



CAPACITY BUILDING COURSES CATALOGUE



About APCICT

The Asian and Pacific Training Centre for Information and Communication Technology for Development (APCICT) was inaugurated on 16 June 2006 as a regional institute of Economic and Social Commission for Asia and the Pacific (ESCAP), and is located in Incheon, Republic of Korea.

Guided by the 2030 Agenda for Sustainable Development and other internationally agreed development goals, the Centre's objective is to build and strengthen the capacity of members and associate members of ESCAP to leverage information and communication technologies (ICTs) for the purpose of socioeconomic development.

APCICT's work is focused on training, knowledge sharing and multistakeholder dialogue and partnership.

About WIFI DX

Launched in 2016, the Women ICT Frontier Initiative (WIFI) is APCICT's flagship programme for promoting women's economic empowerment through digital skills development. It aims to strengthen the capacities of women entrepreneurs to utilize digital tools in support of their businesses.

In 2023, recognizing the evolving technology trends and challenges that face women entrepreneurs in the region, APCICT revamped the WIFI programme – now called WIFI DX – to offer new and practical courses that will support them in their digital transformation journey. WIFI DX is divided into two tracks; Policymaker Track and Women Entrepreneurs Track, and cover various digital topics relating to women entrepreneurs.

Our Courses

Women Entrepreneurs Track

-  Digital Empowerment of Women Entrepreneurs
-  E-Commerce and Digital Marketing
-  Digital Technologies and Financial Management
-  Data Analytics for Women Entrepreneurs
-  Trust and Security Using Digital Technologies
-  Business Continuity Planning

Policymaker Track

-  Promoting Women's Entrepreneurship through Digital Transformation

Women Entrepreneurs Track



Digital Empowerment of Women Entrepreneurs

The Digital Empowerment of Women Entrepreneurs course is central to WIFI DX, offering vital insights into digital transformation and innovation. It lays the groundwork for strategic thinking in digital business evolution. By motivating and guiding entrepreneurs, it emphasizes the significance of other specialized courses like E-Commerce and Digital Marketing, Data Analytics, Trust and Security, and Business Continuity Planning within the WIFI DX program.

Expected learning outcomes

1. Women entrepreneurs can understand the basic concepts of business innovation and digital transformation.
2. Appreciate the benefits of the specialized courses in reducing their issues and challenges.
3. Participants are motivated to use and apply the knowledge derived from the course.

Topics covered

1. Foundation knowledge and current situation
2. Digitally empowered women entrepreneurs: applications and lessons learnt
3. Ideation and action plan

E-Commerce and Digital Marketing

In today's digital age, a strong online presence is essential for business success. This course is divided into two parts. The first half focuses on the essential digital marketing skills, covering basics, social media, search engine marketing, SEO, and emerging trends like AI. The second half teaches building an e-commerce presence, including product research, operations, online branding, digital marketing, and expansion strategies through social media and partnerships.

Expected learning outcomes

1. Apply knowledge learnt to enhance digital marketing.
2. Utilise digital marketing channels to promote business/product.
3. Drive online sales and leads with advertising.
4. Enhance website visibility and rank on search engines.
5. Identify, size and venture into e-commerce business.
6. Understand and operate basic e-commerce operations.
7. Market and optimise ecommerce business for growth.

Topics covered

1. Digital marketing basics
2. Social Media Marketing (SMM)
3. Search Engine Marketing (SEM)
4. Search Engine Optimization (SEO)
5. Emerging trends
6. Introduction to e-commerce
7. Product research and creation
8. E-commerce management and operations
9. Getting your brand and products online
10. E-commerce digital marketing strategy

Digital Technologies and Financial Management

This course empowers women entrepreneurs with financial literacy and analytical skills, enabling them to assess their financial status and interpret data effectively. By gaining confidence and professionalism, they can confidently approach lenders or investors to fulfill their financial requirements and expand their ventures.

Expected learning outcomes

1. Make business owners aware of best practices and introduce them with the digital resources they need to manage finances efficiently.
2. Help business owners identify revenue streams and analyze variable and fixed costs to maximize profitability in their business.
3. Emphasize the importance of funding sources, checklists, digital tools, and 12-month cash flow forecasting for scaling up and preparing for potential challenges.

Topics covered

1. The fundamentals of business finance management
2. Profit and loss report analysis
3. Access to finance

Data Analytics for Women Entrepreneurs

Entrepreneurs leverage data analytics to make informed decisions, understand customer behaviours, and adapt strategies. This course empowers women entrepreneurs with foundational data analytics knowledge, covering descriptive, diagnostic, predictive, and prescriptive analytics. It emphasizes ethical data usage and customer data protection, promoting responsible practices in business.

Expected learning outcomes

1. Build a foundational understanding of value of data and process of data analytics.
2. Gain practical knowledge of the application of descriptive, diagnostic, predictive and prescriptive analytics to improve business outcome.
3. Apply knowledge to the business and gain clarity on their next steps to benefit from data analytics.

Topics covered

1. Data analytics fundamentals
2. Exploring analytics facets
3. Practical application for customer development

Trust and Security Using Digital Technologies

The Trust and Security course focuses on online safety, emphasizing strong passwords and cautious online behaviour. It covers data protection, safeguarding personal and business data, and increasing confidence in using digital tools. The course utilizes microlearning, hands-on exercises, case studies, and gamification to deepen participants' understanding and ensure a safe online experience.

Expected learning outcomes

1. Learn how to protect their personal data, business data and customer data.
2. Understand that the greatest protection is having a strong password and using common sense.
3. Know how to avoid getting scammed and becoming a spam engine.
4. Be aware that the greatest data leak threat is from inside, need to have processes in place to protect the data.
5. Have a better understanding on having processes in place to protect your data.

Topics covered

1. Protecting personal data
2. Protecting business data
3. Think like a scammer

Business Continuity Planning

Businesses need proactive planning, especially after crises like COVID-19. A Business Continuity Planning (BCP) course, emphasizing technology, helps women entrepreneurs manage and overcome crises, natural or man-made. It covers core concepts, planning processes, tool usage, and encourages participants to outline key action points for their business continuity plans.

Expected learning outcomes

1. Acquire an understanding about the importance of BCP and its key concepts.
2. Build awareness on how other women entrepreneurs can develop their BCP.
3. Appreciate the process in analyzing the internal and external risk factors and impact in their business and gain knowledge on continuity strategies that can be applied in crises situations.
4. Recognise the use of ICTs in the BCP planning process.
5. Have a list of action items that participants will use to prepare their BCP.

Topics covered

1. The basics of Business Continuity Planning
2. Risk factors and mitigation strategies
3. ICTs in BCP preparation and action planning



Promoting Women's Entrepreneurship through Digital Transformation

The course aims to enhance the capacity of policymakers to formulate policies that promote women digital entrepreneurship. Focusing on the development and transformation of digital economy, together with the opportunities and challenges facing women digital entrepreneurs, the course is designed to increase policymakers' practical knowledge and understanding in both areas.

Expected learning outcomes

1. Demonstrate increased understanding of the growing importance of digital economy development and transformation to drive socio-economic development and growth.
2. Identify and assess the digital divide and the digital entrepreneurship divide facing women entrepreneurs.
3. Identify and assess the multi-faceted nature of women digital entrepreneurship.
4. Develop and prioritize strategic policy initiatives and measures to promote women digital entrepreneurship.
5. Prepare policy action plans for the short, medium and long terms to promote and support the growth of women digital entrepreneurship.

Topics covered

1. Digital economy development and transformation
2. Digital divide, digital entrepreneurship divide, digital disruptions
3. Women's digital entrepreneurship: opportunities, challenges and barriers
4. Policy initiatives to empower and promote women digital entrepreneurship

Polycymaker Track



Notes



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