**Training Fiche**



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| **Title**  | **Digital Skills for rural woman entrepreneurship. Bridging the digital divide.** |
| **Keywords (meta tag)** | **entrepreneurship, ICT tools, corporate image, cybersecurity, problem solving** |
| **Provided by** | **IT Solutions for All** |
| **Language** | **English** |
| **Objectives / Goals / Learning outcomes** | **At the end of this module you will be able to:**1. **Know the main ICT tools for entrepreneurship.**
2. **Have the necessary skills to start selling products or services through e-commerce.**
3. **Navigate the Internet safely.**
4. **Solve the most common problems you may face when using digital devices.**
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| **Training area: (Select one)** |
| Professional, entrepreneurial and labour competences |  |
| Digital competences | **X** |
| Personal, social and health empowerment |  |
| **Description** | Digital skills are an essential qualification for entrepreneurship. For this reason, this module takes a look at the most basic ICT tools that will allow you to manage your Internet presence, as well as to navigate safely. Additionally, you will be introduced to possible solutions for the most common problems you may face while operating a computer, and you will learn how to find solutions to your problems independently, and finding your own resources, according to your needs. |
| **Content index** | **Course 1: Digital Skills for rural woman entrepreneurship. Bridging the digital divide.****Unit 1: ICT tools for entrepreneurship.**Section 1: The basics. Introduction.Section 2: Corporate image & tools. How do you show yourself to your customers?Section 3: Project management tools. How to organise my workload?Section 4: Communication tools. The coordination with others.Section 5: E-commerce. Basic tools for selling online.**Unit 2: Cybersecurity.**Section 1: The basics. Introduction.Section 2: Cybersecurity risks. What do you face when surfing the Internet?Section 3: Passwords. Create a strong password.Section 4: Recommendations**Unit 3: Problem solving.**Section 1: The basics. Introduction.Section 2: Common problems and how to solve them.Section 3: How to search effectively of the Internet. |
| **Content development** | **Course 1: Digital Skills for rural woman entrepreneurship. Bridging the digital divide.****Unit 1: ICT tools for entrepreneurship.****Section 1: The basics. Introduction.**Information and Communication Technology tools are an important part of today's businesses. That is why in this unit we will see how to transfer its benefits to entrepreneurial activity.It is important that, as a preliminary step to entrepreneurship, a business plan, and even a marketing plan, is drawn up to address all the important issues that will enhance the success of the business. Therefore, in the related material section you will find information on how to develop your own business plan and more.Don't forget to check out the "related material" section to learn more about entrepreneurship and ICT tools!**Section 2: Corporate image & tools. How do you show yourself to your customers?**The corporate image is mainly reflected through your company logo, so it is necessary that your logo shows what you want your customers to see of your company.Your logo must be unique, it must be related to your business activity, and it must also be aesthetically pleasing. Let's look at an example:Imagine you have a business that rents out rural holiday homes, called "Ruraland", which logo would be most appropriate? Señal de pulgar hacia arriba  contornoThis logo shows what the company is about (rural elements), is legible, pleasing to the eye, and takes care of the correct spelling. Pulgar hacia abajo contornoHowever, this one neglects spelling, the typography is difficult to read, and it is impossible to intuit what the company wants to sell.The logo should be included in everything that can identify the company: social media, web page, packaging...What tools can you use to design your corporate image?* Canva. Allows you to design your own logo from hundreds of templates. <https://www.canva.com/>
* Logomaker. Choose your company's sector, name, typography and style, and it automatically creates a logo of your choice. <https://www.logomaker.com/es/>
* Looka. Automatically creates the logo based on the company name and activity. <https://looka.com/logo-maker/>
* Wix Logo Maker. Create a logo from the company name, sector, visual style and keywords. <https://es.wix.com/logo/maker>

**Section 3: Project management tools. How to organise my workload?**Organising work is vital for the proper functioning of a company, as it allows you to know what needs to be done at any given moment. Below are project management and organisation tools that will allow you to keep everything under control in a synchronised way on your computer and on your smartphone or tablet:* Google Calendar. Allows meetings and events to be scheduled and reminders to be received in a simple way. <https://calendar.google.com/calendar/>
* Trello. It works with cards, and allows you to include notes, files, deadlines and other items. <https://trello.com/>
* Evernote. Allows you to store notes, calendars and tasks of all types. <https://evernote.com/>

**Section 4: Communication tools. The coordination with others.**Communication covers two areas: internally, with the company's employees; and externally, with customers. Therefore, tools for communication and coordination with others are shown below:* Whatsapp Business. It works in a similar way to Whatsapp, but allows you to automate, organise and answer customer messages, as well as create a business profile with contact details. <https://business.whatsapp.com/>
* Social networks. Such as Instagram, Facebook, Twitter, LinkedIn... You should consider your audience when choosing social networks.
* Slack. It integrates with other tools and simplifies team communication. <https://slack.com/>
* Skype. Enables video calls and instant chatting. <https://www.skype.com/>

**Section 5: E-commerce. Basic tools for selling online.**E-commerce is the practice of buying and selling products over the Internet. This can be done in different ways: you can create your own online shop, by hiring a company to design it, or you can use other platforms to create your shop, as well as using a marketplace.Here are some examples of tools you could use:* Prestashop. Open source platform to create and develop an e-commerce shop for businesses. <https://www.prestashop.com/>
* WooCommerce. If you have a website created with WordPress, you will be able to implement an online shop thanks to this plugin. <https://woocommerce.com/>
* Shopify. E-commerce platform that allows you to create your own online shop. <https://www.shopify.com/>

Remember to research the types of shipments you can make!**Unit 2: Cybersecurity.****Section 1: The basics. Introduction.** Cybersecurity is the practice of protecting systems and sensitive information from digital attacks. Cybersecurity applies to many domains: infrastructures, networks, applications, cloud, information, storage…This is a practice that is today essential both at user and business level, as there are numerous risks that can compromise confidential information, such as credit cards, identification, etc.Below you will learn about the most common risks when surfing the Internet, learn how to create a strong password, and find several recommendations for keeping your digital devices and information safe.Don't forget to check out the "related material" section to learn more about cybersecurity!**Section 2: Cybersecurity risks. What do you face when surfing the Internet?**When surfing the Internet, it is common to be exposed to risks that can compromise the security of your information and devices. Among the most common threats that you are most likely to face when surfing the Internet are:* Phishing. Social engineering scam. It consists of impersonating another person or organisation via email, so that the user performs some action on a fraudulent page.
* Malware. Malicious software that can perform actions such as deleting sensitive data or altering the basic functions of the device. It is important to use anti-malware on your devices to protect them!
* Ransomware. A type of malware that encrypts files on the hard drive and restricts access, requiring the user to pay a ransom in exchange for decrypting or unlocking the data.

However, there are more threats that you can research if you have an interest in cyber security: Smishing / vishing, web-based attacks, Trojans, computer viruses, computer worms, spyware, adware, DDoS attacks.**Section 3: Passwords. Create a strong password.** Passwords are used to protect your personal information, emails, files, important documents, accounts, etc., so it is important that they are strong. They must consist of a combination of letters, numbers and symbols (accents cannot be included), following the recommendations below:* Use a unique password, do not reuse old passwords. If one password is leaked, you will expose all accounts using the same password.
* Your password should be long, but easy to remember. It is advisable to use at least 12 characters. Perhaps a song lyric, a quote from a movie, or words you can easily remember.
* Don't use passwords that include personal information, such as your name, birthday or address, as anyone could try to guess it.

Some examples of passwords that you should NOT use: password; qwerty; 1234...You can check if your passwords are secure by using tools such as the one you will find at this link: <https://password.kaspersky.com/> In addition, there are tools to manage your passwords conveniently and securely, such as Google's password manager: <https://passwords.google.com/> This type of tool allows you to store passwords and create new ones randomly, and you can access them by remembering only your password for the password manager.**Section 4: Recommendations.**Below you will find a series of cybersecurity tips and recommendations:* Don't leave your passwords written down in visible places, such as post-its, and don't post them on the Internet.
* Don't click on links from unreliable sources, such as spam emails or websites without a security certificate.
* As far as possible, avoid connecting to open wifi networks, such as those in cafes or museums.
* Don't shop online on unreliable websites; check the reviews you can find first, ask your friends and relatives if they have bought from the same online shop...

Be wary of anything suspicious you see on the Internet!**Unit 3: Problem solving.****Section 1: The basics. Introduction.** Being decisive is a much-needed quality these days, especially when it comes to computers and digital devices. What happens when the computer won't turn on? Or when you can't hear calls on the phone? You call a service technician? Or maybe try to fix it yourself first?This unit will explore the most common problems and their possible solutions, and provide the tools needed to conduct effective Internet searches that can help solve certain problems.Don't forget to check out the "related material" section to learn more about problem solving!**Section 2: Common problems and how to solve them.**The following is a list of the most common problems when operating a computer, and possible solutions:* Mouse or keyboard does not work. If the peripherals do not work:
	+ Check that they are properly connected to the computer. If they are wireless, check that they have charge/batteries.
	+ Disconnect and reconnect them.
	+ Check that the drivers are updated.
* The computer won't turn on. If the computer does not show any sign of life when you press the power button, try the following:
	+ If it is a laptop, check that the charger is working and plugged into the power socket (usually a light appears to indicate that it is charging). If not, it may be time to replace the charger.
	+ If it is a desktop computer, check that the power supply is properly connected to the PC tower, and that the power socket is working (you can try plugging in your mobile phone charger).
* The screen is black. If the computer is on but the screen is black, try this:
	+ Check that the monitor is properly connected to the power supply and that it is switched on.
	+ Check that the connection to the computer is OK. You can unplug it and plug it in again.
	+ Check that the cables behind the monitor are securely fastened.
* Internet is not working. If your Internet connection is not working, try:
	+ Click on your computer's network icon in the taskbar, and pay attention to what appears. That may be a clue.
	+ If the connection is not listed, it may be a problem with the router. Try switching it off and on again. If it doesn't work, it may be a problem with your network operator.
	+ Try connecting to the network from your smartphone to see if it is a computer or network problem.

Sometimes simply restarting devices is a simple and effective solution!**Section 3: How to search effectively on the Internet.** Maybe one day you have a problem that you don't know how to solve, but it can be easily solved if you have the information you need. Therefore, here are some tips and tricks to search effectively on Google:* Use “inverted commas” to find exactly the words or phrases you want: "upgrade Windows"
* Exclude search terms by using the - symbol before the word: "upgrade Windows" -Linux
* Search on a specific website using site:, for example: "multifunctional role of women" site:moreproject.eu
* Use filetype: to find a particular file type: "computer problems" filetype:pdf

Remember to use keywords for your searches!You can also filter the results by language and date using Google's tools.Each search engine has its own characteristics, and if Google doesn't suit you, you can look for an alternative search engine that suits you better, such as Bing or Yahoo. |
| **Glossary (5 glossary terms)** | **Corporate image**. Also called brand image, it is the way in which a company presents itself to its public, and includes elements such as design, values and attitudes.**E-commerce**. E-commerce is the buying and selling of products or services over the Internet.**Plugin**. Plugins are add-ons that provide extra functionality or enhancements to other programs, allowing you to extend the functionality of another application.**Password**. It is an authentication key that must be secret as it allows a user to access a file, a computer or a program. It is composed of letters, numbers and special characters.**ICT tool**. An Information and Communication Technology tool is a technology that is used to process, manage and distribute information through digital devices such as computers or smartphones, and make communication a more efficient process. |
| **Self-evaluation (multiple choice queries and answers)** | 1. What should you consider when designing a logo? **a) That is must be legible and related to the business.**b) That I like it. c) That the name of the company does not appear.2. What is e-commerce? a) To have a website.**b) The practice of buying and selling products over the Internet.** c) To sell electronic components and devices.3. What should a strong password look like?a) A password that you already use regularly, regardless of length.b) Something easy to remember, such as your birthday.**c) A combination of letters, numbers and special characters longer than 12 characters.**4. What do you do if your computer won’t turn on?a) Buy a new one or call for technical service.**b) Check if the battery or socket is working before doing anything else.**c) Press keys randomly until it reacts.5. What comes up in the search: “digital skills” -smartphone filetype:pdf?**a) Digital skills pdf files that do not include the word “smartphone”.**b) Non-pdf files on digital skills.c) Pdf files on smartphones that do not include the term "digital skills". |
| **Resources (videos, reference link)** |  |
| **Related material** | **Unit 1 – ICT tools for entrepreneurship**Write a business plan. <https://www.gov.uk/write-business-plan> How to Write a Marketing Plan: A Comprehensive Guide [w/ Templates]. <https://vtldesign.com/digital-marketing/digital-marketing-strategy/how-to-write-marketing-plan-template/> What is corporate image and why is it important for your company. <https://trazada.com/en/what-is-corporate-image-and-why-is-it-important-for-your-company/> 13 Work Organization Tools To Improve Your Productivity (2021). <https://www.indeed.com/career-advice/career-development/work-organization-tools> The 10 Most Essential Digital Communication Channels for Business (2022). <https://gettalkative.com/info/communication-channels> How to Start an Ecommerce Business: Build an Ecommerce Store (2022). <https://www.shopify.com/blog/ecommerce-business-blueprint> **Unit 2 – Cybersecurity**Cybersecurity: main and emerging threats in 2021 (infographic) (2022). <https://www.europarl.europa.eu/news/en/headlines/society/20220120STO21428/cybersecurity-main-and-emerging-threats-in-2021-infographic> How to create a strong password (2018). <https://blog.avast.com/strong-password-ideas> Check your password. <https://password.kaspersky.com/> Google Password Manager. <https://passwords.google.com/> 10 Personal Cyber Security Tips. <https://cipher.com/blog/10-personal-cyber-security-tips-cyberaware/> **Unit 3 – Problem solving**Top 10 Most Common Computer Problems. <https://answers.mak.ac.ug/computer-hardware/top-10-most-common-computer-problems> 10 Tips and Tricks to Use Google Search More Effectively (2021). <https://www.makeuseof.com/tips-tricks-to-use-google-search-effectively/> 13 Google Alternatives: Best Search Engines to Use In 2022 (2021). <https://fossbytes.com/google-alternative-best-search-engine/>  |
| **Related PPT** |  |
| **Bibliography** | Cardona, L. (2021). ¿Qué es un ecommerce? Tipos, cómo crearlo y ejemplos. <https://www.cyberclick.es/numerical-blog/que-es-un-ecommerce-tipos-como-crearlo-y-ejemplos> Warnimont, J. (2022). Las 20+ mejores plataformas de comercio electrónico gratuito y de código abierto para 2022. <https://ecommerce-platforms.com/es/articles/open-source-ecommerce-platforms> Martín, A. H. (2019). 10 trucos para hacer búsquedas efectivas en Google. <http://educazonia.com/2019/03/19/busquedas-efectivas-en-google/> Google (2022). Create a strong password & a more secure account. <https://support.google.com/accounts/answer/32040?hl=en#zippy=%2Cusa-una-contrase%C3%B1a-%C3%BAnica%2Cevita-usar-datos-personales-y-palabras-comunes%2Cusa-una-contrase%C3%B1a-larga-y-f%C3%A1cil-de-recordar%2Cgestiona-las-contrase%C3%B1as-con-una-herramienta%2Coculta-las-contrase%C3%B1as-escritas> Zarate, D. (2022). Las 24 mejores apps de agenda y calendario para 2022. <https://blog.hubspot.es/sales/apps-calendario> IBM (2022). Cybersecurity. <https://www.ibm.com/topics/cybersecurity> Makerere University (2021). Top 10 Most Common Computer Problems. <https://answers.mak.ac.ug/computer-hardware/top-10-most-common-computer-problems> Vodafone (2022). Imagen corporativa: herramientas y consejos para crear el logo perfecto para tu empresa. <https://ideasparatuempresa.vodafone.es/imagen-corporativa-herramientas-y-consejos-para-crear-el-logo-perfecto-para-tu-empresa/> |