



Session Plan:

Duration: 3 hours

Aim of session:






Today, new technologies are **essential tools** in our daily lives, and this will be the case for years to come. It is therefore necessary for everyone to be able to use them for personal or professional purposes, such as starting a business. However, according to the article entitled **Digital: how the EU wants to improve the skills of Europeans** on the website touteurope.eu, not all Europeans have the same level of skills to take full advantage of them. An observation that has led the European Union to consider training citizens on the subject. One of the targets of this training are **women**. Indeed, according to the **DESI 2020 report**, on average, startups founded by women are 30% less likely than those founded by men to raise funds, yet according to the same study, startups co-founded by women have a better return. For every dollar invested, the investors earned 0.78 cents for a female startup, compared to 0.32 cents for a male startup.




This module is, therefore, for future or currently entrepreneurs, specially women entrepreneurs, who want to learn about new digital ways to create and launch a company.



Learning Outcomes:

Empowering women by increasing their level of soft skills, especially those related to creativity and business

- Objective 1 – Learn about what is a product in an economical way
- Objective 2 – Learn what is digital transformation
- Objective 4 – Learn the difference between digitisation and digitalisation + Learn how to digitise and digitalise your product
- Objective 5 – In general, Improve your understanding of how new technologies are impacting business and product

Timing 	Trainer activities	Learner activities	Resources required	How is inclusion catered for?	How it impacts on target group of Women	Assessment methods	What opportunities do learners have to practise their skills?
0-10	Introduction (who are we) Icebreaker.	Sharing opinions	Laptop PowerPoint, 	-	The concepts and tools taught in this module can help improve women digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business
10-20	Introduction – Contents	Listening, Questions	Laptop PowerPoint 	All learners addressed and any questions answered.	The concepts and tools taught in this module can help improve women digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	-create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business
20-35	Objective 1: Learn about what is a product in an economical way	Listening, Questions	Laptop PowerPoint 	All learners addressed, any questions answered. Group participation encouraged.	The concepts and tools taught in this module can help improve women digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business
35 - 50	Objective 2: Learn what is digital transformation	Listening, Questions	Laptop PowerPoint 	All learners addressed, any questions answered. Group participation encouraged.	What are the advantages of a digital transformation for a company	Quiz and tutorials at the end	create an online profile for your business with Google Create an online

							website/shop Create a social media platform to disseminate a business
50-60	TEA BREAK 						
60 -75	Objective 3: Learn the difference between digitisation and digitalisation + Learn how to digitise and digitalise your product	Listening, Questions	Laptop PowerPoint 	All learners addressed, any questions answered. Group participation encouraged.	Example of how to digitise or digitalise your activity	Quiz and tutorials at the end	create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business
75-90	Wrap up	Listening, Questions Discussion Engagement	Laptop PowerPoint 	All learners addressed, any questions answered. Group participation encouraged.	Example of how to digitise or digitalise your activity	Quiz and tutorials at the end	create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business

90-100	Time to practice 1		Laptop PowerPoint 	All learners addressed, any questions answered. Group participation encouraged.	Evaluate notion learn	Quiz and tutorials at the end	create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business
100-160	Time to practice 2 - tutorials	Group work	Laptop PowerPoint Wifi+ Internet 	All learners addressed, any questions answered. Group participation encouraged.	Learn how to use tools	Quiz and tutorials at the end	create an online profile for your business with Google Create an online website/shop Create a social media platform to disseminate a business