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# TRAINING METHODOLOGY AND TRAINING PROGRAMME DEFINITION

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Deliverable IO1/A3

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## Revision History

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## Referenced Documents

ID	Reference	Title
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2		

## Applicable Documents

ID	Reference	Title
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# 1. Instructions for writers

## 1.1 Some general recommendations

### Referencing

To ensure consistency across all units, please use the Harvard style of in-text citation throughout the unit (if you introduce new references) but use hidden text.

### Copyright

Make sure you make it clear and only share materials that are open.

### Images

Make sure you have the right to use any images you include, and they are correctly referenced.

### Learning

Structure the training material to engage our learners as much as possible. The lesson should, therefore, be constructed as a series of activities a learner has to work through, all of which map to the learning outcomes for the lesson as a whole.

Also:

1. Use **quotations, graphics, case studies and figures** to illustrate material. They provide the student with an opportunity to create a personal understanding of the topic.
2. Use **tables** to summarise information.
3. Use **learning activities** that generate relationships between what the learner sees, hears, or reads and their retention of this material (e.g. learning tasks, demonstrations, metaphors, analogies, examples, open-ended questions, interpretations and inferences).
4. Add a **game/ practice** to generate interaction with our target group;
5. Go beyond the guidebook, including new exercises, figures, graphics...things that will engage our audience for **4** hours. The training needs to be **interactive**.
6. Use **key points** to highlight the main learning points in each unit. These key points summarise the unit at various stages. They are not a comprehensive summary or conclusion to the entire unit, but a brief reminder to students of the main points covered.
7. **Hyperlinks/URLs:** Addresses to relevant and established web-sites should be provided for further research and reading. Hyperlinks to videos (YouTube, TedTalks), podcasts, newspaper articles, government agency resources.
8. Use figures to replace text where possible.

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## 1.2 Style guidelines

Style Guidelines - Please apply the following specifications:

1. Address the reader as 'you'.
2. Refer to the reader as 'the learner'.
3. Aim for an average of no more than 20 words per sentence.
4. Avoid the use of 'jargon' words. As a general rule of thumb, material should be written in a lighter style than that found in the textbooks.
5. Avoid use of the passive voice; write in the active – maximum of 10% of text to be written in the passive.
6. Avoid long, dense paragraphs of text.
7. Use headings and sub-headings as appropriate to avoid lengthy paragraphs.
8. Assume that the learner has 'no knowledge' or 'minimal knowledge' of the topic. Where 'academic language' or new terminology is introduced, use the margin notes feature to explain terms.
9. Follow the template for headings and body text.
10. Lists can be numbered or unnumbered. If the order of the list items does not matter, use a bulleted list instead.
11. You can include images and videos.

## 1.3 Modules Overview

For each module you must fill the template provided. The training materials for each module should contain also:

- **General introduction to the module:** no longer than 50 words. Provide a brief overview of the module in this part. It is an opportunity to let students know a little more about what the module will contain. If the module has many units than do the same for each unit
- **Overall aim of the module:** 2 – 3 points.
- **Learning outcomes for the module:** About 3 specific statements of learning outcomes: what it is that the students will be able to do after they have engaged with the content and completed any associated learning activities. Write a learning outcome for each major topic covered in the module. Begin each outcome with a verb which describes the action which the students will be able to perform when they have successfully completed the unit.

Examples include:

- Creative Behaviour: Create, design, develop, modify, predict, synthesise, restructure, question
- Problem-Solving Behaviour: Analyse, appraise, compare, deduce, derive,

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evaluate, explain, generate, induce

- Discriminative Behaviour: Choose, collect, detect, describe, locate, recognise
- Clinical Behaviour: Apply, compute, connect, decrease, lengthen, limit, specify, transfer
- **Learning Aids for the Module**: detail the learning aids or extra resources that will be used to achieve the learning outcomes (eg: guidebook, tools, podcasts, additional readings and so on).
- **Unit Review/Summary**: At the end of the module you should provide a summary of the key learning points in the module (or unit) which will act as a quick reference for students. Bullet points and tables can be useful in summarising information at this point.

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## 2. Training course description

### 2.1 Overall Methodology

The training course is a flexi-time course and is delivered through e-Learning as a training delivery method. The course duration is approximately **XX** hours.

The course consists of 8 modules. All modules all structured in the same way. They start with a short introduction of the topics of the module, followed by an overview of the learning objectives. Then the main part: the module content supported by practical examples. Every module is concluded with exercises and a self-assessment test and links to further reading material.

### 2.2 Target group

Potential beekeepers and apiculture enthusiasts

### 2.3 Languages

English, Spanish, Greek

### 2.4 General Prerequisites

This training course is set up according to the European Qualification Framework level 4. Therefore, learners are expected to have the following knowledge, skills and competences available.

- **Knowledge**

Factual and theoretical knowledge in broad contexts within the field **of work of study**.

- **Skills**

A range of cognitive and practical skills required to generate solutions to specific problems in a field **of work or study**.

- **Competence**

Exercise self-management within the guidelines of work or study contexts that are usually predictable, but are subject to change; supervise the routine work of others, taking some responsibility for the evaluation and improvement of **work or study activities**.

### 2.5 Assessment Methods

Our self-assessment instruments consist of multiple-choice tests and exercises. They will help learners to consolidate their newly obtained knowledge and feel more confident about their skills.

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## 2.6 Course Content Overview Template

MODULE xx	XXXXXXXXXXXXXXXXXXXXXXXXXXXX
Introduction	Module <b>xxxxxxx</b> introduces .....
Units/Topics	Module xx encompasses xx units/topics: <ul style="list-style-type: none"> <li>• Unit/Topic 1: <b>XXXXXXXXXXXXXXXXXXXX</b></li> <li>• Unit/Topic 2: <b>XXXXXXXXXXXXXXXXXXXX</b></li> <li>• Unit/Topic x: <b>XXXXXXXXXXXXXXXXXXXX</b></li> </ul>
Short description	.....
Target group	Potential beekeepers and apiculture enthusiasts
Objective	Module <b>xx</b> will give you a thorough overview of ..... Moreover, it will help you to .....
Overall Methodology	<p>The training course is a flexi-time course and is delivered through e-Learning as a training delivery method. The course duration is approximately <b>XX</b> hours.</p> <p>The course consists of 8 modules. All modules all structured in the same way. They start with a short introduction of the topics of the module, followed by an overview of the learning objectives. Then the main part: the module content supported by practical examples. Every module is concluded with exercises and a self-assessment test and links to further reading material.</p>
Languages	English, Spanish, Greek
General Prerequisites	<p>This training course is set up according to the European Qualification Framework level 4. Therefore, learners are expected to have the following knowledge, skills and competences available.</p> <p><b>Knowledge</b></p> <p>Factual and theoretical knowledge in broad contexts <b>within a field of work or study</b>.</p> <p><b>Skills</b></p>

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	<p>A range of cognitive and practical skills required to generate solutions to <b>specific problems in a field of work or study</b>.</p> <p><b>Competence</b></p> <p>Exercise self-management within the guidelines of work or study contexts that are usually predictable, but are subject to change; supervise the routine work of others, taking some responsibility for the evaluation and improvement of <b>work or study activities</b>.</p>
Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know xxxxxxxxxxxx</li> <li>• Understand xxxxxxxxxxxx</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Be able to xxxxxxxxxxxxxxxxxxxx</li> <li>• Be able to xxxxxxxxxxxxxxxxxxxx</li> </ul>
Assessment method	xxxxxxxxxxxxxxxxxxxxxxxx
Exercises Included	<ul style="list-style-type: none"> <li>• xxxxxxxxxxxx</li> <li>• xxxxxxxxxxxx</li> </ul>
Self-assessment quiz	Yes/No
Downloadable resources	Yes/No
Extra reading materials	Detail the learning aids or extra resources that will be used to achieve the learning outcomes (eg: guidebook, tools, podcasts, additional readings and so on).
Estimated completion time	xx hours

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Unit Review/Summary	At the end of the unit you should provide a summary of the key learning points in the unit which will act as a quick reference for students. Bullet points and tables can be useful in summarising information at this point.
Infographic per unit	Yes/No (With each module/unit we could an infographic that summarises the key contents)
Certificate	Yes/No

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## 3. Modules

### 3.1 Bees & environmental sustainability

MODULE 1	Bees & environmental sustainability
Introduction	<p>Module 1 introduces what is the sustainable beekeeping and how to ensure it in the face of challenges linked to pests and diseases, climate change, agricultural practices. Responders can learn sustainable beekeeping practices in order to apply them in their beekeeping business, ensuring a good bee health and enhancing their own business skills at the same time. In particular, to improve productivity of beekeeping, it is crucial for the learners to adopt sustainable beekeeping techniques.</p>
Units/Topics	<p>Module 1 encompasses <b>5</b> units/topics:</p> <ul style="list-style-type: none"> <li>• Unit 1: What is the sustainable beekeeping?</li> <li>• Topic 1.1: Introduction of the course guides and contributors</li> <li>• Topic 1.2: Purpose of the course and modules</li> <li>• Topic 1.3: Definitions of sustainable beekeeping</li> <li>• Topic 1.4: A short history of environmental sustainability and bees</li> <li>• Topic 1.5: Test of Unit 1</li> <li>• Unit 2: What hazards threatens the sustainable beekeeping?</li> <li>• Topic 2.1: Definitions of Hazards in the sustainable beekeeping</li> <li>• Topic 2.2: The role of the stakeholders and community</li> <li>• Topic 2.3: Legislation and preventive measures against hazards</li> <li>• Topic 2.4: Statistics in E.U about hazards</li> <li>• Topic 2.5: Test of Unit 2</li> <li>• Unit 3: The best sustainable techniques in beekeeping</li> <li>• Topic 3.1: Definitions of sustainable techniques</li> <li>• Topic 3.2: Case study 1: preservation of the variety of the bee gene pool</li> <li>• Topic 3.3: Case study 2: swarm prevention and control</li> <li>• Topic 3.4: Case study 2: the use of Resilient Bee Populations</li> <li>• Topic 3.5: Test of Unit 3</li> <li>• Unit 4/Topic 4.1: Final assessment test of training material</li> <li>• Unit 5: Additional material for further training</li> <li>• Topic 5.1: URLs for reference</li> <li>• Topic 5.2: Videos &amp; social media' reference</li> </ul>

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	<ul style="list-style-type: none"> <li>• Topic 5.3: Articles, books, magazines</li> </ul>	
Short description	Unit 1	The Unit focuses on what is the sustainable beekeeping and the relation between bees and environmental sustainability.
	Unit 2	The Unit focuses on hazards which threaten the sustainability of bees. Some of them as a crop diversification, bad agricultural practices and use of pesticides, the use of aerial spraying, chemical disease prevention with the use of synthetic treatments, etc.
	Unit 3	The Unit focuses on the best sustainable techniques in beekeeping like the mobility of hives to nature, natural disease prevention without the use of synthetic treatments, swarm prevention and control, preservation of the variety of the bee gene pool, the use of Resilient Bee Populations, etc.
	Unit 4	It refers to the final assessment of the training material of the module 1
	Unit 5	Through this unit is provided additional training material to the learners in order to study further on these aspects.
Objective	Module 1 will give you a thorough overview of bees and environmental beekeeping. Moreover, it will help you to understand how many hazards affect to the life of bees and beekeeping and how can you act applying sustainable techniques in beekeeping.	
Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know the definition of sustainable beekeeping, the role of the stakeholders and community, definitions of sustainable beekeeping techniques</li> <li>• Understand the hazards of sustainable beekeeping, legislation, and preventive measures against hazards</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should:</p>	

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	<ul style="list-style-type: none"> <li>• Be able to recognize and to describe the definition of sustainable beekeeping, the role of the stakeholders and community, definitions of sustainable beekeeping techniques</li> <li>• Be able to recognize and to describe the hazards of sustainable beekeeping, legislation and preventive measures against hazards</li> <li>• Be able to recognize and to describe sustainable beekeeping techniques</li> </ul>
Exercises Included	<ul style="list-style-type: none"> <li>• Assessment test of Unit 1</li> <li>• Assessment test of Unit 2</li> <li>• Assessment test of Unit 3</li> <li>• Final assessment test of Module 1</li> </ul>
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	Yes (Videos, articles, websites, books, magazines)
Estimated completion time	8 hours
Infographic per unit	Yes (With each module we could an infographic that summarises the key contents)
Certificate	Yes

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## 3.2 Life history of bees

MODULE 2	Basic devices (resistors, switches, LEDs, etc.)
Introduction	Module 2 introduces the life cycle phases of the bees and their behaviors.
Units/Topics	Module 2 encompasses 7 topics: <ul style="list-style-type: none"> <li>• Topic 1: Colony Cycle</li> <li>• Topic 2: Reproduction</li> <li>• Topic 3: The behaviour of bees</li> <li>• Topic 4: Dances and navigation</li> <li>• Topic 5: Organisation and work distribution</li> <li>• Topic 6: Swarming</li> <li>• Topic 7: Pollination</li> </ul>
Short description	Bees are very impressive and complicated creatures. Understanding their biology and behaviours is the first step towards being able to manage your colony sustainably and productively. This module will provide you with a detailed overview of the life stages of the bees as well as their behaviours as a colony and as individuals.
Objective	Module 2 will give you a thorough overview of the life cycle of the bee. Moreover, it will help you to understand the bees in your colonies, their biology, their behaviours, and their needs.
Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know about the different stages of the life the honeybee.</li> <li>• Identify the differences between a worker, a queen, and a drone.</li> <li>• Understand the bee’s reproduction, communication, organisation, and work distribution systems.</li> <li>• Understand how pollination works.</li> <li>• Understand how wax making and comb building happens.</li> </ul> <p><b>Competences and Skills</b></p>

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	Upon completion of this module you should: <ul style="list-style-type: none"> <li>• Be able to understand how the behaviours and the needs of your bees change throughout the year in order to adapt your work accordingly.</li> <li>• Be able to provide an environment to your bees adapted to their needs.</li> <li>• Be able to apply techniques to control natural swarming.</li> <li>• Be able to prevent hive robbing.</li> </ul>
Exercises Included	<ul style="list-style-type: none"> <li>• Yes (TBD)</li> </ul>
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	Yes (TBD)
Estimated completion time	10 hours
Infographic per unit	Yes
Certificate	Yes

### 3.3 Honey bee health and diseases

<b>MODULE 3</b>	<b>First Programs</b>
Introduction	Module 3 introduces the most common diseases that affect bees as well as ways to prevent, diagnose, and manage them in order to keep bees healthy and safe.
Units/Topics	Module 3 encompasses 4 topics: <ul style="list-style-type: none"> <li>• Topic 1: Common diseases and pests</li> <li>• Topic 2: Disease prevention and keeping the beehives healthy</li> <li>• Topic 3: Control and treatment</li> <li>• Topic 4: Integrated Pest Management (IPM)</li> </ul>
Short description	There is a number of pests and diseases in Europe which may threaten honeybees. Beekeepers should be able to recognise common bee diseases

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	and parasites and to differentiate the serious diseases from the less important ones in order to take the appropriate actions. This module will acquaint the participant with the common pests, parasites, and diseases and with techniques to prevent, diagnose, and treat them.
Objective	Module 3 will give you a thorough overview of diseases affecting honeybees and of disease prevention and management. Moreover, it will help you to keep your colony safe and thriving.
Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know about the most common diseases affecting honeybees.</li> <li>• Understand the ways to prevent a disease outbreak.</li> <li>• Understand the actions to be taken for each disease.</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Be able to identify the different diseases and their symptoms.</li> <li>• Be able to diagnose the disease your bees may be infected by.</li> <li>• Be able to take the necessary actions to keep your colonies safe and healthy.</li> </ul>
Exercises Included	<ul style="list-style-type: none"> <li>• Yes (TBD)</li> </ul>
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	Yes (TBD)
Estimated completion time	10 hours
Infographic per unit	Yes
Certificate	Yes

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### 3.4 Management practices (technical) in beekeeping

<b>MODULE 4</b>	<b>Management practices (technical) in beekeeping</b>
Introduction	Module 4 introduces the practical beekeeping skills and techniques you need to learn to become a proficient and profitable beekeeper.
Units/Topics	Module 4 encompasses 8 topics: <ul style="list-style-type: none"> <li>• Topic 1: Sourcing your bees and making increase</li> <li>• Topic 2: General hive inspections (what to look for and effective handling)</li> <li>• Topic 3: Swarm prevention and control methods               <ol style="list-style-type: none"> <li>1. Definitions</li> <li>2. Prevention practices</li> <li>3. Control methods - Nucleus creation, Shook swarm, Demaree,</li> <li>4. Queen handling, marking, clipping and introduction</li> </ol> </li> <li>• Topic 4: Maximising the honey harvest</li> <li>• Topic 5: The use and creation of nucleus colonies (nucs)</li> <li>• Topic 6: Uniting colonies</li> <li>• Topic 7: Feeding Bees</li> <li>• Topic 8: Queen rearing and selection</li> </ul>
Short description	To be a successful bee farmer you must keep the bee colony as strong as possible, without the loss of a swarm for the main nectar flow, whenever that occurs in the year! This module, with its emphasis on regular hive inspections, swarm prevention and control and simple management techniques will help you achieve that goal but you must practice at the hive.
Objective	Module 4 will give you a thorough overview of how to effectively manage your bees for a maximum honey harvest using various techniques throughout the year.
Expected learning outcomes	<p><b>Knowledge</b> Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know how to source bees and how to increase your hive numbers</li> <li>• Appreciate the need for regular hive inspections, the importance of keeping accurate records and know what to look for during the inspection</li> <li>• Demonstrate a detailed understanding of the theories behind the swarming of bees and the preventative measure that can be taken by the beekeeper</li> <li>• Understand the various uses of a nucleus hive (nuc)</li> <li>• Be familiar with the methods and precautions to be taken when uniting bees</li> <li>• Understand the theory and practice of feeding honeybee colonies in varying circumstances, the different feeds available, precautions to be taken and the different types of feeders available</li> </ul>

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	<ul style="list-style-type: none"> <li>Appreciate the benefits of raising your own queens including stock selection principles</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should be able to:</p> <ul style="list-style-type: none"> <li>Inspect your bees in an efficient and safe manner and complete a hive record</li> <li>Perform the following swarm control techniques, i.e. Nucleus method, Shook Swarm and Demaree.</li> <li>Create nuclei efficiently for varying uses, including dismantling a large colony into several nucs</li> <li>Unite colonies of bees safely using several methods</li> <li>Use differing methods to feed your honey bees</li> <li>Complete one method of raising your own queens</li> <li>Prepare, stock, maintain and re-use mini mating nucs</li> <li>Clip, mark and package mated queens for sale or introduction</li> </ul>
Exercises Included	<ul style="list-style-type: none"> <li>Completing a record card (desktop)</li> <li>Swarming behaviour (desktop)</li> <li>Preparing a nuc exercise (at the hive)</li> <li>Uniting colonies (desktop)</li> <li>Feeding bees scenarios (desktop)</li> <li>Queen rearing &amp; selection (desktop)</li> <li>Assembling and stocking mini mating hives (at the hive)</li> </ul>
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	Yes. Documents describing the swarming behaviour of bees, swarm control methods, the use and creation of nucs, uniting colonies of bees, feeding bees, queen rearing principles and 1 technique, queen introduction, and finding, clipping, marking and handling queens.
Estimated completion time	12 hours
Infographic per unit	Yes/No (With each module/unit we could an infographic that summarises the key contents)
Certificate	Yes/No

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### 3.5 Honey extraction

MODULE 5	Expressions
Introduction	Module 5 introduces the key methods and equipment required for efficient honey extraction from beehives. In particular, the module focuses on the use of different tools and techniques towards minimizing the risk of damaging the quality of honey due to poor extraction methods.
Units/Topics	Module 5 encompasses 5 units/topics: <ul style="list-style-type: none"> <li>• Unit/Topic 1: Harvesting and processing</li> <li>• Unit/Topic 2: Tips for efficient honey extraction</li> <li>• Unit/Topic 3: Equipment and tools</li> <li>• Unit/Topic 4: Softening honey</li> <li>• Unit/ Topic 5: Dealing with heather honey</li> </ul>
Short description	Honey extraction can be regarded as one of the central processes in beekeeping. This process refers to removing honey from the honeycomb in order to isolate it in a pure liquid form. However, traditional honey extraction methods may impair the quality of your honey in case those are poorly applied.
Objective	Module 5 will give you a thorough overview of how you can efficiently extract honey as part of the harvesting process using different honey extractors. Moreover, it will help you understand the importance of applying simple honey extraction methods in the most efficient way in order to ensure the final quality of your honey.
Expected learning outcomes	<b>Knowledge</b> Upon completion of this module you should: <ul style="list-style-type: none"> <li>• Know the variety of honey extraction tools</li> <li>• Know how to choose and use the most suitable equipment for honey extraction</li> <li>• Know what heather honey is and its benefits</li> <li>• Know how to decrystallize hard honey to turn it into a liquid form</li> <li>• Understand the different techniques of honey extraction</li> <li>• Understand the importance of applying honey extraction methods efficiently</li> </ul>

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	<p><b>Competences and Skills</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Be able to extract honey using different equipment</li> <li>• Be able to apply different honey extraction methods</li> <li>• Be able to identify the most suitable and less costly honey extraction technique</li> </ul>
Exercises Included	No
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	<p>Yes</p> <p>Video tutorials:</p> <ol style="list-style-type: none"> <li>1. How to Harvest Honey: <a href="https://www.youtube.com/watch?v=ZYfufMWG7Zs">https://www.youtube.com/watch?v=ZYfufMWG7Zs</a></li> <li>2. How to Extract Honey without a Honey Extractor: <a href="https://www.youtube.com/watch?v=DcDaL37DDxo">https://www.youtube.com/watch?v=DcDaL37DDxo</a></li> <li>3. How to Extract Honey From A Bee Hive (Beginners Guide): <a href="https://www.youtube.com/watch?v=VAVViasHjQE">https://www.youtube.com/watch?v=VAVViasHjQE</a></li> <li>4. How to Extract Honey from Honeycomb: <a href="https://www.youtube.com/watch?v=ufLnOEoaN-c">https://www.youtube.com/watch?v=ufLnOEoaN-c</a></li> </ol>
Estimated completion time	10 hours
Infographic per unit	Yes
Certificate	Yes

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### 3.6 Financial technical aspects of a beekeeping business

MODULE 6		Financial and technical aspects of operating a beekeeping business	
Introduction	Module 6 introduces the subject of setting up and running a beekeeping business, covering business structures, planning, budgeting, keeping records, creating invoices and tax matters.		
Units/Topics	Module 6 encompasses 3 topics: <ul style="list-style-type: none"> <li>• Topic 1: Overview of bee farming and business models</li> <li>• Topic 2: Setting up and running your business</li> <li>• Topic 3: Business planning and goal setting (short and long-term).             <ol style="list-style-type: none"> <li>1. Where do you want your business to be in 3 years-time?</li> <li>2. Where is your business now?</li> <li>3. How are you going to get there?</li> </ol> </li> </ul>		
Short description	Most of us work for other people or organisations and it is a big learning curve if we decide to start our own business. This module will take you through the process of setting up your beekeeping business and give you practical tips and advice on running it so that you meet any legal requirements and can move towards profitability.		
Objective	Module 6 will give you a thorough overview of how to set up and successfully run a beekeeping business. Moreover, it will help you to create a business plan, work within a budget and plan more long-term goals as you grow your business		
Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know the differences between hobby beekeeping and running a beekeeping business</li> <li>• Understand the various business structures available in your country and appreciate the legal requirements in respect of record keeping, VAT, and tax matters.</li> <li>• Understand how business planning works</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Be able to place your business within the correct structure for your requirements</li> <li>• Be competent in carrying out a strategy review of your business</li> <li>• Design a business plan</li> <li>• Be competent in costing activities within your plan and be able to work within a budget</li> <li>• Be able to work towards targets and to review performance</li> </ul>		
Exercises Included	<ul style="list-style-type: none"> <li>• Worksheet 1 - 'Establishing a vision statement'</li> <li>• Worksheet 2 – 'SWOT (strengths, weaknesses, opportunities and threats) analysis</li> <li>• Worksheet 3 – 'Setting short and long-term business goals'</li> <li>• Worksheet 4 – 'Costing an extraction facility'</li> </ul>		
Self-assessment quiz	Yes		

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Downloadable resources	Yes
Extra reading materials	Yes. Documents on, 'Setting up a commercial bee farm, 'Moving from hobbyist to bee farmer',
Estimated completion time	4 hours
Infographic per unit	Yes/No (With each module/unit we could an infographic that summarises the key contents
Certificate	Yes/No

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### 3.7 Marketing of bee products

MODULE 7	Marketing of bee products
Introduction	Module 7 introduces the importance of marketing for a beekeeping business and explains the main aspects to take into account for a good promotion
Units/Topics	Module 7 encompasses 6 topics: <ul style="list-style-type: none"> <li>• Topic 1: Brief introduction to marketing</li> <li>• Topic 2: 4 P's of marketing</li> <li>• Topic 3: Create your brand</li> <li>• Topic 4: The labelling</li> <li>• Topic 5: Social media</li> <li>• Topic 6: Tips for a better promotion</li> </ul>
Short description	
Objective	Module 8 will offer a clear explanation of what is marketing and how can be applied to the beekeeping businesses. Moreover, the basic steps to start developing a successful marketing strategy that will allow any beekeeper to start running its business will be explained.
Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know the most important features of marketing applied to beekeeping</li> <li>• Know the importance of a strong marketing strategy</li> <li>• Know the importance of having your own brand</li> <li>• Know the tools to determine your price, product, place and promotion</li> <li>• Know the importance of social media for beekeeping</li> <li>• Know how to create your label</li> <li>• Know the legal requirements that your labels need to have</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should be able to:</p> <ul style="list-style-type: none"> <li>• Implement marketing techniques that will help your business</li> <li>• Select the relevant information for the promotion of your business</li> <li>• Select a the information that should be placed in your label</li> <li>• Choose the best social media for your business</li> </ul>

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	<ul style="list-style-type: none"> <li>Apply effective tips to enhance the promotion of your products</li> </ul>
Exercises Included	Yes
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	Yes. Documents and online sources with detailed information about the mentioned marketing tools.
Estimated completion time	12 hours
Infographic per unit	Yes/No
Certificate	Yes/No

### 3.8 Mobility of hives for commercial beekeepers

<b>MODULE 8</b>	<b>Mobility of hives for commercial beekeepers</b>
Introduction	Module 8 introduces the practical beekeeping skills and techniques you need to learn to become an expert in migratory beekeeping.
Units/Topics	Module 8 encompasses 5 topics: <ul style="list-style-type: none"> <li>Topic 1: What is migratory beekeeping?</li> <li>Topic 2: Holistic beekeeping vs migratory beekeeping</li> <li>Topic 3: Pollination</li> <li>Topic 4: Increasing honey yield through migration</li> <li>Topic 5: Transportation, costs and profit</li> </ul>
Short description	
Objective	Module 8 will give you a thorough overview of what migratory beekeeping is about, the involved implications and potential rewards, as well as the importance of migratory beekeeping.

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Expected learning outcomes	<p><b>Knowledge</b></p> <p>Upon completion of this module you should:</p> <ul style="list-style-type: none"> <li>• Know the most important features of migratory beekeeping</li> <li>• Know the importance of migratory beekeeping</li> <li>• Know the techniques to maximise your honey yield</li> <li>• Know the implication involved in migratory beekeeping</li> <li>• Know how to manage transportation</li> </ul> <p><b>Competences and Skills</b></p> <p>Upon completion of this module you should be able to:</p> <ul style="list-style-type: none"> <li>• Act on potential issues regarding migratory beekeeping</li> <li>• Effectively arrange transportation of beehives</li> <li>• Manage the involved costs and maximise your profit</li> <li>• Implement techniques that will ensure yield</li> <li>• Distinguish holistic beekeeping compared to migratory</li> </ul>
Exercises Included	No
Self-assessment quiz	Yes
Downloadable resources	Yes
Extra reading materials	Yes. Documents and online sources describing in more detail the aspects of migratory beekeeping
Estimated completion time	12 hours
Infographic per unit	Yes/No
Certificate	Yes/No

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