



## **SignMedia Enterprise**

### **SIGN LANGUAGE BUSINESS GLOSSARY FOR MOBILE DEVICES IN BSL, ÖGS, LIS & IS**

#### **User Guide for Learners and Trainees ENGLISH**



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## 1. Introduction

The SignMedia Enterprise (SME) EU project has created an online signed glossary for mobile devices in BSL, ÖGS, LIS and IS.

It is designed to be a tool to support deaf entrepreneurs, freelancers and enterprising individuals in Austria, Italy and the UK who want tools, training and information on how to start, run and grow your own business.

The Sign Media Enterprise glossary resource is designed to help you in business or to start up a business and is based around the knowledge needed to complete your business plan.

There are also a range of supporting resources including example video case studies of successful Deaf people in business, additional useful documents, templates and useful links.

The online app and resources are not intended to replace professional business or financial advice. The project partners do not accept any responsibility for decisions made as a result of the project content. All information was correct at time of development.



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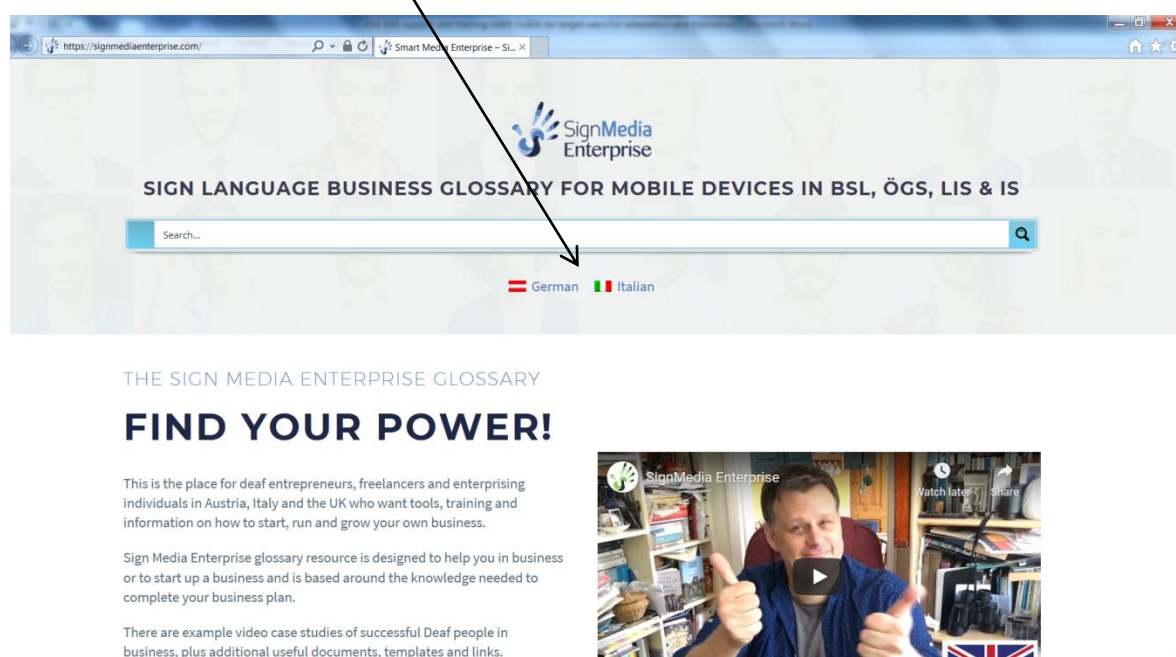
## 2. Technical requirements and accessibility

To access the online glossary visit <https://signmediaenterprise.com/>

There are no specific technical requirements; however, you will require a good internet connection.

The online app is designed to be used on mobile devices also.

Language choice: From the home page of the online glossary, click on the relevant language/flag to access that glossary version.



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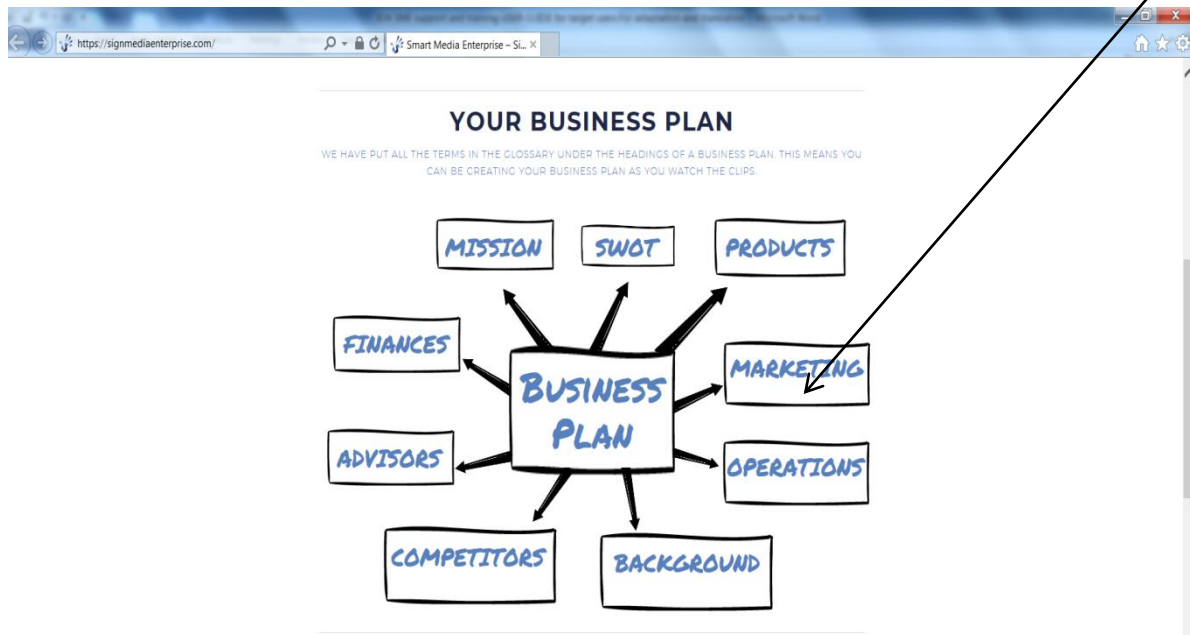
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### 3. How to use the web based app

The online glossary consists of 500 business based terms in BSL and 100 in IS. Each term has a written definition, an illustration and the signed definition.

The terms in the glossary have been collated under the headings of a business plan. This means you can be creating your business plan as you watch the clips.

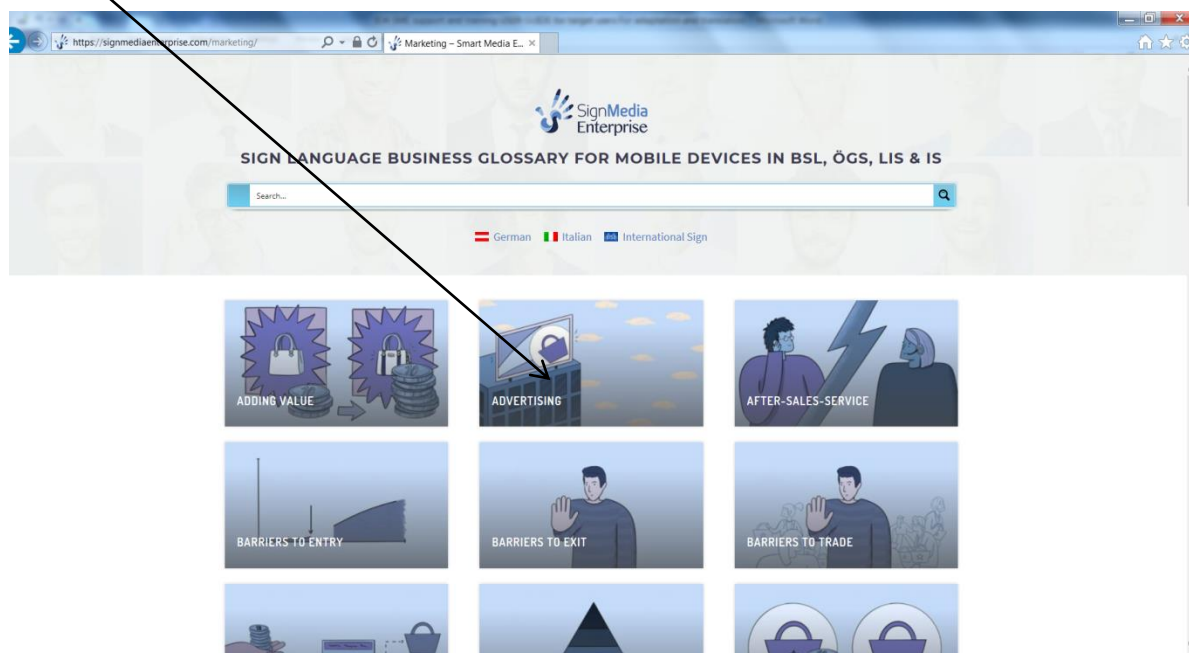
Click on the topic to see the relevant terms. For example, to see terms about MARKETING click [here](#)



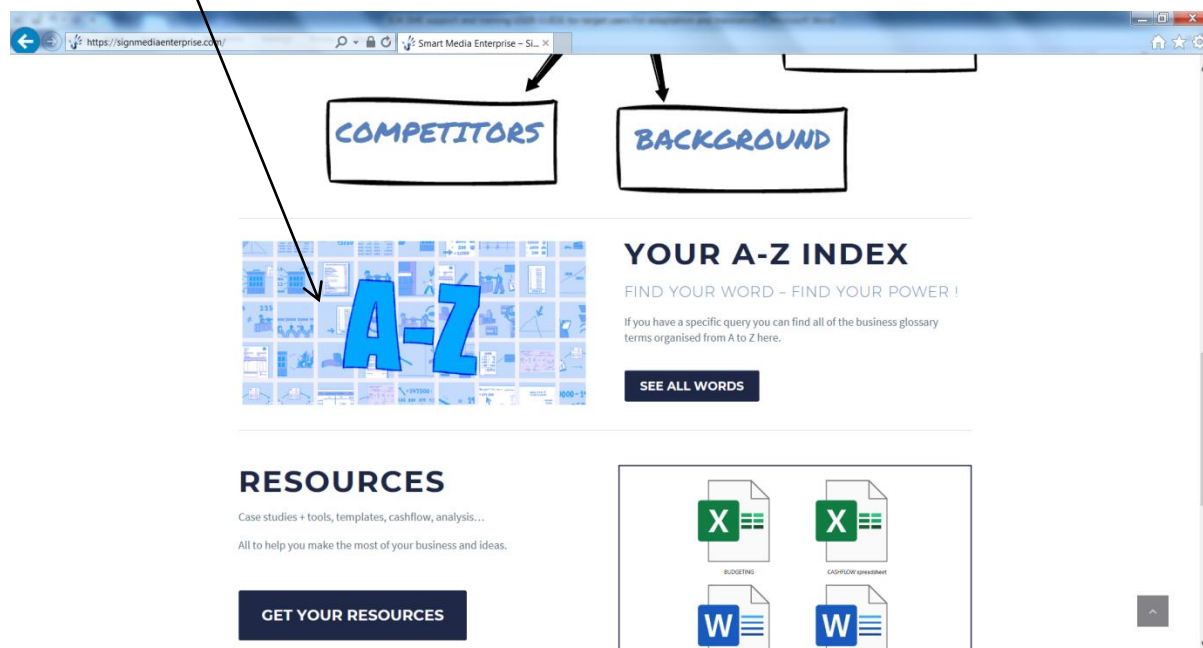
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This will bring up all relevant terms as shown below. Click the term you want to see the definition for.



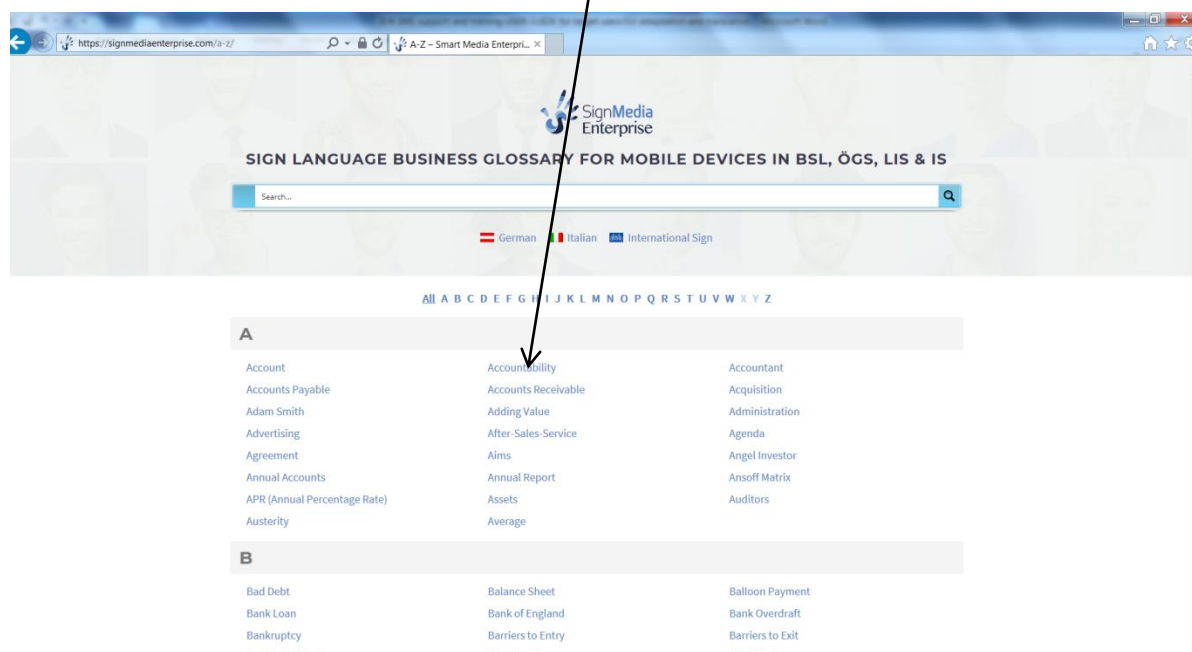
If you have a specific query you can find the whole business glossary terms organised from A to Z in the A-Z index.



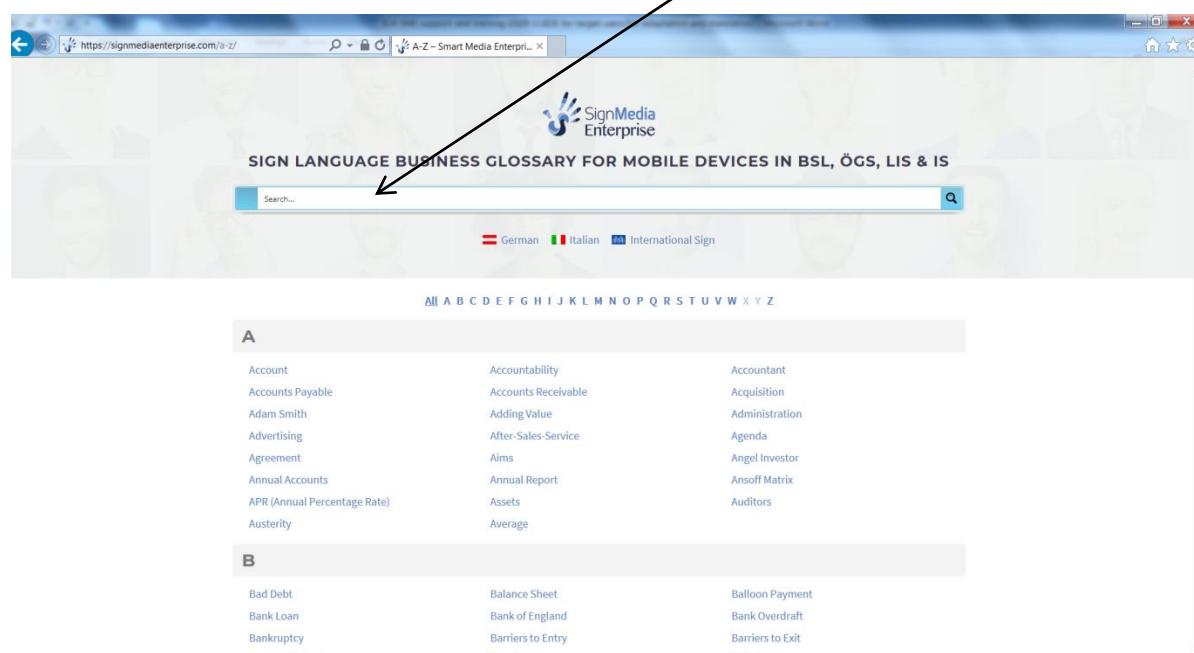
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Click the term you want to see the definition for.



Or, you can search for a specific term using the search bar.

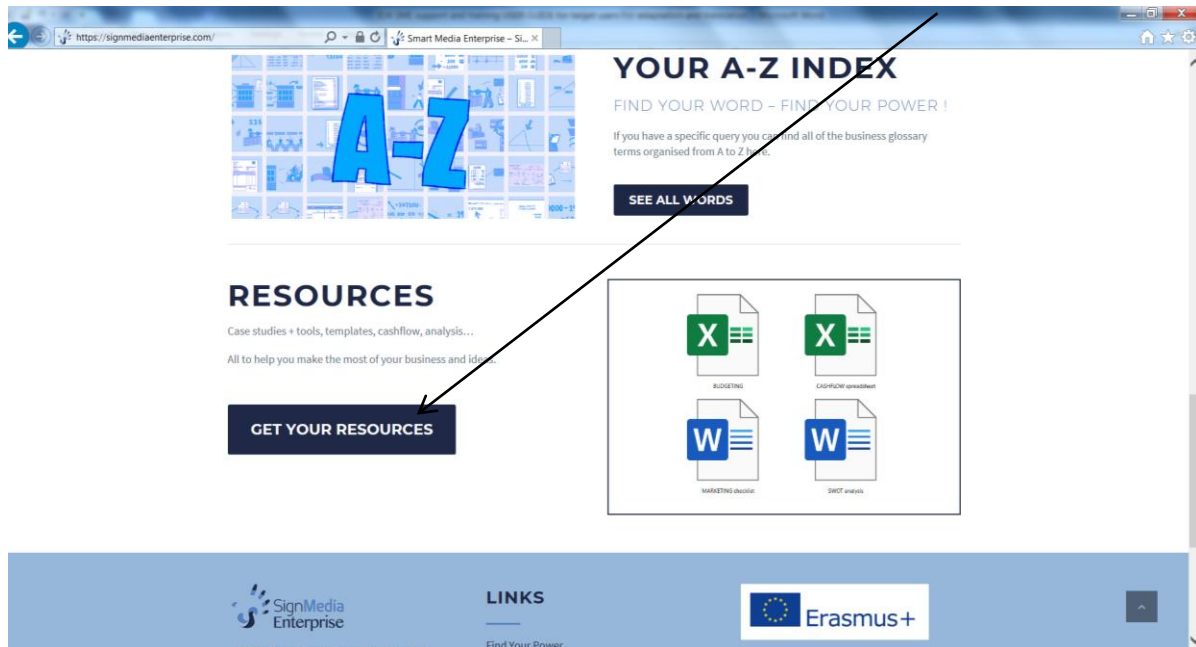


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## 4. How to use supporting materials

There is a range of supporting materials you can access. Click here to access them.



Video case studies tell the stories of successful Deaf professionals and organisations. We hope these inspire you and give you an insight into their experiences.

There are a range of resources including:

- Cash Flow
- PESTLE
- SWOT
- STRATEGY
- UNIQUE SELLING POINT
- DIGITAL MARKETING

These have been designed to provide more detailed information in relation to some of the key terms in the glossary. They are downloadable resources and some provide templates for you to complete yourself.

There is also a dedicated Facebook page where you can link with other people and provide support

<https://www.facebook.com/signmediasmart/>



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## 5. Where next?

ECVET:

The SME online glossary and supporting resources have the potential to be used to support the study of relevant qualifications and/or training across the EU. If you engage in such qualifications and/or training, during a learner 'mobility', there are a number of models and tools which can support the recognition of learning. One model is ECVET (The European Credit System for Vocational Education and Training).

ECVET is a technical framework which supports the transfer, recognition and accumulation of learning outcomes. ECVET provides a set of principles and tools that facilitate the process of learner recognition, with a view to achieving a qualification.

In ECVET, a series of tools and templates can be used in the delivery of geographical mobility programmes, which support you in getting the most out of international experience and ensuring a better understanding of learning provisions and qualifications in other countries.

The use of learning outcomes creates a clear picture of what you will know and be able to do by the end of a course and can lead to a more beneficial mobility experience for you.

The ECVET website provides more detailed information <https://www.erasmusplus.org.uk/how-you-can-use-ecvet>

Source: Erasmusplus.org.uk (2019)

Further study:

In the UK, there are a number of business based qualifications, training and CPD opportunities. Some examples of where to find relevant opportunities can be seen below:

<https://www.hearinglink.org/living/work-education/access-to-education/>

<https://www.ndcs.org.uk/information-and-support/education-and-learning/your-childrens-future/higher-education/>

<https://www.ucas.com/>

<https://www.findcourses.co.uk/>

<http://www.open.ac.uk/courses/business-management>



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## 6. Further information and support sources

There are numerous sources of information, help and advice available. Some examples can be seen below (these are not endorsed by the SME project partners):

<https://www.gov.uk/set-up-business>

<https://www.gov.uk/set-up-a-social-enterprise>

<https://www.gov.uk/business-finance-support>

<https://www.gov.uk/government/organisations/hm-revenue-customs/services-information>

<https://www.britishchambers.org.uk/>

<https://actiononhearingloss.org.uk/information-and-support/work/>

<https://www.princes-trust.org.uk/help-for-young-people/support-starting-business>

<https://www.gov.uk/guidance/help-and-support-if-youre-self-employed>



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