Email, SEO, etc.).

What are Digital Marketing activities?

The main Digital Marketing activities are SEO (Search Engine Optimization), SEM (Search Engine Marketing), DEM (Email Marketing), Affiliate Programs and Remarketing.

In its evolution, digital marketing has become fundamental for e-commerce (the perfect fusion of technology, communication techniques and business management), for example, but also for editorial sites that support advertising. In its development it must in fact also take into account all social activities (Social Media Marketing SMM), since it is not just a means of communication but a real tool for achieving one's objectives.

What are the objectives of Digital Marketing?

As you can see, it is a 360-degree approach, which aims to improve the customer experience and develop relationships in a multi-channel context, therefore going beyond the mere promotion of products and services.

In this context, the role of technological platforms (marketing technologies, or martech technologies) is crucial, but the organizational approach is even more so. It is necessary to break the silos that divide traditional marketing from digital marketing, manage online channels to support the entire sales cycle, from pre-sales to customer support, working together towards a common goal. Naturally, new skills are needed: many companies are tackling this transition with important change management projects aimed at creating a digital mindset in people that represents a new humus on which to graft modern marketing.

What are the phases of Digital Marketing?

In summary, four fundamental phases can be identified which correspond to as many objectives of digital marketing specialists.

React: reach potential customers, with an acquisition strategy aimed at creating online and offline awareness and driving traffic to the company's web channels. The techniques used in this area include SEO (Search Engine Optimization), online advertising, Public Relations and social media marketing.

Act: take actions towards prospects aimed at conversion.

Convert: transforming prospects into customers, i.e. achieving marketing objectives in terms of lead generation and sales, and increasing online and offline sales. These two phases are linked and require the analysis of the customer journey, content marketing and lead nurturing activities, the use of marketing automation technologies and techniques for optimizing the conversion rates of landing pages. Defining Marketing KPIs, i.e. the metrics for measuring performance, is fundamental. To monitor sites and eCommerce (i.e. for Web Analytics), numerous tools are used, many of which are free.

Engage: create a close relationship with customers, based on loyalty (retention), create a fan base and a community to stimulate repeat purchases. At this stage it is important to have developed a Customer Onboarding solution.

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DIGITAL MARKETING IN BUSINESS (SCRIPT)

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EDUCATIONAL MATERIALS FOR TEACHERS



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In the field of digital marketing, there are several key skills sought after by businesses. Firstly, it is important to have knowledge of tools and online platforms such as Google Ads, Facebook Ads, or Instagram Ads. The ability to create effective advertising campaigns and analyse data for result optimization is essential. Familiarity with basic SEO (Search Engine Optimization) principles and the skill to create content tailored to different online communication channels is also crucial. Additional assets include creativity in generating campaign ideas and the ability to track industry trends. The entry point to these skills is an understanding of the fundamental tools, channels, and actions employed in digital marketing, as outlined in this script.

Training scope:

1. Definition of digital marketing.
2. Tools used in digital marketing:
 - Content marketing (blogs, e-books and whitepapers, podcasts, videos, webinars and live streams, infographics, case studies),
 - Email marketing (newsletters, promotional campaigns, welcome emails, transactional emails, abandoned cart emails, survey and feedback emails, educational emails, reactivation emails, personalized emails, cold mailing),
 - Mobile marketing (mobile apps, SMS marketing, MMS marketing, in-app advertising, location-based marketing, QR codes, mobile payments, push notifications, Augmented Reality (AR) in mobile apps),
 - SEO (on-page content optimization, link building, site structure optimization, technical optimization, keyword research and optimization, local SEO),
 - Other online marketing activities (display marketing, native advertising, online communities, online reviews and ratings, influencer recommendations, chatbots and conversational marketing, search engine marketing (SEM), social media marketing, remarketing).
3. Popular forms of online advertising (banner, billboard, mega banner, super banner, skyscraper, in-text box, button, floating ad, expanding ad, polite ad, watermark, trick banner, pop-up, video advertising).





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EDUCATIONAL MATERIALS FOR STUDENTS



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Digital marketing, also known as digital marketing, can be defined as the creation and distribution of content through digital communication channels, i.e., digital media (e.g., the Internet, mobile phones), with the aim of reaching consumers. Digital marketing utilizes various channels to reach potential consumers, such as content marketing, SEO, Google Ads, PPC campaigns (pay-per-click advertising), and newsletters. This encompasses not only email, social media, and online advertising but also text and multimedia messages. It can also take other forms, such as online videos, graphic ads, or social media posts.

Training scope:

1. Definition of digital marketing.
2. Tools used in digital marketing:
 - Content marketing (blogs, e-books and whitepapers, podcasts, videos, webinars and live streams, infographics, case studies),
 - Email marketing (newsletters, promotional campaigns, welcome emails, transactional emails, abandoned cart emails, survey and feedback emails, educational emails, reactivation emails, personalized emails, cold mailing),
 - Mobile marketing (mobile apps, SMS marketing, MMS marketing, in-app advertising, location-based marketing, QR codes, mobile payments, push notifications, Augmented Reality (AR) in mobile apps),
 - SEO (on-page content optimization, link building, site structure optimization, technical optimization, keyword research and optimization, local SEO),
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STUDY MATERIALS FOR THE TOPIC OF

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EFFECTIVE ONLINE LEARNING

BC. VERONIKA DÝČKOVÁ



FUTURE FOR EDUCATION

Nowadays, digital technologies and artificial intelligence (AI) are increasingly integrated into the educational process. This seminar addressed the topic of the use of modern digital technologies and artificial intelligence in education, especially in secondary schools. Our aim was to explore different aspects of this issue and to show how these technologies can bring positive changes to secondary education. One of the main problems faced by secondary schools is the different needs of students. Each student is unique with different learning styles, learning paces, and needs. Traditional teaching methods can fail to effectively address this diversity. Digital technologies and AI enable personalized learning, where instructional content and methods are adapted to individual student needs. Adaptive learning programs that track student progress and tailor content to them are becoming increasingly common and effective tools to address this problem. Interactive learning materials and online courses can provide students with immediate feedback on their work. AI can be used to automate the assessment and feedback process. Technologies have a wide range of applications in specific fields and disciplines. The workshop also focused on how modern technology has impacted different disciplines.

It was mentioned that the future of education is likely to be increasingly linked to modern technology. AI will play a larger role in teaching, personalizing instruction, and analyzing data to improve student outcomes. Virtual and augmented reality may provide new ways of interaction and learning. The development of artificial intelligence and machine learning will continue, bringing further innovation to education.

The workshop also focused on specific applications of modern technology in education. These applications and tools are widely used in education and have had a positive impact on teaching and learning, such as E-Learning Platforms, virtual labs and simulations, interactive learning materials, virtual reality and augmented reality, or online office tools and online learning games. One of the key challenges of modern technology in education is data security and privacy. With the increasing number of digital tools and online learning, it is important to ensure that students' and teachers' personal data is safe. Online education means we are becoming more vulnerable to

cyber threats, so it is essential to invest in security measures and education to minimise the risk of data leakage and unauthorised access.

It is clear that technology has great potential to improve teaching and learning, but it also brings complex challenges that we must confront. It is imperative that we work on data security and privacy, addressing the digital divide and innovation readiness. The future of education will depend on how effectively we can overcome these challenges and use modern technology to improve the learning process.

The workshop concluded with specific examples of successful projects using modern technologies in education. These projects serve as inspiration for schools, teachers and students who are looking for ways in which modern technologies can be integrated into the learning process with positive results.

In this workshop, we have explored the importance and prospects of using modern technology in education. The conclusions of this analysis are as follows:

- Modern Technologies Have the Potential to Transform Education. These technologies allow for personalized learning, interactivity and a more efficient educational process.
- Overcoming the Challenges Is Essential: With the development of digital education comes new challenges such as data security and privacy, digital divide and the need to develop digital skills. It is important to proactively address these challenges and ensure that digital education is equitable and accessible to all.
- Personalising Learning: Artificial intelligence and technology enable personalised learning, where learning materials and methods are adapted to the individual needs and skills of students. This increases the effectiveness of learning and improves student achievement.
- Global Collaboration: the Internet and online communication enable global collaboration and knowledge exchange with people from all over the world. This opens up new opportunities for learning and inspiration from different cultures and perspectives.
- Constant Technology Development: modern technologies are constantly evolving and innovating. Teachers and students will need to acquire the skills

to work with new tools and applications. The constant development of technology is an opportunity but also a challenge.

- The Future of Digital Education: the future of digital education is full of opportunities for innovation and improved learning. The key to success is the active participation of teachers, students, schools and institutions in creating modern and effective education for the 21st century.



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DIGITAL EDUCATION (SCRIPT)

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EDUCATIONAL MATERIALS FOR TEACHERS

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Digital education encompasses two main streams: the development of digital skills for learners and the pedagogical use of digital technologies for the transformation and enhancement of teaching.

To make remote learning more engaging, it is worth focusing on an individual approach to the student, as well as utilizing modern tools and methods of informatics, such as hybrid education, which combines elements of face-to-face and remote learning. From the perspective of developing digital skills, it is beneficial to use tools and applications that enable interactive learning, such as e-learning platforms, educational games, tools for creating multimedia presentations, as well as tools for creating videos and animations.

Practical skills should also be developed through projects that allow for the acquisition of knowledge and skills in a practical manner.

Training scope:

1. What is digital education?
2. What are digital competencies and how to develop them in students? (definition and scope of digital competencies, online safety and privacy protection, rules of online etiquette)
3. Remote learning (media used in online education, advantages of distance learning).
4. Assessment of remote learning, the experiences of students during the SARS-CoV-2 pandemic (innovative methods welcomed in online teaching, elements lacking for students during remote classes).
5. How to improve remote learning? (commonly attributed drawbacks of remote learning, 7 methods that can contribute to effective remote teaching).



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EDUCATIONAL MATERIALS FOR STUDENTS

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Digital education represents a paradigm shift in teaching, where the student becomes a creator rather than just a participant in the educational process, and the school transforms into a learning environment. The modern school is heavily dependent on the level of digitization and the adaptation of teaching methods to the needs of contemporary students, including remote learning, with information and communication technologies (ICT) becoming an integral component of school education.

Training scope:

1. What is digital education?
2. Remote learning (media used in online education, advantages of distance learning).
3. Assessment of remote learning, the experiences of students during the SARS-CoV-2 pandemic (innovative methods welcomed in online teaching, elements lacking for students during remote classes).
4. How to effectively learn online? (10 effective strategies for intensive and efficient online learning, other useful tips).
5. Benefits of remote learning.

The digitization of society has provided students with certain opportunities beyond just the ability to use computers and digital tools. With personal computers, smartphones, tablets, and internet access, students have the opportunity for effective remote learning anywhere and anytime. However, the extent to which they seize this opportunity depends on their willingness to do so.



FUTURE FOR EDUCATION

TOOLS AND METODOLOGIES FOR ON-LINE LEARNING

Frame of reference

1st pillar

Educational technologies /e-learning

2nd pillar

Informal contexts of learning

3rd pillar

Didactic aspects, methodological, technological for introduce e-learning

Advantages

- It's a service easily usable
- Don't cancel teacher-student interaction
- Facilitate the monitoring of level of the students
- it's convenient because flexible

Disadvantages

- Limit the teacher relationship - student and eliminates dynamics important for learning
- The final evaluation learning is impaired when at a distance

On-line learning can promote integration between contexts of training, both formal and informal

The essential elements of didactic design

- People
- Digital content
- Technological space
- Communication tools
- Evaluation tools
- Methodologies

The cycle of the didactic design

analysis → design → development → implementation → evaluation

The best e-learning platforms

- iSpring Learn.
- Docebo.
- TalentLMS.
- Moodle.
- LearnUpon.
- Litmos.
- Absorb LMS.
- Adobe Learning Manager.

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TOOLS AND METODOLOGIES FOR ON-LINE LEARNING

Little guide for teachers

The eight key skills that constitute the horizon of reference to which all teachers must aim :

- ① functional alphabetic competence
- ② multilingual competence
- ③ mathematical competence and competence in science, technologies and engineering
- ④ digital competence
- ⑤ personal, social competence and ability to learn
- ⑥ competence in matters of citizenship
- ⑦ entrepreneurial competence
- ⑧ competence in awareness and expression cultural

The competence involves the whole person from a cognitive, metacognitive, relational, emotional-affective points of view, in a precise context. Teachers have to interact with their students considering that they student must mobilize knowledge, ability and disposition to act for facing and resolving a problematic situation .

CONTENTS

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