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ReThink Finance - integrating innovative paradigms and digital technologies into financial teaching and literacy

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ID13 Rethink-Finance Platform Description

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ID13 Rethink-Finance Platform Description

The **ReThink Finance** website, accessible at <https://rethink-finance.ro>, serves as the digital hub for the Erasmus+ project that aims to modernize financial education through innovative paradigms and digital tools. The site offers comprehensive information about the project, its objectives, partners, and ongoing activities.

Key features of the website include:

1. **Project Overview:** A clear presentation of the project's mission to enhance financial education by integrating digital skills and emerging financial concepts such as FinTech, blockchain, and neurofinance.
2. **Resources and Publications:** The site provides access to educational materials and publications developed under the project, aimed at equipping educators and students with modern financial knowledge.
3. **Events and Workshops:** Users can stay informed about upcoming events, such as summer schools, workshops, and conferences designed to foster collaboration between educational institutions and the financial industry.
4. **Partners and Collaborations:** The site highlights the involvement of prestigious academic and research institutions across Europe, showcasing the international dimension of the project.

The header of the page begins with a black top bar containing the phone number and email of the project. Below, the logo and the subtitle are visible on a customized for finance network dot image. The main menu is designed for easy navigation and it includes buttons like: Home, Partners, Activities, Project results, Events, Dissemination, Contact, News, Platform and Login.

All these elements are present, in the same layout for every page in the site.



Regarding the content section, on the Home page there is a short description of the project highlighting its mission to enhance financial education through the integration of modern paradigms such as digital finance, behavioral finance, and neurofinance. This description introduces visitors to the key goals of the project, focusing on developing both digital competencies for educators and advanced financial skills for students. A call-to-action button encourages users to explore more about the project and its activities.

The content section on other pages offers detailed insights into the project's progress and deliverables. For instance, the **Partners** page features the institutions involved in the project, including universities and research centers across Europe, while the **Activities** page provides an overview of workshops, summer schools, and collaborative events organized to disseminate knowledge and foster cooperation.

The **Project Results** page showcases key achievements such as publications, educational materials, and innovative learning tools that have been developed as part of the project. Similarly, the **Events** page lists upcoming and past events, providing details on how users can participate or access materials from those events.

Each section of the website is structured for clarity and ease of access, ensuring that users can quickly find relevant information. The **Dissemination** page offers reports and other documents to ensure transparency, while the **News** section is regularly updated with the latest developments in the project.

The **Platform** page introduces users to the educational programs offered through the project, including online and blended learning opportunities, and the **Login** button provides access to a restricted area for participants and collaborators.



The **footer** of the **ReThink Finance** website is designed to provide essential information and easy access to key resources. It spans the full width of the page and is divided into distinct sections for better organization.

1. **Contact Information:** On the left side of the footer, you'll find the project's contact details, including the phone number, email address, and the physical address of the coordinating institution. This ensures that visitors can easily get in touch with the project team for inquiries or collaboration opportunities.
2. **Quick Links:** Next to the contact information, there is a section of **quick links**. This area provides shortcuts to important pages like Home, Partners, Events, and Contact, enabling users to navigate the site easily, even from the footer. These links mirror the main menu, offering another way to access key sections of the website.
3. **Social Media Icons:** On the right side of the footer, social media icons are displayed, linking to the project's profiles on platforms such as Facebook, LinkedIn, and Twitter. These icons encourage users to follow the project for updates and engage with the online community. The icons are minimalistic and match the overall design of the site.
4. **Logos of Partner Institutions:** Beneath the quick links and contact info, the footer often includes the logos of the partner institutions involved in the project. This visually highlights the collaborative nature of the project and gives recognition to the universities and organizations contributing to its success.
5. **Disclaimer and Funding Information:** At the very bottom of the footer, there's a small text area mentioning the project's funding, specifically acknowledging the Erasmus+ program and the European Union's financial support. This section also contains any relevant disclaimers about the content of the site, ensuring compliance with legal and financial requirements.



The footer's design is clean and functional, ensuring that users can quickly access essential information without being overwhelmed. Its consistent presence across all pages adds to the cohesive and user-friendly experience of the website.

Home Partners Activities Project Results Events Dissemination Contacts News **Courses** Login

Release Date (newest first) ▾

Available Courses:

1. **Access for Students LTT4 (25th June 2024 – 1st July 2024):** This course focuses on advanced financial concepts, incorporating digital tools to facilitate interactive learning experiences.
2. **Access for Students LTT3 (12th June 2023 – 22nd June 2023):** This program emphasizes practical applications of financial theories, utilizing innovative teaching methods to engage students effectively.



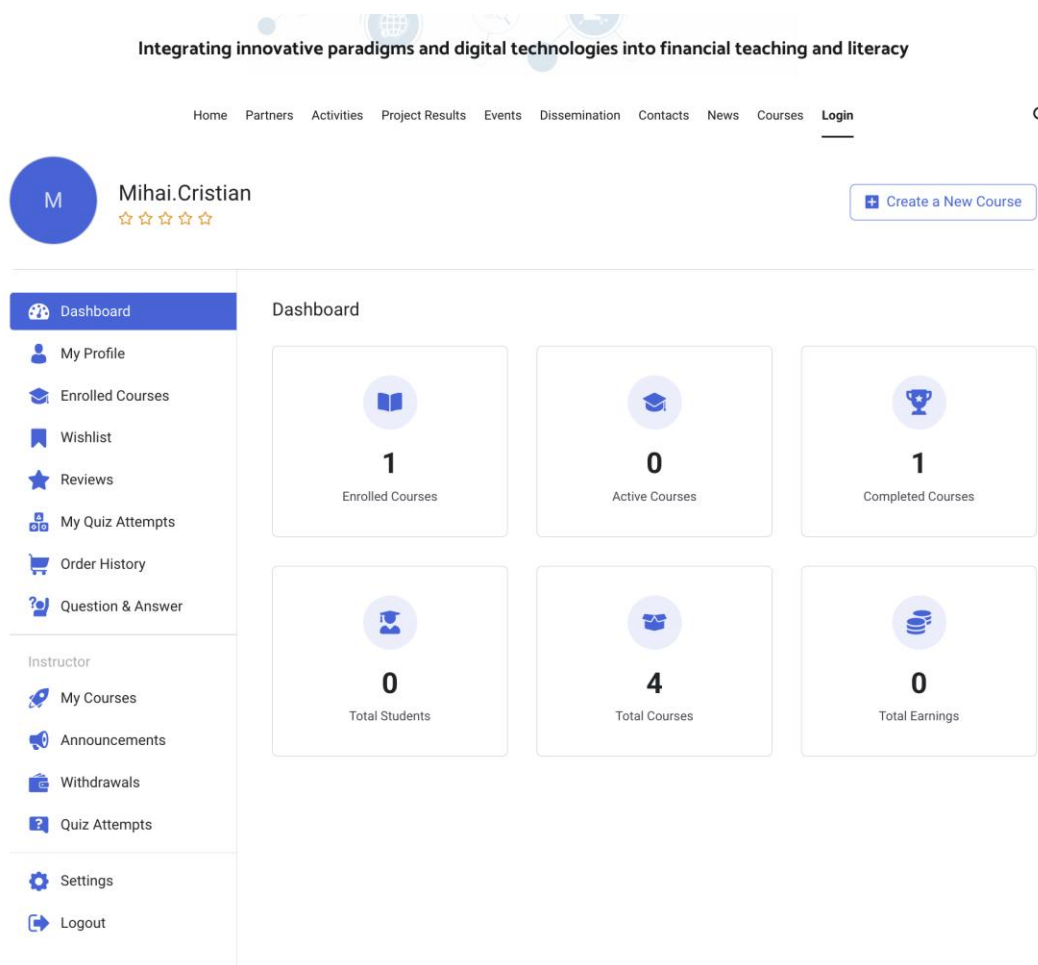
3. **Access for Teachers LTT1 (27th June – 4th July 2022):** Aimed at educators, this course explores modern pedagogical approaches to financial education, integrating digital resources to enhance teaching effectiveness.
4. **Access for Students LTT2 (15th June – 25th June 2022):** This course provides foundational knowledge in financial literacy, incorporating digital tools to support diverse learning styles.

These courses are part of a broader initiative to modernize financial education by incorporating innovative teaching methods and digital technologies. The project is funded by the European Union, with the views and opinions expressed being those of the authors and not necessarily reflecting those of the European Union or the European Education and Culture Executive Agency (EACEA).

Each course has been divided into topics, for example the course content for a program titled **"Corporate Valuation and Financial Simulations in Global Financial Markets"**, it is accessible for students from **June 25, 2024, to July 1, 2024**. The course content is organized into seven days, with the following topics:

1. **Day 1: Industry Overview & Competitive Landscape**
 - Includes a section on the "Valuation Report."
2. **Day 2: Financial Analysis**
 - Includes a "Xilinx Inc. Financial Analysis."
3. **Day 3: Environmental, Social & Governance (ESG)**
 - Contains "ESG Materials."
4. **Day 4: Valuation Methods**
 - Includes "ESG Valuation."
5. **Days 5 & 6: Valuation Financial Simulations**
 - Contains a "Valuation Lesson."
6. **Day 7: Business Description & Risk Analysis**
 - Includes "Business Description & Risk Analysis."

Each module appears locked, indicating restricted access, available only for registered users.



The image above shows the **user dashboard** from the online learning platform. Here's a short description of the dashboard:

Main Menu (Left Panel):

1. Dashboard:

- Displays an overview of key statistics, such as the number of enrolled courses, active courses, completed courses, total students, and total earnings.

2. My Profile:

- Provides options to edit personal information like name, email, profile picture, and other account settings.

3. Enrolled Courses:



- Shows a list of courses the user has signed up for, with details like progress or status (active/completed).
- 4. **Wishlist:**
 - Contains courses the user has saved for future enrollment.
- 5. **Reviews:**
 - Allows the user to view or manage reviews they have written for courses or reviews left on their own courses (if they are an instructor).
- 6. **My Quiz Attempts:**
 - Displays records of quizzes attempted in enrolled courses, including scores and completion status.
- 7. **Order History:**
 - Lists all transactions made on the platform, such as course purchases or refunds.
- 8. **Question & Answer:**
 - Provides access to discussions or Q&A sections for enrolled courses, where users can ask or answer questions.

Instructor-Specific Menu (if the user is an instructor):

- 9. **My Courses:**
 - Displays courses the user has created, with options to manage or edit them.
- 10. **Announcements:**
 - Allows instructors to post updates or messages for students in their courses.
- 11. **Withdrawals:**
 - Tracks earnings as an instructor, showing options to withdraw funds earned from course sales.
- 12. **Quiz Attempts:**
 - Likely used to review the performance of students in quizzes or manage quiz-related settings.

Settings:

- 13. **Settings:**
 - Offers general account management options, such as password changes, notification preferences, or other configurations.
- 14. **Logout:**



- Logs the user out of their account and ends the current session.

Top Section:

15. Create a New Course:

- Enables the user to create and publish a new course, including adding materials, setting prices, and designing quizzes.

The buttons and menu items seem to balance student needs (like tracking course progress) and instructor functionality.

Enrolling a course gives you access to pdf si ppt materials regarding the topics that were presented at Rethink Finance Summer School each year.

For example, in LTT3, 2023



Integrating innovative paradigms and digital technologies into financial teaching and literacy

Home Partners Activities Project Results Events Dissemination Contacts News Courses Login



Course Content

Access for students LTT3 – 2023 (12th of June 2023 – 22nd June 2023)

Day 1 – Setting the Stage psychological attitudes in economics and finance	0/1	>
Day 2 – Neurofinance understanding how the brain works and why it matters for finance	0/1	>
Day 3 – Innovative ways to look into financial decision making bias detection, behavioral finance, FOMO	0/1	^
Lesson 3	00:00	☐
Day 4 – Crypto-based scenario evolving perceptions and attitudes	0/1	>
Day 5 – Risk in the context of Neurofinance from Market to Cognitive biases		>
Day 6 – Financial software Stock Track, Thomson Reuters Refinitiv Eikon		>
Day 7 – Cultural activity		>
Day 8 – 9 – Simulation and gamification in finance	0/1	>
Day 10 – Behavioral Asset Allocation from efficient to effective portfolios		>
Day 11 – Overview and evaluation		>
Feedback	0/1	>

About Lesson

Download material – Crypto-based scenario evolving perceptions and attitudes
Crypto-based scenario evolving perceptions and attitudes
Maciejasz_Poskart CRYPTOCURRENCIES IN POLAND AND RUSSIA – SIMILARITIES AND DIFFERENCES
RP_Central European Review of Economics _ Finance
Cryptocurrencies in the Light of Money Definitions
Cryptocurrency Perception Within Countries – A Comparative Analysis

It demonstrates a clean and organized interface that supports easy navigation for students.

1. Course Structure:

- The course is divided into days/topics, each focusing on a specific aspect of finance.
- Lessons emphasize modern trends and tools like behavioral finance, neurofinance, cryptocurrency, and financial software (e.g., Thomson Reuters Refinitiv Eikon).

2. Content Delivery:



- Each topic is paired with materials or lessons.
 - Materials are downloadable and likely include scholarly articles, case studies, and comparative analyses.
 - Lessons are marked with indicators like "00:00," signaling either locked or upcoming content.
3. **Timeline:**
- The course is only available between **June 12, 2023, and June 22, 2023**, implying it may be a cohort-based or time-sensitive program.
4. **Interactive Elements:**
- Students are encouraged to provide **feedback** as part of the course structure, enhancing engagement and platform improvement.
5. **Relevance:**
- Topics reflect cutting-edge themes in finance education, such as decision-making biases, gamification, and crypto-based scenarios.

The platform offers a **professional and modern user experience**, emphasizing:

- Clear learning objectives.
- A balance between theoretical knowledge (e.g., downloadable materials) and practical skills (e.g., gamification and financial tools).
- Aimed at fostering **financial literacy** while integrating **digital and innovative teaching tools**.

Newsletter section (Left Panel):

The newsletter module for a website allows users to subscribe to regular updates, keeping them informed about the latest news, promotions, or content. This module encourages



user engagement by providing a simple way to stay connected and receive regular updates from the website.

The newsletter module plays an essential role in the overall narrative of a website by acting as the bridge between the site and its audience, creating a continuous, personalized connection. Its purpose is to transform casual visitors into loyal followers by keeping them informed, engaged, and connected long after they've left the site.

In the broader story of a website's relationship with its users, the newsletter is like an invitation to become part of an exclusive community. It offers subscribers behind-the-scenes insights, special offers, or valuable content that they wouldn't otherwise encounter. The module also embodies trust—users provide their personal details, expecting something valuable in return, so the newsletter becomes a two-way conversation between the site and its audience.

As a narrative element, the newsletter fosters anticipation, drawing users back to the website as they receive regular updates tailored to their preferences. It drives the plot of user engagement forward, helping websites maintain a dynamic relationship with their audience while also serving as a platform for storytelling, news sharing, and personal connection.

Blog

The blog section of ReThink Finance serves as a dynamic platform for sharing insights, research findings, and discussions on innovative financial paradigms and digital technologies. By regularly publishing articles, the blog aims to enhance financial literacy and foster a deeper understanding of contemporary financial topics among its readers.

In the broader context of a website, a blog plays a pivotal role in:

Subscribe to our newsletter

Sign up to receive news and updates regarding Rethink Finance Project

SUBSCRIBE

We don't spam! Read our [\[link\]privacy policy](#)[\[link\]](#) for more info.



- Establishing authority: By providing well-researched and insightful content, the blog positions ReThink Finance as a thought leader in the financial education sector.
- Engaging the audience: Regularly updated articles keep the audience informed and engaged, encouraging return visits and active participation.
- Enhancing SEO: Consistent blogging improves search engine rankings, making the website more discoverable to individuals seeking information on financial education and digital technologies.
- Facilitating knowledge sharing: The blog serves as a repository for knowledge, allowing readers to access valuable information and resources that support their learning journey.

Through its blog, ReThink Finance not only disseminates knowledge but also cultivates a community of learners and professionals committed to advancing financial education in the digital age.

Latest news section

The module serves as a dynamic component that aggregates and displays the latest updates, news, or content related to your projects. Positioned on the left side of the page, this module ensures that visitors can easily access and stay informed about your recent activities and achievements.

Purpose and benefits of the feed module:

- Real-time updates: The feed module allows for the automatic display of the most recent content, ensuring that your audience is always informed about your latest developments without the need for manual updates.
- Enhanced user engagement: By providing a centralized location for project updates, the feed module encourages visitors to explore your work further, increasing engagement and time spent on your site.
- Improved navigation: The strategic placement of the feed module on the left side of the page offers intuitive navigation, allowing users to quickly find and access the information they are seeking.

Relevance to finance and trading:

Given that your website focuses on finance, trading, and related topics, the feed module plays a crucial role in:



- Showcasing financial projects: It enables to highlight recent financial analyses, trading strategies, or market insights, keeping the audience informed about current trends.
- Building credibility: Regularly updating the feed with relevant content positions the website as a reliable source of information in the finance and trading sectors, fostering trust among the audience.
- Encouraging interaction: By featuring interactive content such as webinars, workshops, or discussions, the feed module can drive user participation and create a community around the financial initiatives.

The feed module page is an essential tool for delivering timely and relevant content to the audience, enhancing user experience, and reinforcing the website's focus on finance and trading.