

ARTHA  
LEARNING INC.

# Building Entrepreneurs

Through a blended, modular  
approach



# Case Study



**Client**

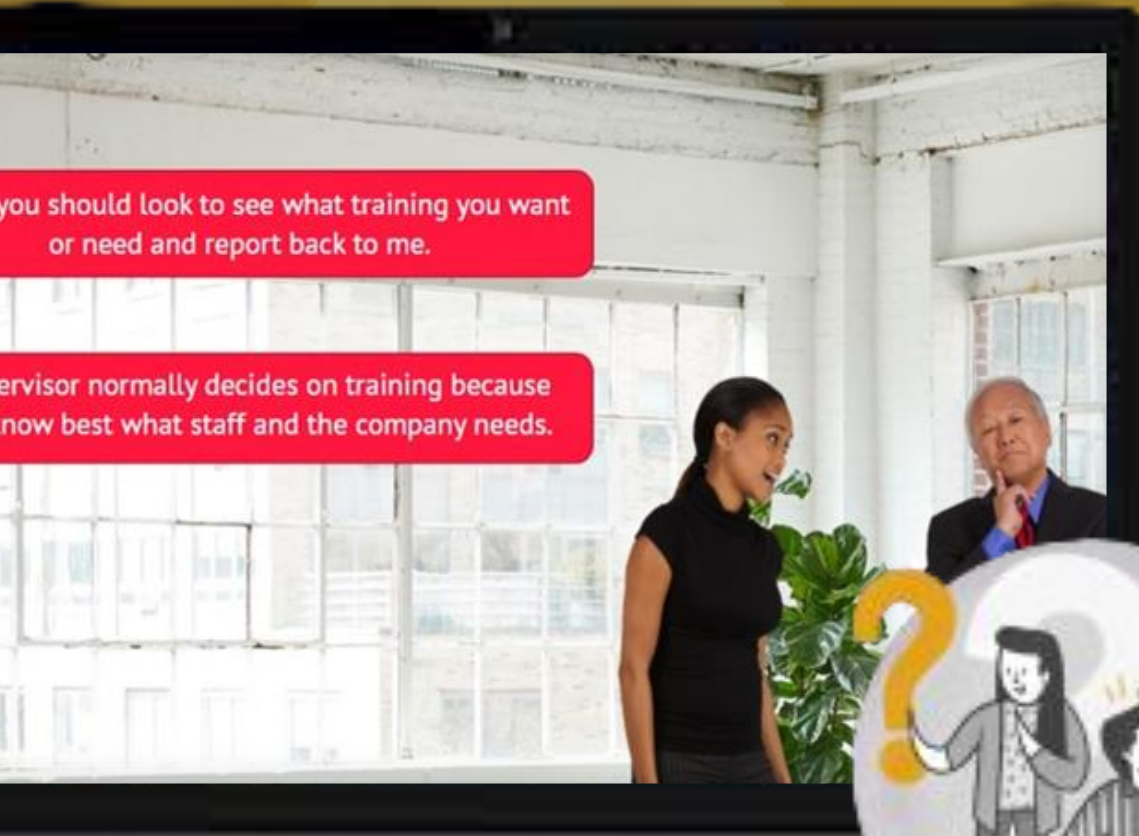
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**Industry**

A leading immigration services firm that assists job seekers from diverse backgrounds facing barriers to employment to integrate into the Canadian job market.

# Client Need

The target audience for this course were new Canadians (pre and post arrival) who will be entering into the Canadian business market and have prior experience in entrepreneurship. The course would enable immigrating entrepreneurs learn about the Canadian Entrepreneurial climate and position themselves for success. The key requirements identified were covering gaps in communication skills, an appreciation for Marketing nuances, an understanding of various Taxation structures and knowledge of franchising environment.



# Artha's Solution

The course includes four unique, experiential learning experiences built in Articulate 360, using real stories as a narrative to guide learners along a learning journey, covering topics such as Canadian entrepreneurial communication style, building a personalized marketing plan, taxation concepts, and franchising in Canada.

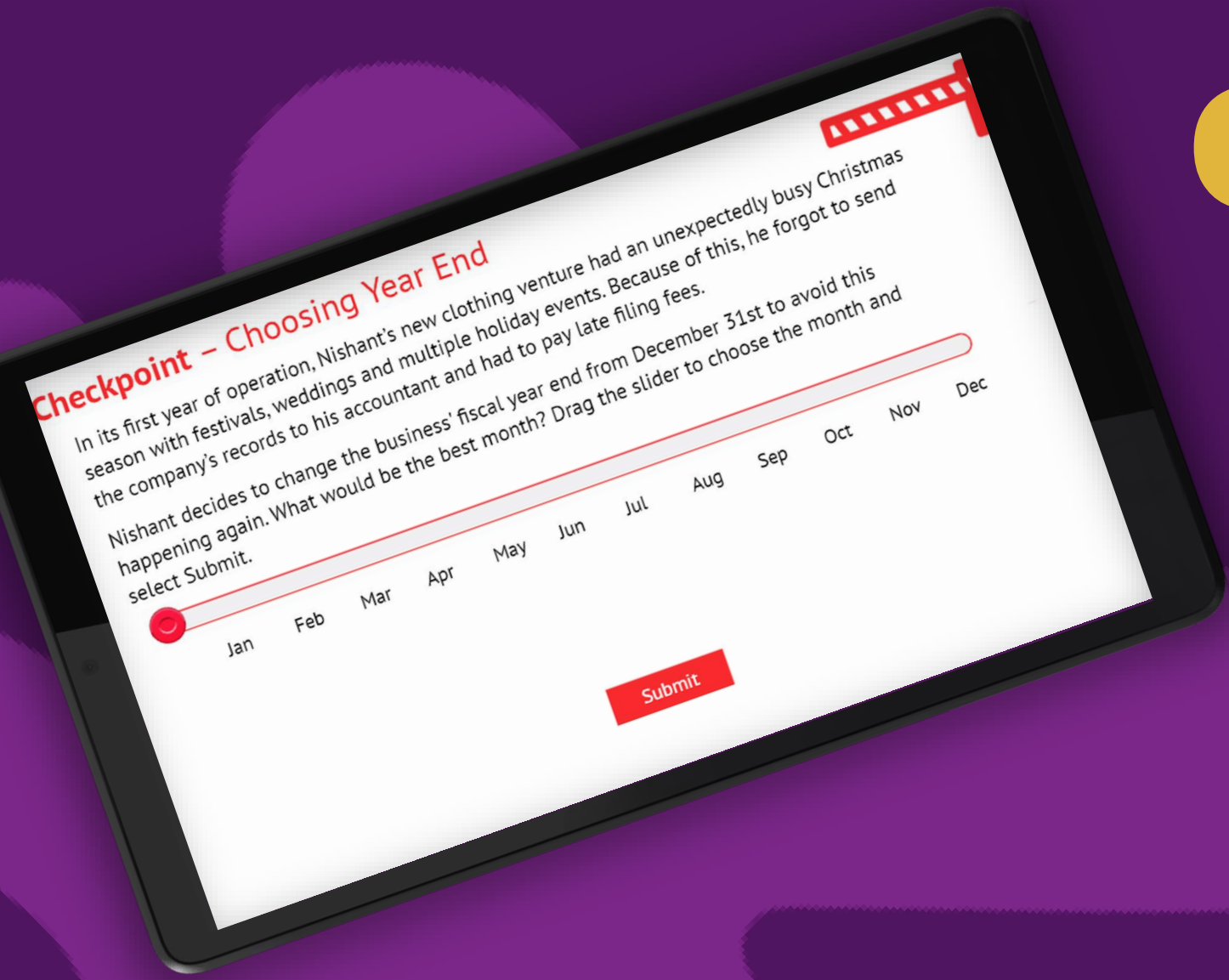


- **“Developing a Canadian Entrepreneurial Communication Style”** module takes learners on a ride with Manny and Tala – two food-truck entrepreneurs, who face communication issues in official settings (getting a bank loan), dealing effectively with unsatisfied customers, and promoting their business online. Learners stay engaged throughout the story, while gaining helpful insights into finer nuances of communication skills.
- **“Building Your Marketing Plan”** offers guidance in various aspects of marketing. As the entrepreneurs learn the concepts of marketing, they are able to see samples of Manny & Tala’s own marketing plan, and type in their own elements. At the end of the course, they can download a completed copy of their own marketing plan, that is later discussed with their advisor in a face to face meeting.





- The “**Taxation**” module follows a totally different approach as there are a number of varying concepts, that are all slightly different based on the structure of one’s company. Thus this was designed as a race track – where learners choose a character based on their current or desired company structure (sole proprietorship, partnership or incorporated) and complete five ‘laps’ to learn various concepts specific to the company structure. Knowledge checks and additional information is incorporated as checkpoints and pitstops.
- The “**Franchising in Canada**” module shows Manny & Tala as successful entrepreneurs starting a franchise, thus ending the course on a positive note. They guide learners through buying an existing business versus buying a franchise and boats a self assessment portion to gauge if franchising is appropriate for them.



# Outcome

All client and learner feedback related to the developed modules has been exceptional and has resulted in us continuing our partnership.



# Outcome



## Some comments from the client



Your genuine interest in how e-learning materials will be received by end users created the **most meaningful and motivational online learning experiences possible.**



We have them set up on our **LMS** and are **DELIGHTED** with them.







# Thank You!

Contact us to learn more.

 ARTHA  
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ArthaLearning