

Annotated Course Outline

Foundation Course

| Foundation Course (2.5. to 3 hours max) | Scope description | Learning objectives | Learning outcomes | Key Message(s) | Resource Requirements (for content delivery) |
|--|---|--|--|--|--|
| Module 1: Foundation Knowledge & Current Situation | <i>This foundational Course serves as the cornerstone of WIFI 2.0, providing women entrepreneurs with essential knowledge on digital transformation and innovation. It instils the mindset and motivation required to embark on a transformative journey.</i> | <i>Understand fundamental concepts of business innovation & digital transformation and the situation of WE.</i> <i>To impress the advantages of having innovative and digital empowered business.</i> | <i>WE can appreciate the basic concepts of business innovation and digital transformation.</i> | <i>Business innovation and digital transformation can make WE business more effective and efficient.</i> | <i>Readiness assessment prior to course presentation</i> |
| Lesson A. Essential knowledge on digital transformation and business innovation | | | | <i>Business innovation can develop new customers or expand market reach and can generate more income.</i> <i>Digital transformation can enhance customer engagement, facilitate informed decision making, market reach and global presence, business efficiency and cost reduction.</i> | <i>Ppt presentation</i> |

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| Lesson B. <i>Benefits of the 5 specialized courses</i> | <i>Presentation of the benefits and relevance of the other 5 specialized Courses:</i> <i>E-Commerce & Digital Marketing, Financial Management using Technology, Trust and Cyber Security, Business Continuity Planning, and Data Analytics</i> | <i>Introduce the 5 specialized courses of WIFI 2.0.</i> <i>Describe the benefits of the 5 specialized courses</i> | <i>Becoming aware of the benefits of the 5 specialized courses motivates the participants to continue participating in the WIFI courses</i> | <i>The 5 specialized courses when applied can provide benefits to WE's business enterprises.</i> | <i>Ppt presentation</i> |
| Lesson C. <i>Discussion on issues and challenges of WE</i> | <i>Discussion session with WE on their issues and challenges that WE face in business innovation and digital transformation in line with digital readiness data.</i> <i>The session will be facilitated, and the shared experiences will be documented. It provides an opportunity for policy makers to understand the challenges and gaps of the enabling environment for digitally empowered women entrepreneurs.</i> | <i>Elicit a discussion on issues and challenges experienced by WE in the context of business innovation & digital transformation and in line with digital readiness data.</i> <i>To understand the actual problems faced by WE and the gaps of the enabling environment.</i> | <i>WE can understand and become aware of their business situation.</i> <i>Policy makers become aware of the opportunities, issues and challenges of WE and the gaps of the enabling environment.</i> | <i>Opportunities, issues and challenges are part of WE business transformation journey.</i> <i>Lessons can be learned from the issues and challenges experienced by WE.</i> | <i>Ppt presentation</i> <i>Guide questions to facilitate sharing and discussions.</i> |

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| <p>Module 2: Case Studies: Applications & Lessons Learnt</p> <p>Lesson A. Case Studies of WE in Micro Enterprises</p> <p>Lesson B. Case Study of WE in a Small & Medium Enterprises</p> <p>Lesson C. Applications & Lessons Learnt</p> | <p><i>Case studies of WE that demonstrate the positive changes upon the use of business models and digital technologies.</i></p> <p><i>These cases are drawn from experiences of WE in MSMEs in developed and developing countries. The cases will evoke lessons that can motivate WE.</i></p> | <p><i>To illustrate cases of WE in their innovation and transformation journey.</i></p> <p><i>To draw lessons from the experiences of WE that will motivate them to innovate and digitally transform their businesses</i></p> | <p><i>Participants are inspired by the cases of women entrepreneurs and are encouraged to take these lessons in their business.</i></p> | <p><i>This session showed women entrepreneurs were able to overcome issues and challenges and used these as opportunities to initiate business innovation and digital transformation.</i></p> | <p><i>Case studies of WE that were able to deal with opportunities and overcome issues and challenges in their business transformation journey.</i></p> <p><i>Guide questions for participants' reflection on the case studies to generate their lessons learned.</i></p> |

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| Module 3: Ideation and Action Plan | <i>Participants to come up with an idea to apply business innovation or digital transformation in the customer development journey of their own business</i> | <i>Determine how WE apply business innovation or digital transformation to customer development.</i> | <i>Participants bring to their business an action plan that can guide them in applying business innovation and digital transformation to reach their business goals.</i> | <i>Preparing an action plan can guide the participant to immediately apply what they learned from the course.</i> | <i>Action Plan template</i> <i>Guide questions to facilitate discussions.</i> |
| Lesson A. Application in customer development | | | | | |
| Lesson B. Action Plan | <i>Participants to come up with Action Plan for above</i> | <i>Create an action plan that participants can use at the immediate and intermediate period to improve their business using business innovation and/or digital transformation.</i> | | | |
| Lesson C. Discussion | <i>Discuss the Action Plan in class with the lecturer as facilitator</i> | <i>Present the Action Plan in a guided discussion.</i> | | | |