



# Questions to be Answered for SPARK Kiron

## A brief about the organization & the programs Kiron is offering

Kiron is a non-governmental organisation founded in Germany with an office in Beirut, Lebanon and Amman, Jordan. We offer free online learning opportunities for young people like you in the Middle East. Whether you want to boost your skills, improve your language skills, or follow a study track in a particular subject, our free digital platform is accessible 24/7, directly on your mobile phone, to serve your personal, academic or professional goals. We bring the best of online courses from international universities all around the world, directly to your screen. Today, we are offering three new learning pathways freshly made for you. For each pathway, you will have the support of an Arabic-speaking tutor whom you will meet online on a weekly basis. And the bonus is that you will receive certificates of completion free of charge!

## FAQ about the registration process, programs, schedules, eligibility criteria if any.

### **Eligibility criteria:**

Refugees or disadvantaged nationals of Spark community

Be 18 years or older.

Live in (Lebanon, Palestine, Iraq, Turkey) and registered for Spark Scholarship.

Commit to attending Tutorials online, one of these three pathways (Digital Skills or Soft Skills, Digital literacy and soft skills)

Be willing to study FULLY online, with commit to studying for two months (2 days/ week, 3 hours/ day)

Have a good command of the English language.

Have a stable internet connection.

Have adequate digital skills ( i.e., have an email address, can log into an online campus).

### **Registration process:**

Applicants will be able to register through a link that takes them to Kiron Campus website, where they will have the option to register for the pathway of their interest.

### **Programs:**

Each pathway will have a set of modules that will have specific courses. Only when the student finishes the modules is when he/she receives a Kiron certificate of completion.

Digital skills

Soft skills

Digital literacy and soft skills

**Schedule:**

All three pathways will be for 2 months long. Students will choose either soft skills, digital skills or the digital literacy and soft skill pathway. They will have to commit for 10 hours per week to study online.

\*At the end of the courses, a graduation ceremony will be held for students that successfully completed the courses.



# Learning Pathways - KIRON

## Spark PROJECT

### About Kiron

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### Digital Skills

If you ever thought of becoming a coder and launching a platform of your own. Here is your chance! Within this program, you will learn the basics of web development (HTML, CSS, and Javascript) with practical exercises, and of social media marketing. In 52 hours (+/- 12 hours per week) over two months, you will be able to code a basic web page and market it internationally through social media.

### Why should I take this course?

- You have minimal coding skills.
- You want to become a web programmer.
- You are curious about the world of social media marketing.

The courses are laid out in guidance order.

| Course Name   | Provided by X on Platform Y          | Hours | Learning Outcomes:  |
|---|--------------------------------------|-------|---|
| <a href="#"><u>Computer Science: Mobile and Web Development- Html, CSS, Javascript for Web Developers</u></a> | Johns Hopkins University on Coursera | 28    | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn the basic tools that every web page coder needs to know.</li> <li>· Learn how to implement modern web pages with HTML and CSS from the ground up.</li> <li>· Code up a web page that will be just as useful on a mobile phone as on a desktop computer.</li> <li>· Get a thorough introduction to the most ubiquitous, popular, and incredibly powerful language of the web: Javascript.</li> </ul> |
| <a href="#"><u>Web Design - HTML Exercises</u></a>  | FreeCode Camp on Kiron               | 4     | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Exercise the theory you have learnt in the previous course.</li> <li>· Write your first line of HTML code ever.</li> </ul>  |
| <a href="#"><u>Web Design - CSS Exercises</u></a>   | FreeCode Camp on Kiron               | 4     | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Exercise the theory you have learnt in the previous course.</li> <li>· Write your first line of CSS code ever.</li> </ul>   |
| <a href="#"><u>Business Administration - Introduction to International Marketing</u></a>                      | Yonsei University on Coursera        | 8     | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn the basic foundations of international marketing</li> <li>· Learn about how to expand your business into other industries at home and abroad via cross industry innovation.</li> </ul>  |

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| <p><a href="#"><u>Marketing – What is Social?</u></a></p>                       | <p>Northwestern University<br/>on Coursera</p> | <p>8</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn to grow your social strategy using effective, proven social media marketing methodologies.</li> </ul>   |
| <p><a href="#"><u>Marketing - Content, Advertising &amp; Social IMC</u></a></p> | <p>Northwestern University<br/>on Coursera</p> | <p>8</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn how to make your marketing content stand out and go viral.</li> <li>· Learn how to navigate today’s media landscape.</li> <li>· Learn how to create engaging content to keep your audience coming back.</li> <li>· Learn all the secrets of advertising on Facebook and other social networks.</li> </ul> |

## Digital Literacy & Soft Skills

Willing to develop your self leadership and ready for your first internship or shadowing experience? Or simply willing to work on your personal development? The digital and soft skills learning pathway is the right fit for you. In 55 hours ((+/- 12 hours per week)) over two months, you will learn the basics of English communication, of Microsoft Office Suite (Word and PowerPoint), self-leadership, and prepare you for your next internship.

### Why should I take this course?

- You always thought that you could use Microsoft Word and PowerPoint in a more efficient marvellous way.
- You want to manage your English communication, challenges, time, and relationship more consciously.
- You have very little knowledge of how to start your next internship.

| Course Name  | Provided by X on Platform Y | Hours | Learning Outcomes:   |
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| <a href="#"><u>Microsoft Office Skills - Microsoft Word from beginners to advanced</u></a> | Colin Marks on Skillshare   | 2     | In this course, you will: <ul style="list-style-type: none"><li>· Gain the confidence you need to take on any word processing task.</li><li>· Familiarise yourself with each section and functionalities that Microsoft Word offers.</li></ul> |

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| <p><a href="#"><u>Effective Business Presentations with Powerpoint - Effective Business Presentations with Powerpoint</u></a></p> | <p>PWC on Coursera</p>                              | <p>12</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn how to structure a presentation, to include insights and supporting a story</li> <li>· learn some design principles for effective visuals and slides.</li> <li>· gain skills for client-facing communication - including public speaking, executive presence and compelling storytelling.</li> </ul> |
| <p><a href="#"><u>Business English - Communication in the 21st Century Workplace</u></a></p>                                      | <p>University of California, Irvine on Coursera</p> | <p>5</p>  | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Understand the benefits of effective communication in the workplace.</li> <li>· Analyse the communications styles of executive managers</li> <li>· Identify and solve common obstacles to effective communication.</li> <li>· Apply proven techniques for effective remote and virtual work .</li> </ul>   |
| <p><a href="#"><u>Business English – High Impact Business Writing</u></a></p>   | <p>University of California, Irvine on Coursera</p> | <p>5</p>  | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Write effective presentations, emails, memos</li> <li>· Edit and proofread business documents</li> <li>· Create business reports and press releases</li> <li>· Spot, correct and avoid the most common writing pitfalls</li> </ul>   |

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| <p><a href="#"><u>Problem-Solving Skills for University Success</u></a></p>  | <p>The University of Sydney, Australia on Coursera</p>                        | <p>17</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Recognise the importance and function of problem solving and creative thought within academic study and the role of critical thought in creative ideation.</li> <li>· Develop a toolkit to be able to identify real problems and goals within ill-defined problems</li> <li>· Recognize and apply analytical and creative problem solving techniques.</li> </ul> |
| <p><a href="#"><u>High Performance Collaboration: Leadership, Teamwork, and Negotiation</u></a></p>                  | <p>Northwestern University on Coursera</p>                                    | <p>13</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn the essential skills to develop and expand your leadership repertoire</li> <li>· design teams for collaboration</li> <li>· craft win-win negotiation strategies</li> <li>· engage in self-assessments to analyse your leadership style</li> </ul>  |
| <p><a href="#"><u>Work Smarter, Not Harder: Time Management for Personal &amp; Professional Productivity</u></a></p> | <p>University of California, Irvine on Coursera</p>                           | <p>4</p>  | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Plan effectively to achieve your personal and professional goals</li> <li>· Recognize and overcome barriers to successful time management</li> <li>· Keep your sense of perspective to prevent and manage crises</li> <li>· Manage resources effectively and efficiently</li> </ul>  |
| <p><a href="#"><u>How to Write Your CV - المسار الوظيفي : كيف تكتب سيرتك الذاتية</u></a></p>                         | <p>Abdulla Al Ghurair Foundation for Education on Young Thinkers Platform</p> | <p>1</p>  | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn how to write a well-designed CV to increase your chance of success in getting any internship.</li> </ul>   |



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| <p><u>Telling Your Story: Cover Letters and Interviews -</u><br/><u>المسار الوظيفي : خطابات التغطية</u><br/><u>والمقابلات الشخصية</u></p> | <p>Abdulla Al Ghurair<br/>Foundation for Education<br/>on Young Thinkers<br/>Platform</p> | <p>1.5</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"><li>· Learn how to prepare yourself for a personal interview.</li><li>· Learn the art of proficiency in writing a cover letter and preparing for a personal interview</li><li>· Develop your personal story in an effective manner that attracts the attention of the interviewer.</li></ul> |
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## Soft Skills

On your way to university? The soft skills learning pathway comes right on point for you. Not only will you boost your English communication, but you will also learn some self-management tools and prepare yourself for your first internship! In 52 hours ((+/- 12 hours per week) over two months, You will learn to become a better communicator in English, a model student, and champion at managing your time, challenges, and professional relationships.

### Why should I take this course?

- You are quite excited and somehow concerned about managing the responsibility of your future university life.
- You always thought you could express yourself to yourself in English.
- You have very little knowledge of how to start your next internship.

| Course Name   | Provided by X on Platform Y                  | Hours | Learning Outcomes:   |
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| <a href="#"><u>Business English - Communication in the 21st Century Workplace</u></a> | University of California, Irvine on Coursera | 5     | In this course, you will: <ul style="list-style-type: none"><li>· Understand the benefits of effective communication in the workplace.</li><li>· Analyse the communications styles of executive managers</li><li>· Identify and solve common obstacles to effective communication.</li></ul> Apply proven techniques for effective remote and virtual work . |

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| <p><a href="#"><u>Academic Integrity - محو الأمية - المعلوماتية والرقمية: النزاهة الأكاديمية</u></a></p> | <p>Abdulla Al Ghurair Foundation for Education on Young Thinkers Platform</p> | <p>1</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Explore the meaning of academic integrity and its importance for your academic success.</li> <li>· Learn how to list your sources in order to avoid one of the worst academic crimes: intellectual theft.</li> </ul>  |
| <p><a href="#"><u>Learning-Online: Researching your projects</u></a></p>                                 | <p>University of Leeds, UK on FutureLearn</p>                                 | <p>4</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Explore the rich and diverse range of information available to you online</li> <li>· Learn how to use search tools effectively, and the ways in which you can begin to assess information that you might want to use in your studies.</li> </ul>  |
| <p><a href="#"><u>The IB Extended Essay: Managing your Research Project</u></a></p>                      | <p>FutureLearn</p>  | <p>4</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Get advice on choosing a topic and framing a research question</li> <li>· Learn how to identify suitable sources and analyse them to create strong arguments.</li> <li>· Learn how to structure your essay, write in an academic style</li> <li>· Manage your time effectively so your essay writing runs smoothly</li> </ul> |

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| <p><a href="#"><u>High Performance Collaboration: Leadership, Teamwork, and Negotiation</u></a></p>                  | <p>Northwestern University on Coursera</p>                                    | <p>13</p> | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn the essential skills to develop and expand your leadership repertoire</li> <li>· design teams for collaboration</li> <li>· craft win-win negotiation strategies</li> <li>· engage in self-assessments to analyse your leadership style</li> </ul>  |
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| <p><a href="#"><u>المسار الوظيفي : - كيف تكتب سيرتك الذاتية</u></a></p>  | <p>Abdulla Al Ghurair Foundation for Education on Young Thinkers Platform</p> | <p>1</p>  | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn how to write a well-designed CV to increase your chance of success in getting any internship.</li> </ul>   |

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| <p><u>Finding a Job</u> - المسار الوظيفي : إيجاد وظيفة -</p>  | <p>Abdulla Al Ghurair Foundation for Education on Young Thinkers Platform</p> | <p>1</p>   | <p>In this course, you will:</p> <ul style="list-style-type: none"> <li>· Learn internship search strategies by using online resources and your network of relationships to find your dream internship.</li> </ul>  |