

# Learner Guide for eLSi - e-Front



## Who is eLSi for?

eLSi elearning materials offer users the opportunity to test your knowledge of how overseas marketplaces “do business”. Do you really understand the cultural differences, the “Dos” and “don’ts” that can be critical in understanding how to negotiate in a foreign market? A quick browse through, maybe only 10 minutes of study will provide vital gems of knowledge to gain the confidence to take the first real steps outside of our European marketplace.

The materials are free to access and can be incorporated into larger training modules that cover the essential features of engaging in International trade.

## How do I log on?

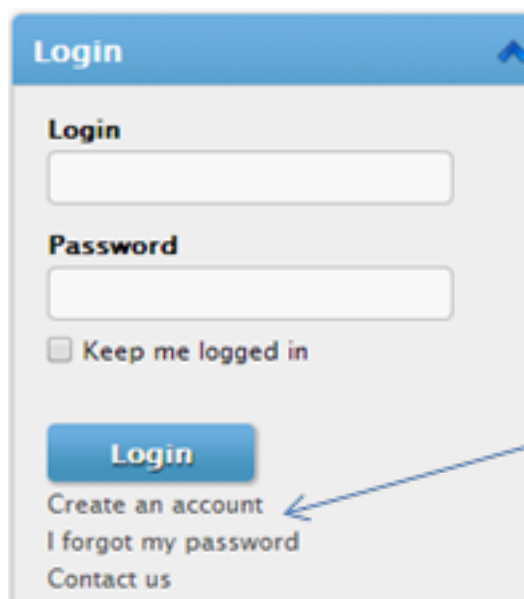
Go to the eLSi project website at [www.elsi-project.eu](http://www.elsi-project.eu) and click on the link to training materials.

Then select either the in e-learning materials on **e-Front** or the resource library in **Moodle**.

A screenshot of the eLSi Training Materials page. The page has a light grey header with 'Startseite &gt; Training Materials'. On the left is a sidebar with the eLSi logo and navigation links: 'Training Materials', 'Target Countries', 'English', 'About the project', 'German', and 'Über das Projekt'. The main content area is titled 'Training Materials' and contains four sections: 'Free Materials' (describing downloadable materials from Moodle or eFront lessons), 'Resource Library' (linking to a Moodle resource library for providers and end-users), 'Learning Materials' (linking to eFront lessons for end-users), and 'Contents' (listing target regions: USA, Japan, China, India, South Korea, Brazil, Australia, and the Middle East).

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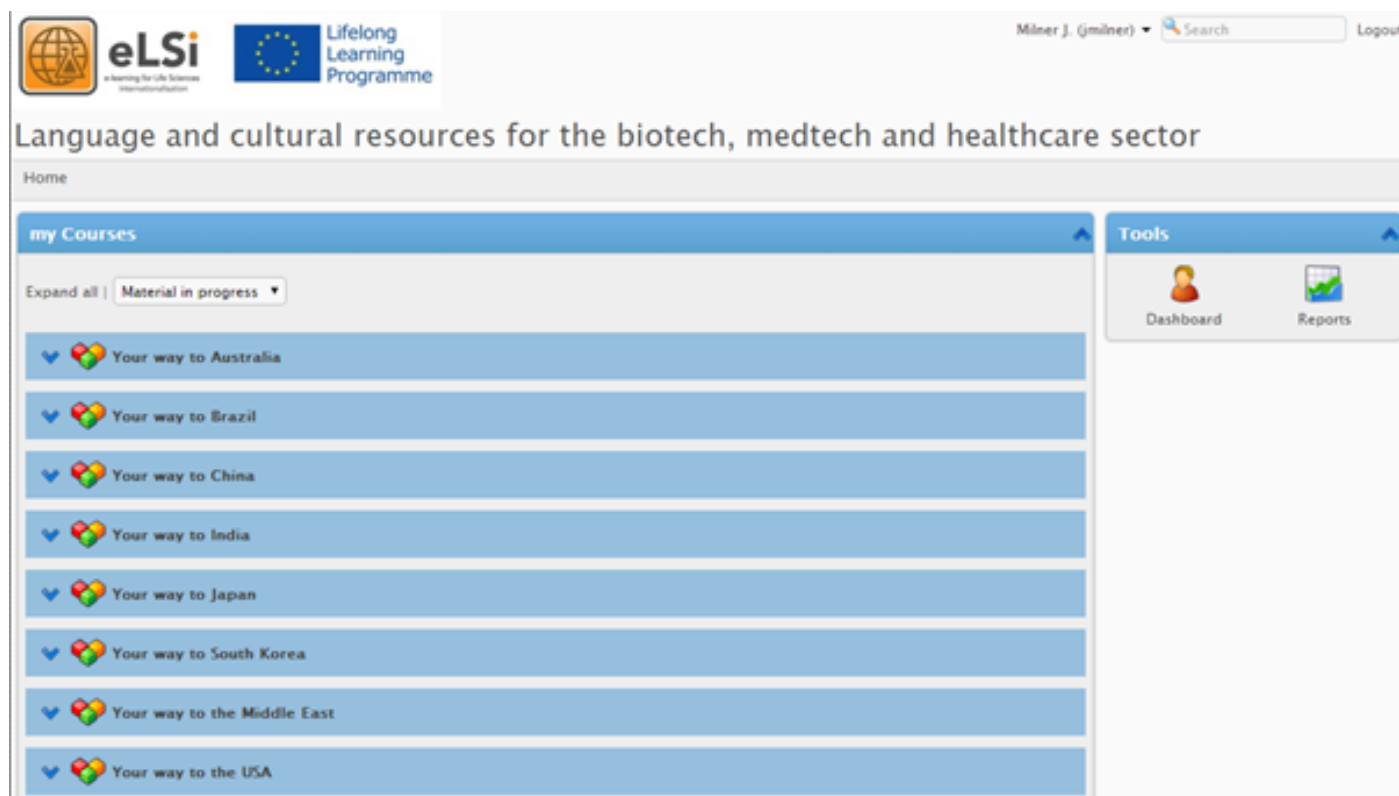
Simply click on the 'create an account' button and complete the screen that follows with your information, then click 'register'.

Please note all information held is not passed to any third parties and is used solely for the purposes of managing eLSi.

You will receive an activation e-mail to your e-mail account, click on the link in this activation e-mail to verify your log details. You will now be free to use all the eLSi materials.

To log on in subsequent visits enter your Login name and password in the box shown above and click Login.

## Choosing your courses



Once inside e-Front you will be presented with all the courses. Click on the blue downwards arrows to expand each country.

**my Courses**

Expand all | Material in progress ▾

- ♥ Your way to Australia
- ♥ Your way to Brazil
  - abc Brazil Language – basics & tips
    - 0% Brazil common words and phrases
  - abc Business etiquette in Brazil – Do's and Don'ts
    - 0% Business etiquette in Brazil – Do's & Don'ts
  - abc Life Science business culture and negotiation process in Brazil
    - 0% Life Science business culture and negotiation process in Brazil
  - abc Starting your business in Brazil
    - 0% Doing business in Brazil – getting started
  - abc The Current status of the life science sector in Brazil
    - 0% The Current status of the life science sector in Brazil
- ♥ Your way to China

You can then click on each lesson that interests you and see the sub units within that lesson. For example below are the sub units for the lesson Business etiquette – Do's and Don'ts

## Business etiquette in Brazil – Do's & Don'ts

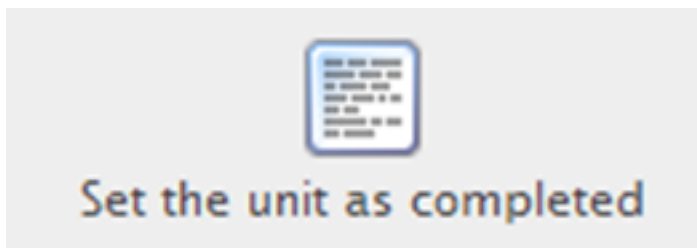
**Options**

 Start lesson
  Lesson information

**Material**

- Intro to Business etiquette in Brazil
- Short video on do's and don'ts
- Hiring a translator
- What to do in meetings
- Business Etiquette in Brazil
- Business Etiquette in Brazil

You can either select just the material you want by clicking directly in the material box or you can click on the green arrow to play all the sub units.



You can get e-Front to remember what you have already read by selecting the unit as completed at the bottom of each page.

## Moodle

Moodle has been designed to act as a library for all the eLSi materials for trainers, teachers and cluster bodies who may wish to also download the materials and incorporate them into courses.

## Logging on

Like e-Front you will need to visit the project website and select Moodle on the training materials page.



To log on click on either of these login links.

eLSi Moodle

You are not logged in  
(English - en)

Home ► Login to the site

### Returning to this web site?

Login here using your username and password  
(Cookies must be enabled in your browser) ⓘ

Username

Password

☐ Remember username

[Forgotten your username or password?](#)

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Some courses may allow guest access

### Is this your first time here?

Hi! For full access to courses you'll need to take a minute to create a new account for yourself on this web site. Each of the individual courses may also have a one-time "enrolment key", which you won't need until later. Here are the steps:

1. Fill out the [New Account](#) form with your details.
2. An email will be immediately sent to your email address.
3. Read your email, and click on the web link it contains.
4. Your account will be confirmed and you will be logged in.
5. Now, select the course you want to participate in.
6. If you are prompted for an "enrolment key" - use the one that your teacher has given you. This will "enrol" you in the course.
7. You can now access the full course. From now on you will only need to enter your personal username and password (in the form on this page) to log in and access any course you have enrolled in.

You are not logged in.

If you have not logged on before you will need to click on the 'new account' link and complete your details. Like e-Front, Moodle will not pass your details on to anyone else, they will be used solely for the purposes of the eLSi project. You will receive an e-mail from the Moodle administrator to enable you to activate your account.



Once inside Moodle you simply click on the courses that interest you. An example of a Moodle page is given below.


**Your way to the Middle East**

My home ► Middle East

**Administration**

- Course administration
  - Grades
- My profile settings











 [Why doing business in Middle East?](#)  
Here you will find a synthetic guide for doing Business in Middle East.

**Topic 1**

**1.) The current status of the life science sector in the Middle East:**

Overview of the pharma and biotech sectors, life science hotspots in the Middle East, the healthcare system and regulatory affairs.

**Life science regions in the Middle East**

-  [Cluster Regions in the Middle East \(MAP\)](#)
-  [Biotechnology Research Centers in the Middle East](#)
-  [Most important documents and links](#)
-  [Important documents](#)
-  [Life Sciences Magazine](#)
-  [eLSi Expert Interview](#)
-  [General introduction - Hear it from an expert \(VIDEO, 5 min\)](#)
-  [Opportunities - Hear it from an expert \(VIDEO, 11 min\)](#)
-  [Biomedical Research Centers - Hear it from an expert \(VIDEO, 8 min\)](#)
-  [Venture Capital - Hear it from an expert \(VIDEO, 9 min\)](#)