



Glossary

Module 2:

Regulatory framework (www.wisegeek.com/what-is-a-regulatory-framework.htm)

- a model people can use for reforming and enacting regulations in an effective and logical way

Civil registration (definition by the United Nations)

- a process whereby major vital events occurring in a population are officially recorded
- continuous, permanent, compulsory and universal recording of the occurrence and characteristics of vital events in a population in accordance with the legal requirements of the country

Module 3:

Strategic planning (definition by Cambridge Dictionary)

- a process in which a company's executives decide what they want to achieve and the best actions and use of resources for doing this

Project (Cambridge Dictionary)

- a piece of planned work or an activity that is finished over a period of time and intended to achieve a particular purpose

Project management (Cambridge Dictionary)

- the activity of organizing and controlling a project

Module 4:

Unique selling point

- something that makes your offer stand out against the competitors.

Market segmentation matrix

- a map that shows you where there is a niche that is not filled by anyone else.

Value proposition canvas

- a tool that helps you connect to the customer needs with your offers

Customer segmentation

- the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits

Business Model Canvas

- a strategic management and lean startup template for developing new or documenting existing **business models**. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances.

Break-even analysis

- a financial tool that helps you to determine at what stage your company, or a new service or product, will be profitable.



Module 5:

Cultural differences in international business ventures

(<https://www.globalnegotiator.com/international-trade/dictionary/cultural-differences/>)

- Differences in personal values and in the assumption people make about how business is organized

Communication (definition by Oxford Dictionary)

- the imparting or exchanging of information by speaking, writing, or using some other medium
- the successful conveying or sharing of ideas and feelings

Verbal Communication (Cohen, D. *Il linguaggio del corpo*, Orme Editori, Roma, 2012; Molcho, S., *I linguaggi del corpo*, Edizioni red, Como, 2007)

- the imparting or exchanging of information by speaking, writing, or using some other medium
- the successful conveying or sharing of ideas and feelings
- ability to get into relation with others in the fields of communication, giving and receiving feedback

Non-verbal communication (Cohen, D. *Il linguaggio del corpo*, Orme Editori, Roma, 2012; Molcho, S., *I linguaggi del corpo*, Edizioni red, Como, 2007,

<https://www.businessstopia.net/communication/non-verbal-communication-different-cultures>)

- It refers to body language. The most basic language is the language of gestures. There are many types of non-verbal communication like eye contact, hand movements, facial expressions, touch, gestures, appearance, body movement and posture, facial expressions, paralanguage, physical space (proxemics). Body language is often the most effective means of communication.

Active listening

- Ability to listen with a high degree of attention and communicative involvement, with open mindness, empathy and respect, taking the others perspective without prejudice, giving an appropriate/controlled response to the real needs of the recipients

Empathy (definition given by Collins Dictionary)

- Ability to share another person's feelings and emotions as if they were your own

Module 6:

Value proposition canvas

- a tool that helps you connect the customer needs with your offers

Business Model Canvas

- a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finance.

Desirable

- people want it

Feasible

- it is possible to do

Viable

- we don't go broke