



Co-funded by the
Erasmus+ Programme
of the European Union

Name of the project : “Development of the Key Competences of Adults by Innovation Program of Consumer Education“

Contract number : 2018-1-SK01-KA204-046393

CONSUMER EDUCATION PROGRAM

1. Reasoning of the consumer education program

The aim of this training program is to offer a consumer education program that develops the key competencies of the unemployed under the age of 29 with low skills or low qualifications. Statistical data on all unemployed persons for whom the educational program is intended show that as of 31 December 2019, 30 100 unemployed adults under the age of 29 were registered in Czech republic, of which 18 500 had primary and lower secondary education.

Source: Czech Statistical Office, average for 2019

<https://www.czso.cz/csu/czso/zamestnanost-a-nezamestnanost-podle-vysledku-vsps-rocni-prumery-2019>

Type (form) of training program

General course (training)

Form of education - full-time form of education 20 hours, distance 20 hours

2. The main goal of the training program

Development of key competencies to be used effectively in the acquisition of new professional knowledge, skills and abilities for employment.

3. Specific objectives of the training program

Development of Social and Civic competencies and Communication in the Mother Tongue

4. Content and scope of the training program

Presence form 20 hours, distance form 20 hours

Duration - maximum 3 months

Theme	Presence form	Distance form
Consumer Behaviour: To Buy or not to Buy	2	2
Advertising and consumer behaviour	2	2
Groceries: What Will You Learn at Home	2	2
Family Budget	2	2
Consumer rights: Complaints	2	2
E-commerce	2	2
Electronic Communications	2	2
Traveller Rights	2	2
Environmental Issues and Consumer Regulation	2	2
Consumer responsibility: Do My food Shape the World	2	2

5. Conditions for the selection of participants in the training program

The training program is intended for the unemployed under the age of 29 with a low level of skills or low qualifications who have been unemployed for at least one year. Applicants apply on the basis of a written application signed by the applicant.

6. Form of completion of the training program

The education ends with a final presentation in front of the lecturer and the participants of the education.

7. Requirements for graduates of the training program

At least 80% participation in the full-time form of education

Elaboration of distance tasks

Final presentation of participants

8. Staff and lecturers

Guarantor: Marcela Reichelová

Lecturer: Mgr. Ing. Renata Horáková

Lecturer: Marcela Reichelová

9. Financial, material and technical equipment

Financial, material and technical equipment

The educational program is funded by paid from public budgets within the calls of the relevant ministries of the Czech Republic

Material security requires presentation equipment (whiteboard, markers, flipchart paper) and teaching resources (study texts).

Technical equipment : laptop, data projector, flipchart