

## E-LEARNING FOR YOUNG GENERATION

“Çelësi Media Group” operates in the Albania market since 1998. Our commitment to the clients enables us to offer e unique insights and a unique performance in the market. UNIPRO ACADEMY is a new initiative that joined our group lately and its core activity is e-learning.

The current complex society which is undergoing continuous transformation makes inevitably the need for having ongoingly updated knowledge, thus enable one to remain competitive in all kinds of employable sectors. In addition, such society transformation has created new professions which are mainly related to technology, online sector and soft skills.

The Vision of UNIPRO ACADEMY is to reach the young generation through online methodologies and engage them in their professional improvement through online courses. In this way, UNIPRO ACADEMY will teach the young generation on how to make use the technology for business purposes and thus improve their chances for employment and/or self-sustainability.

In this light, UNIPRO ACADEMY will bring initially the courses related to online and soft skills, such as creation and promotion of events online, the social media use, use of Facebook for business purposes, the search engine optimization (SEO), public speaking. Further UNIPRO ACADEMY will bring other courses, such as visual content, data visualization, social media analysis, web copywriter, etc.

The e-learning will represent the 3rd logical step of “Çelësi Media Group” contribution to the employment sector which will also function as a vicious circle. Çelësi newspaper is contributing through the job announcements section of publications, Profesionisti Recruitment Agency is contributing through recruitment processes, while UNIPRO ACADEMY is preparing the candidates for the job announcements on Çelësi newspaper and requests for staff received by our Recruitment Agency. In addition, while preparing valid pools of candidates for certain market positions, Profesionisti Recruitment Agency will be able to complete a greater number of placements.

The courses will be provided through an online platform where the end users will be able to register and access courses from their locations. The platform as such is programmed to serve the role of the customer relationship manager (CRM) which will contain detailed information of end users including name, age, gender, profession, field of interest, bought courses, competed ones, abandoned ones. Also, the platform will integrate the client privileges element which means price discounts offered and / or bonus courses. In this way, the

platform will enable the production of statistics based on the elements described above.

E-learning thanks to the possibilities, it offers for personalized yet remote access to content constitutes a very practical and flexible method for offering professional preparation and / or training.

The original courses are taken from our Italian collaborator who is leader in this industry. They are translated and adjusted into Albanian language and the pertinent examples are also related with the Albanian reality. The courses are uploaded on the online platform and will be displayed on video casts with the original trainer speaking in Italian while the Albanian subtitles are displayed at the bottom of the screen.

A course is designed in modules and it will be marked as successfully completed by the attendee only when the latter has passed the respective tests. The successful completion of the course will also be accompanied by a certification document.

Moreover, such courses prepare the young generation to assume entrepreneurial initiatives and foster self-employment. In addition, all enterprises, despite of their size and capacities will represent the target group of beneficiaries given that they will be interested in developing further their capacities.

The courses platform allows for the upload of "external" courses. In this way, UNIPRO ACADEMY will broaden the range of services offered and remain sustainable in both programmatic and commercial viewpoints.