FACILITATOR GUIDE
Digital Skills

INDEX

A. Guide introduction

Welcome to the Digital Skills Facilitator Guides.

In an era marked by increasing digitalization, the importance of human skills remains paramount. These skills not only enhance personal interactions but are also instrumental in ensuring a business's survival and differentiation in a competitive landscape.

Digital skills, in this context, encompass a range of proficiencies that enable individuals to navigate and thrive in the digital realm. While technical knowledge is undoubtedly valuable, the ability to communicate, collaborate, and lead is equally crucial. In this module, we delve into the intricacies of these soft skills and their pivotal role in the entrepreneurial journey.

This module comprises eight lessons, each dedicated to exploring and honing a specific digital skill. Together, we will navigate the dynamic landscape of digital skills crucial for success in the entrepreneurial realm.

In this guide you have:

- The description, objectives and contents of the course.
- For each lesson, you have the outline as it is on the platform and some additional exercises that you can work on with the entrepreneurs.

We hope you find it useful. Thanks again for your collaboration, we hope to be able to help many immigrants to become entrepreneurs.

B. Course Learning Objectives (LOs)

At the end of this course, the participant will:

- Will be able to identify and understand the key components of the IT infrastructure and their importance to the operational efficiency of a business.

- Will be able to navigate and comply with relevant digital regulations, and apply professional etiquette practices in digital environments.

- Will be able to effectively establish and manage an online business, using appropriate e-commerce strategies and tools.

- Will have acquired skills to search, evaluate and use digital content efficiently, which will strengthen their decision making and keep their business up to date.

- Will be able to implement and manage networks and business communications, ensuring an efficient and secure communication infrastructure.

- Will be able to use Excel for data analysis, accounting and financial planning, enhancing administration and decision making in your business.

- Will have developed competencies in various productivity applications, allowing you to optimize the management of projects and business tasks.

- Be able to effectively manage social networks to promote your business, interact with customers and build a strong and attractive brand online.

C. Course outline

Course Outline		Learning Objectives
Lesson 1	Basic knowledge of IT infrastructure	• Understanding the importance of IT infrastructure for businesses • Identifying the basic components of IT infrastructure • Understanding the functions and roles of each component in supporting business operations • Recognizing the benefits and drawbacks of traditional and cloud IT infrastructure types
Lesson 2	Digital regulation and etiquette	• Introduction to Digital Regulation and Online Etiquette • What are Copyrights and Licenses? • The importance of Copyrights and Licenses • Types of Copyrights and Licenses • Useful resources for Copyrights and Licenses • Copyright Infringement • Introduction to General Data Protection Regulation (GDPR) • The importance of GDPR
Lesson 3	E-commerce and online businesses.	• Introduction to eCommerce and Online Businesses • Types of eCommerce • Helpful online tools for creating an Online Business • Advantages of an eCommerce business • Challenges of an eCommerce business • How to create a successful eCommerce business • eCommerce trends and statistics

Course Outline		Learning Objectives
Lesson 4	Researching digital content	• Understand the importance of digital content in today's businesses. • Learn to identify the needs and preferences of your target group. • Learn to research the appropriate digital content for your target group. • Develop strategies to augment the audience engagement levels with your content.
Lesson 5	Networking and communication mgmt.	• Understand the importance of networking and communication management for small business success. • Learn how to build a strong professional network and maintain relationships with customers, suppliers, and other stakeholders. • Develop effective communication skills for various audiences, including customers, partners, and employees. • Identify and use digital communication tools to enhance networking and communication management.
Lesson 6	Productivity applications: Excel	• Improve and learn innovative ways to use Excel in your business • Incorporate the use of Microsoft Excel to improve your productivity
Lesson 7	Productivity applications: Other tools	• Improve and learn innovative ways to communicate with clients • Incorporate the use of new productivity tools in your business

Course Outline	Learning Objectives
Lesson 8 Social media management	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools

D. Course structure

Lesson 1: Basic knowledge of IT infrastructure

Unit name	Title/Source description	Notes for facilitators
Introduction	• Understanding the importance of IT infrastructure for businesses • Identifying the basic components of IT infrastructure • Understanding the functions and roles of each component in supporting business operations • Recognizing the benefits and drawbacks of traditional and cloud IT infrastructure types	In this lesson, participants will delve into the critical topic of IT infrastructure. The focus is on understanding its significance for businesses, recognizing its basic components, and comprehending their roles in supporting business operations.
	YT Video - Introduction Lesson 1: Basic knowledge of IT infrastructure	Ensure participants watch the provided YouTube video as it serves as an informative introduction to IT infrastructure.
Session 1. What is IT infrastructure?	YT Video - Session 1: What is IT infrastructure?	This video aims to provide a comprehensive understanding of IT infrastructure, covering its definition, components, and fundamental concepts.

Unit name	Title/Source description	Notes for facilitators
	Question 1: True or False 1. IT infrastructure comprises only hardware and software elements. True False Answer: False Question 2: Multiple Choice:	IT infrastructure is not limited to just hardware and software. While these elements are crucial, IT infrastructure also includes other components such as networks, data centres, facilities, and personnel. It encompasses a comprehensive set of resources and services that support the entire IT environment within an organization.
	2. What are the core functions of IT mentioned in the presentation? a) Governance, infrastructure, and security b) Governance, infrastructure, and functionality c) Hardware, software, and infrastructure d) Data management, security, and infrastructure Answer: b) Governance, infrastructure, and functionality	The core functions of IT mentioned in the presentation are governance, infrastructure, and functionality. Governance involves policies and decision-making, infrastructure includes hardware and software components, and functionality refers to the operational aspects that IT systems perform. The correct answer is a combination of these three essential functions.

Unit name	Title/Source description	Notes for facilitators
	Question 3: Fill in the Gap: 3. IT infrastructure consists of two core interdependent elements: _____ and software, but also non-personnel resources used to support, house, and run IT systems. Answer: hardware	The missing word is "hardware." IT infrastructure is comprised of two core interdependent elements - hardware and software. Hardware includes physical components like servers, computers, and networking equipment. In addition to these, non-personnel resources, such as facilities and data centres, are also crucial for supporting, housing, and running IT systems. Therefore, the complete answer is "hardware."

Unit name	Title/Source description	Notes for facilitators
Session 2. Types of IT infrastructure?	YT Video - Session 2: Types of IT infrastructure	Encourage participants to watch this video on the existing types of IT infrastructure
	Question 1: Multiple Choice: 1. What are the two main types of IT infrastructure? a) Software and hardware b) Traditional infrastructure and Cloud infrastructure c) Networking equipment and data centres d) Desktop computers and virtualization resources Answer: b) Traditional infrastructure and Cloud infrastructure	This question tests participants' understanding of the two primary types of IT infrastructure. Traditional infrastructure involves on-premise hardware and software, while Cloud infrastructure relies on remote servers and services accessible over the internet. Ensure participants grasp the distinction between these two essential categories.

Unit name	Title/Source description	Notes for facilitators
	Question 2: True of False 2. Traditional IT infrastructure requires less financial investment compared to other infrastructure types. True False Answer: False	This question assesses the misconception that traditional IT infrastructure is less costly. Contrary to this belief, traditional infrastructure often involves substantial upfront and maintenance costs. Emphasize the need for participants to recognize the financial considerations associated with different infrastructure types.
	Question 3: Multiple Choice: 3. Why might companies consider cloud computing as a better option according to the presentation? a) It requires more physical space. b) It is more expensive. c) It reduces upfront investment costs. d) It doesn't offer scalability. Answer: c) It reduces upfront investment costs.	This question evaluates participants' comprehension of the advantages of cloud computing highlighted in the presentation. Emphasize that one key benefit of cloud computing is the reduction of upfront investment costs, allowing companies to access resources and services without the need for substantial initial capital. Discuss the significance of this factor in business decision-making.

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Unit name	Title/Source description	Notes
Session 3. Hardware components	[YT Video](#) - Session 3. Hardware components	Briefly introduce the significance of hardware components in IT infrastructure. Mention that hardware is the physical aspect of computers and other devices, and it plays a critical role in the functioning of IT systems.
	Question 1: Multiple Choice: 1. Which hardware component corresponds to the Central Processing Unit (CPU) or the motherboard, connecting all the components of a computer? a) Storage hardware b) Input hardware c) Processing hardware d) Output hardware Answer: c) Processing hardware	The answer is "Processing hardware" because both the Central Processing Unit (CPU) and the motherboard fall under this category. The CPU is the primary processing unit responsible for executing instructions and calculations, serving as the computer's brain. The motherboard, on the other hand, connects and facilitates communication between all hardware components. Together, the CPU and motherboard play key roles in processing and coordinating the functions of a computer, making "Processing hardware" the correct choice in this context.

Unit name	Title/Source description	Notes
	Question 2: Matching: 2. Match the type of hardware component with its description. A. User access devices B. Servers C. Router D. Modem Match with the descriptions: • Connects multiple networks together and directs data between them. • Provides several services and resources to users and other devices on a network. • Enables communication between a computer or network and an internet service provider. • Devices that enable users to access a network or system.	Correct Answers: A. User access devices - Devices that enable users to access a network or system. B. Servers - Provides several services and resources to users and other devices on a network. C. Router - Connects multiple networks together and directs data between them. D. Modem - Enables communication between a computer or network and an internet service provider.
	Question 3: True or False: 3. Storage devices used for long-term data storage are classified as primary storage. True False Answer: False	The sentence is false because storage devices used for long-term data storage, such as hard drives and SSDs, are classified as secondary storage, not primary storage. Primary storage, like RAM, is temporary and volatile, while secondary storage is permanent and retains data even when the computer is powered off.

Unit name	Title/Source description	Notes
Session 4. Software components	[YT Video](#) - Session 4. Software components	Start by introducing the video, briefly outlining its focus on software components.
	Question 1: Multiple Choice: 1. Which type of software encompasses tasks such as computer security and optimization? a) System software b) Utility software c) Application software	Answer: b) Utility software
	Question 2. True or False: 2. CMS (Content Management Systems) are primarily used for tracking customer interactions and managing sales leads. True False	Answer: False
	Question 3: Matching: 3. Match the software type with its description. A. Operating systems	

Unit name	Title/Source description	Notes
	B. Application software C. Utility software Match with the descriptions: • Enables different departments within an organization to share information and collaborate effectively. • Capable of performing various specific tasks, such as word processing and web browsing. • Coordinates and controls tasks like memory management and file management.	Correct Answers: A. Operating systems - Coordinates and controls tasks like memory management and file management. B. Application software - Capable of performing various specific tasks, such as word processing and web browsing. C. Utility software - Enables different departments within an organization to share information and collaborate effectively.

Unit name	Title/Source description	Notes
Session 5. Analytics and measurement	YT Video - Session 5. Analytics and measurement	

Unit name	Title/Source description	Notes
	Question 1: Multiple Choice: 1. What do Local Area Networks (LANs) primarily connect? a) Devices within a limited geographical area b) Devices over long distances c) Devices within a city d) Devices globally	Answer: a) Devices within a limited geographical area
	Question 2: True or False: 2. IP addresses are human-readable domain names. True False	Answer: False
	Question 3: Multiple Choice: 3. What is the primary function of the Domain Name System (DNS)? a) Translating IP addresses into domain names b) Translating domain names into IP addresses c) Providing internet security d) Managing local area networks	Answer: b) Translating domain names into IP addresses

	Want to know more section:	
	Video "Introduction to IT Infrastructure"	
	https://www.youtube.com/watch?v=V6zJi8CU7Tk&ab_channel=GermanRetana	
	Guide - IT Infrastructure	
	https://web.comp.polyu.edu.hk/csajaykr/ITI.pdf	
	Video "What is IT Infrastructure and how can it maximize the value of cloud?"	Encourage participants to explore the "Want to Know More" section, which includes additional videos, guides, and a podcast. These resources provide a broader understanding of IT infrastructure and related industry regulations.
	https://www.youtube.com/watch?v=91pTxcL9Eno&ab_channel=Accenture	
	Podcast on regulation in the IT industry (by Packet Pushers)	
	https://packetpushers.net/podcast/hs052-professional-liability-and-qualified-design/	
	Subchapter 5 "IT Infrastructure and Emerging Technologies"	

https://www.pearsoned.ca/highered/showcase/laudon/pdf/97801350 78853_ch05.pdf

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Fawcett, A. (2020). Computer science 101: Hardware vs software components. Retrieved from https://www.educative.io/blog/hardware-vs-software-components-computer#vs

TutorialsPoint (2023). Computer Network Components. Retrieved from https://www.tutorialspoint.com/Computer-Network-Components

Lesson 1: Additional exercises

Exercise 1:

a. Below is a timeline of the most relevant milestones in IT infrastructure. Add new ones from 2007 and share an example of how you use IT in your daily routine.

1969 - ARPANET, the precursor to the internet
1971 - Intel's first microprocessor, the 4004
1973 - First mobile phone call made by Martin Cooper
1983 - The domain name system (DNS) is introduced
1989 - Tim Berners-Lee invents the World Wide Web
1993 - Mosaic web browser popularizes the internet
2007 - Apple introduces the iPhone, revolutionizing smartphones

- Encourage participants to reflect on this technological evolution over time
- Provide examples of new milestones from 2007:

    2010 - Introduction of the iPad, popularizing tablet computing.
    2015 - Launch of Windows 10, the latest version of Microsoft's operating system.
    2020 - Widespread adoption of remote work and collaboration tools due to the COVID-19 pandemic
    2021 - Rise of non-fungible tokens (NFTs) on blockchain platforms, transforming digital ownership.

Exercise 2:

a. Match the roles to one of the three IT functions: governance, infrastructure, or functionality. Write an X in the appropriate box.

| ROL	Governance	Infrastructure	Functionality
IT Manager			
Network Administrator			
Compliance Officer			
User Support Specialist			
Policy Developer			
System Administrator			
Application Developer			

Database Administrator			
Quality Assurance Tester			

- Foster understanding by having participants match roles to the three core IT functions: governance, infrastructure, and functionality. This exercise helps reinforce the practical applications of IT roles in different organizational aspects.

- Correct matches:

  Governance: IT Manager, Compliance Officer, Policy Developer
  Infrastructure: Network Administrator, System Administrator, Database Administrator
  Functionality: Application Developer, User Support Specialist, Quality Assurance Tester

Exercise 3:

Take a look at the following diagram
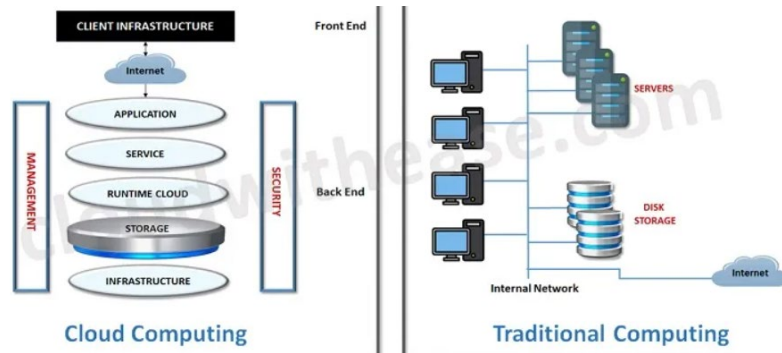
List the main components of both types of infrastructure and briefly describe their characteristics.

Point out the advantages and disadvantages of both types in the following table:

	Traditional infrastructure	Cloud infrastructure
Advantages		
Disadvantages		

Exercise 4:

Scenario: You are the IT manager for a medium-sized manufacturing company called TechFuturix that is about to launch a project that involves processing massive amounts of data in real-time to develop advanced AI models. This project will require a highly scalable and efficient IT infrastructure. The CEO has asked you to recommend whether the company should invest in traditional IT infrastructure or migrate to a cloud-based infrastructure.

Reflect on the best option from the scenario above and the following options:
Traditional IT Infrastructure: This option involves investing in on-premises hardware, data centers, and a dedicated IT team.
Cloud-based Infrastructure: This option involves migrating to a cloud-based solution that offers scalability and flexibility but comes with ongoing subscription costs.

Your primary goal is to ensure that the IT infrastructure decision aligns with the company's long-term strategic vision, balances cost-effectiveness, scalability, and security, and considers environmental sustainability.

Take time to thoroughly research both infrastructure options, considering technical aspects, financial implications, scalability, security, and sustainability factors. You can get inspiration and solid arguments from the table of Exercise 1.

Write a report outlining your strategic IT infrastructure decision for TechFuturix. Justify your choice based on the research and analysis you conducted. Be sure to address potential challenges and risks associated with your chosen option.

Exercise 5:

a. These are real-life business scenarios where hardware components play a crucial role:

Scenario 1: A small startup needs to set up a network for its employees to work remotely. What hardware components would be required, and how would they be interconnected?

Scenario 2: A graphic design studio is experiencing slow computer performance. Identify which hardware component might be causing the issue and suggest a solution.

Scenario 3: A medium-sized e-commerce company needs to ensure data backup and storage. What types of storage devices and configurations would you recommend?

b. Identify the relevant hardware components and explain their significance in solving the problem.

Exercise 6:

a. Write the name of each part of the hardware shown in the picture:
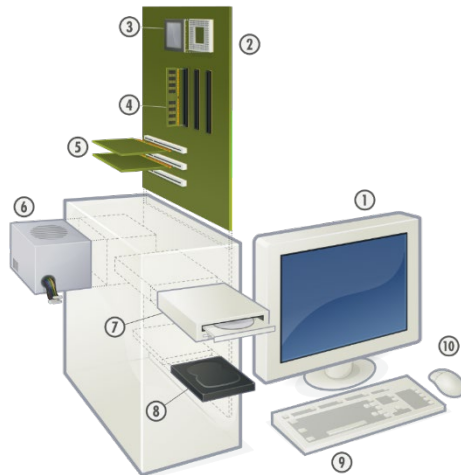
Correct answers:

1. Monitor

2. Motherboard

3. CPU

4. Main memory (RAM)

5. Expansion cards

6. Power supply unit

7. Optical disc drive

8. Hard disk drive (HDD)

9. Keyboard

10. Mouse

Exercise 7:

Here is a list of software components discussed in the module:
- Operating System
- Content Management System (CMS)
- Enterprise Resource Planning (ERP) Software
- Web Server

Match each software component to the scenario where it is most applicable:
- A small art gallery wants to create and maintain a website to showcase its collection.
- An international logistics company aims to streamline its supply chain management.
- A university needs to manage user accounts and access control on its campus network.
- An online retail giant seeks to ensure high availability and fast response times for its website.

Explain why each software component is suitable for the given scenario.

Exercise 8:

Categorize the following software programs into the three categories: system software, utility software, and application software.

Windows
Norton Antivirus
Microsoft Word
Adobe Photoshop
Google Chrome
macOS
CCleaner
Microsoft Excel
VLC Media Player
Android
WinRAR
Spotify
iOS
Malwarebytes
Mozilla Firefox

Correct answers:
Windows (Operating System)
Norton Antivirus (Utility Software)
Microsoft Word (Application Software)
Adobe Photoshop (Application Software)
Google Chrome (Application Software)
macOS (Operating System)
CCleaner (Utility Software)
Microsoft Excel (Application Software)
VLC Media Player (Application Software)
Android (Operating System)

WinRAR (Utility Software)
Spotify (Application Software)
iOS (Operating System)
Malwarebytes (Utility Software)
Mozilla Firefox (Application Software)

Exercise 9:

a. Identify whether the following scenarios relate to a Local Area Network (LAN) or a Wide Area Network (WAN):

- A group of computers, printers, and servers in a single office building.
- A network connecting various data centers located in different regions to ensure data redundancy and backup.
- Connecting multiple branch offices of a multinational corporation to share resources and data.
- Computers and devices in your home network, including smartphones, tablets, and smart TVs.
- All the computers in a public library, allowing users to access the library's catalog and resources.
- A network connecting universities across the country for research collaboration.
- A network that spans across a city, connecting government offices and public services.
- Computers and printers within a hospital, enabling patient records to be accessed by medical staff.
- A network connecting a company's headquarters in New York to its manufacturing facility in China.
- All the devices within an airport, including check-in kiosks, security scanners, and flight information screens.

- Correct answers:
  - A group of computers, printers, and servers in a single office building. (LAN)
  - A network connecting various data centres located in different regions to ensure data redundancy and backup. (WAN)
  - Connecting multiple branch offices of a multinational corporation to share resources and data. (WAN)
  - Computers and devices in your home network, including smartphones, tablets, and smart TVs. (LAN)
  - All the computers in a public library, allowing users to access the library's catalogue and resources. (LAN)
  - A network connecting universities across the country for research collaboration. (WAN)
  - A network that spans across a city, connecting government offices and public services. (WAN)
  - Computers and printers within a hospital, enabling patient records to be accessed by medical staff. (LAN)
  - A network connecting a company's headquarters in New York to its manufacturing facility in China. (WAN)
  - All the devices within an airport, including check-in kiosks, security scanners, and flight information screens. (LAN)
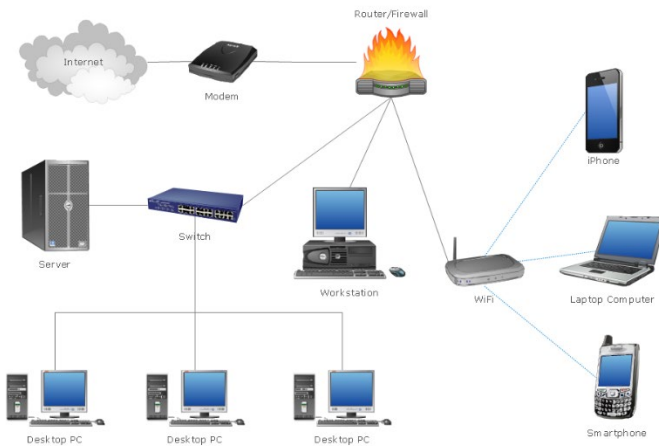
Exercise 10:

a. Draw lines between the following items to create a proper diagram network

Correct answer:

Lesson 2: Digital regulation and etiquette

Unit name	Title/Source description	Notes for facilitators
Introduction	• Introduction to Digital Regulation and Online Etiquette • What are Copyrights and Licenses? • The importance of Copyrights and Licenses • Types of Copyrights and Licenses • Useful resources for Copyrights and Licenses • Copyright Infringement • Introduction to General Data Protection Regulation (GDPR) • The importance of GDPR	In this session, attendees will explore the crucial subject of Digital Regulation and Etiquette. The emphasis will be on gaining insight into Copyrights and Licenses, along with GDPR, understanding their significance, and grasping the benefits they offer.

Unit name	Title/Source description	Notes for facilitators
	[YT Video](#) Lesson 2: Digital regulation and etiquette	Ensure that participants view the provided YouTube video, as it serves as an informative introduction to Digital Regulation and Etiquette.
Session 1: What are Copyrights	[YT Video -](#) Session 1: What are Copyrights	This video aims to offer a thorough comprehension of Copyrights, encompassing its definition, components, and fundamental concepts.
	What does copyright protect? a) Ideas and concepts b) Inventions and discoveries c) Names and slogans **d) Original creative works**	Copyrights are a fundamental aspect of intellectual property law, granting creators and authors exclusive rights to their original works. This legal protection ensures that individuals and businesses can safeguard their creative expressions, including literary works, music, art, software, and other original creations
	How long does copyright protection typically last for individual creators in most countries? a) 20 years from the date of creation **b) The creator's lifetime plus 70 years** c) 50 years from the date of creation d) 10 years from the date of creation	Copyright is bound to a certain time frame - approximately the life of the content's owner/author and 50/70 years.
	Which of the following is NOT an exclusive right granted to the copyright owner? a) The right to reproduce the work b) The right to distribute copies of the work c) The right to publicly perform the work **d) The right to criticize the work**	Through the establishment of ownership via copyrights, creators possess the authority to govern the usage, reproduction, and distribution of their work. Consequently, the right to criticize their work is not guaranteed

Unit name	Title/Source description	Notes for facilitators
	True or False: Copyright registration is required for a work to be protected under copyright law. a) True **b) False** **What is fair use in copyright law?** a) A legal doctrine that allows unlimited use of copyrighted material without permission. b) A defense against copyright infringement in cases of unintentional use. c) The right to use copyrighted material for educational purposes only. **d) A limited exception to copyright law that allows use for purposes such as criticism, comment, news reporting, teaching, scholarship, or research.**	Correct answer B Correct answer is D
Session 2: What is a License	[YT Video](#) - Session 2: What is a License	This video aims to provide a comprehensive understanding of licensing, including various examples
	What is the main purpose of Creative Commons licenses? a) To restrict the use of creative works to the copyright owner only. b) To allow unlimited and unrestricted use of creative works without attribution. **c) To provide a standardized framework for creators to grant permissions beyond traditional copyright.** d) To grant exclusive rights to the public domain.	Correct answer is C

Unit name	Title/Source description	Notes for facilitators
	Which of the following is NOT a type of Creative Commons license? a) CC-BY b) CC-NC c) CC-ND **d) CC-RS**	Correct answer is D
	What does the CC-BY license allow users to do with the licensed material? a) Use the material for non-commercial purposes only. **b) Use, modify, and distribute the material, even for commercial purposes, with proper attribution.** c) Use the material but not distribute it. d) Use the material for educational purposes only.	Correct answer is B
	What is the main requirement of the CC-SA license? a) Users must pay a licensing fee to the copyright owner. b) Users must seek explicit permission from the copyright owner before using the material. **c) Users must share their derivative works under the same license.** d) Users must provide financial compensation to the copyright owner.	Correct answer is C

Unit name	Title/Source description	Notes for facilitators
	What is the primary benefit of using Creative Commons licenses? a) They provide complete copyright protection and prevent any use of the licensed material. b) They allow creators to control and restrict all uses of their works. **c) They encourage collaboration, sharing, and the legal use of creative works while protecting the rights of creators.** d) They only apply to works in the public domain.	Correct answer is C
Session 3: Copyright Infringement	YT Video - Session 3: Copyright Infringement	This video aims to offer a thorough grasp of Copyright Infringement, along with some steps on how to prevent it
	What is copyright infringement? a) A legal process to protect creative works from unauthorized use. b) The unauthorized use, reproduction, distribution, or adaptation of copyrighted material without permission. c) The registration of a copyright with the government. d) The act of giving credit to the original creator of a work.	Correct answer is B
	True or False: Copyright infringement can only occur if the infringer profits financially from the unauthorized use of copyrighted material. a) True b) False	Correct answer is B

Unit name	Title/Source description	Notes for facilitators
	Which of the following is NOT an example of copyright infringement? a) Using a copyrighted song in a YouTube video without the creator's permission. b) Creating a parody of a copyrighted movie for educational purposes. c) Reproducing and selling a copyrighted book without the author's consent. d) Posting a copyrighted image on a personal blog, giving proper attribution to the creator.	Correct answer is D
	What are the potential consequences of copyright infringement? a) Only a warning letter from the copyright owner. b) No consequences if the infringement is unintentional. c) Legal penalties, such as financial damages and injunctions. d) Public recognition and praise from the copyright owner.	Correct answer is C
	How can copyright owners enforce their rights in cases of infringement? a) By ignoring the infringement and hoping it stops. b) By filing a lawsuit against the infringer in court. c) By reporting the infringement to the police. d) By engaging in public debates about copyright law.	Correct answer is B

Unit name	Title/Source description	Notes for facilitators
Session 4: General Data Protection Regulation	[YT Video](#) - Session 4: General Data Protection Regulation	This video aims to provide a thorough understanding of GDPR, covering its principles, regulations, and implications for data protection in a concise and informative manner for viewers
	What does GDPR stand for? a) General Data Protection Register b) Global Data Privacy Regulation c) General Data Privacy Requirement **d) General Data Protection Regulation**	Correct answer is D
	When did the GDPR come into effect? a) January 1, 2016 **b) May 25, 2018** c) December 31, 2017 d) July 4, 2019 **What is the main objective of GDPR?**	Correct answer is B

Unit name	Title/Source description	Notes for facilitators
	a) To restrict the flow of personal data within the European Union. b) To encourage the free sharing of personal data for research purposes. **c) To give individuals more control over their personal data and enhance data privacy and protection.** d) To promote the unrestricted use of personal data for marketing purposes.	Correct answer is C
	True or False: The GDPR only applies to organizations based in the European Union. a) True **b) False**	Correct answer is B
	What are the potential consequences for non-compliance with the GDPR? a) A warning letter from the data protection authorities. b) A small fine for the first offense and increased fines for subsequent violations. c) A maximum fine of 100,000 euros for any violation. **d) Hefty fines, which can be up to 4% of the company's global annual revenue or €20 million, whichever is higher.**	Correct answer is D

Unit name	Title/Source description	Notes for facilitators
	Practical Exercise: Understanding Copyrights, Licenses, and GDPR Compliance Objective: The objective of this exercise is to familiarize participants with the concepts of copyrights, licenses, and General Data Protection Regulation (GDPR) compliance. Participants will engage in various scenarios related to digital content, licensing agreements, and personal data protection to apply their knowledge in practical situations. **Scenario 1 - Copyrights and Digital Content:** You are a content creator who runs a blog, and you've written an original article. A third-party website has copied and published your article without permission, violating your copyright. In this scenario: a) Identify the copyright infringement issues. b) Outline the potential consequences of copyright infringement. c) Describe the steps you can take to address the situation and protect your copyright. **Scenario 2 - Licensing Agreements:** You are a small business owner planning to use stock photos for your website and promotional materials. Research different types of licenses for stock photos (e.g., Creative Commons, Royalty-	Guide participants through these practical exercises. Introduce each scenario, prompting open discussions to foster critical thinking and analysis. Summarize key insights, offer additional resources, and encourage participants to share their perspectives. Address questions, creating a collaborative environment, and emphasize applying knowledge for practical understanding of these essential concepts.

Unit name	Title/Source description	Notes for facilitators
	Free, Rights-Managed). Choose one photo from a stock photo website and:	

a) Determine the type of license it carries and explain the usage rights and restrictions.

b) Describe the advantages and limitations of using this particular type of license for your business.

Scenario 3 - GDPR Compliance:

You are an employee at a marketing agency responsible for handling customer data. Your agency has recently expanded its operations to the European Union and must comply with the GDPR. In this scenario:

a) Identify the personal data that your agency collects, processes, or stores.

b) Explain the key principles and requirements of GDPR related to data protection.

c) Propose measures your agency should implement to ensure GDPR compliance and protect customer data.

Lesson 3: E-commerce and online businesses.

Unit name	Title/Source description	Notes
Introduction	• Introduction to eCommerce and Online Businesses • Types of eCommerce • Helpful online tools for creating an Online Business • Advantages of an eCommerce business • Challenges of an eCommerce business • How to create a successful eCommerce business • eCommerce trends and statistics	During this session, participants will delve into the essential topic of E-commerce and online businesses. The focus will be on gaining understanding of the digital tools for establishing an online business, examining both the benefits and challenges of e-commerce, and grasping the process of building a thriving business online.
	YT Video – Intro Lesson 3: E-commerce and online businesses	Ensure that participants view the provided YouTube video, as it serves as an informative introduction to E-commerce and online businesses.
Session 1: What is eCommerce	YT Video - Session 1: What is eCommerce	The objective of this video is to provide a comprehensive understanding of eCommerce, covering its definition, components, and fundamental concepts.
	What does B2C stand for in the context of e-commerce? A) Buy-to-Customer **B) Business-to-Customer** C) Buy-to-Client D) Business-to-Client	Correct answer is B

Unit name	Title/Source description	Notes
	Which of the following is an example of C2B e-commerce? A) A customer purchasing shoes from an online store. **B) A freelancer offering graphic design services to a company.** C) A company purchasing office supplies from an online supplier. D) A person selling handmade crafts at a local market.	Correct answer is B
	What is the main advantage of m-commerce (mobile commerce)? A) Larger product selection B) Faster delivery options C) Lower prices on mobile devices **D) Convenience and accessibility**	Correct answer is D
	Which type of e-commerce model involves transactions between individual consumers? A) B2B (Business-to-Business) B) C2B (Consumer-to-Business) C) B2C (Business-to-Consumer) **D) C2C (Consumer-to-Consumer)**	Correct answer is D
	Why is security a significant concern for e-commerce businesses? A) To protect the company's physical assets. B) To prevent competition from accessing customer data. C) To comply with tax regulations. **D) To safeguard customer data and transactions.**	Correct answer is D
	YT Video - Session 2: Helpful Online Tools for Beginners	This video intends to provide a comprehensive understanding of online tools for beginners,

Unit name	Title/Source description	Notes
		including some noteworthy points about one of them.
Session 2: Helpful Online Tools for Beginners	Why are e-commerce tools useful for business owners? A) They provide physical store locations for customers to visit. **B) They simplify and automate various online business operations.** C) They offer discounts and promotions to attract customers. D) They focus on traditional advertising methods.	Correct answer is B
	How do e-commerce tools benefit business owners in terms of customer experience? A) They increase shipping costs for customers. B) They create complex and confusing checkout processes. **C) They provide a seamless and convenient shopping experience.** D) They limit the payment options available to customers.	Correct answer is C

Unit name	Title/Source description	Notes
	What role do analytics and reporting tools play in e-commerce businesses? A) They offer customer support services. B) They automate order fulfillment processes. **C) They provide insights into customer behavior and sales performance.** D) They focus on product development and design.	Correct answer is C
	How do e-commerce tools help business owners expand their reach and market their products effectively? A) They only allow selling products to a local audience. **B) They enable business owners to target specific customer segments and promote products on multiple channels.** C) They limit business owners to traditional marketing methods only. D) They restrict social media integration and email marketing.	Correct answer is B
	In what ways do e-commerce tools contribute to business growth and scalability? A) They hinder business expansion and limit the number of products that can be added. B) They focus solely on offline sales and hinder online growth. **C) They facilitate seamless expansion and allow efficient handling of increasing order volumes.** D) They restrict access to data and analytics necessary for business growth.	Correct answer is C

Unit name	Title/Source description	Notes
Session 3: Advantages of an eCommerce Business	[YT Video](#) - Session 3: Advantages of an eCommerce Business	This video offers a detailed exploration of the advantages of eCommerce businesses. The video enhances the understanding of the positive aspects that come with establishing and managing an online enterprise.
	What is a significant advantage of e-commerce businesses? A) Limited reach to local customers only. B) High overhead costs due to physical stores. **C) 24/7 accessibility for global customers.** D) Limited product variety compared to brick-and-mortar stores.	Correct answer is C
	Which of the following is a disadvantage of e-commerce businesses? A) Reduced customer reach compared to traditional retail. B) Limited opportunities for personalized customer interactions. C) Higher prices on products compared to brick-and-mortar stores. **D) Difficulty in managing inventory and stock levels efficiently.**	Correct answer is D
	What is a notable advantage of e-commerce businesses in terms of marketing? A) Limited options for targeted advertising. B) Reduced customer engagement through social media. C) Inability to track customer behavior and preferences. **D) Access to valuable data and analytics for targeted marketing.**	Correct answer is D

Unit name	Title/Source description	Notes
	Which of the following is a disadvantage of e-commerce businesses regarding customer trust? A) Improved brand visibility and reputation online. **B) Reduced confidence in online payment security.** C) Limited customer reviews and testimonials. D) Faster response times to customer inquiries.	Correct answer is B
	What is a significant advantage of e-commerce businesses in terms of scalability? A) Limited potential for business growth and expansion. B) Inability to handle increased order volumes efficiently. **C) Flexibility to add new products and reach a broader audience easily.** D) Dependence on physical store locations for expansion.	Correct answer is C
Session 4: Tips for creating a successful business	[YT Video](#) - Session 4: Tips for creating a successful busines	This video provides valuable tips for establishing a successful business. Exploring insights and strategies and covering key aspects for achieving success in business endeavors.
	Which factor is crucial for creating a successful e-commerce business? A) Offering a limited product range to maintain exclusivity. B) Ignoring customer feedback and preferences. **C) Providing a seamless and user-friendly website experience.** D) Avoiding digital marketing strategies to reduce costs.	Correct answer is C

Unit name	Title/Source description	Notes
	What role do customer reviews play in the success of an e-commerce business? A) They have no impact on the business's reputation and growth. **B) They help build trust and credibility with potential customers.** C) They negatively affect the search engine ranking of the website. D) They only provide feedback on product quality, not overall experience.	Correct answer is B
	What is an emerging trend in the e-commerce industry? A) Moving away from mobile optimization for online stores. B) A decline in the adoption of social media marketing strategies. **C) An increased focus on sustainability and eco-friendly products.** D) A shift towards traditional brick-and-mortar stores.	Correct answer is C
	How can artificial intelligence (AI) impact e-commerce businesses positively? A) By eliminating the need for customer support services. B) By limiting the personalization of customer experiences. **C) By streamlining product recommendations and enhancing customer engagement.**	Correct answer is C

Unit name	Title/Source description	Notes
	D) By reducing the need for digital marketing efforts. What is the significance of mobile commerce (m-commerce) in the e-commerce industry? A) M-commerce has no impact on e-commerce businesses. B) M-commerce offers limited opportunities for customer engagement. **C) M-commerce is becoming the dominant mode of online shopping due to the popularity of smartphones.** D) M-commerce is only relevant to specific industries, not all e-commerce businesses	Correct answer is C
	Case Study: Success Story of "UrbanSpices" - An E-commerce Spices Retailer **Introduction:** UrbanSpices is an online business specializing in selling high-quality and ethically sourced spices from around the world. Founded in 2017 by Lisa and Mark, two passionate food enthusiasts, the company began its journey as a small e-commerce venture with a mission to deliver the freshest and most authentic spices directly to customers' doorsteps. Through their dedication to quality, customer-centric approach, and innovative strategies, UrbanSpices rapidly grew into a thriving online brand. **Challenges Faced:** When UrbanSpices started, they faced several challenges typical for new e-commerce businesses. The market was already competitive, with established players dominating the online spice retail industry. Building brand recognition and trust in a crowded marketplace proved to be a significant hurdle. Additionally, sourcing high-quality and sustainably harvested spices from	Guide participants through this case study. Read through the introduction, as well as the challenges faced in the scenario. Foster a collaborative environment as you address the questions, encouraging shared insights and perspectives for a comprehensive exploration of the case.

Unit name	Title/Source description	Notes
	different regions while ensuring fair pricing was a logistical challenge. **Exercise:** Kindly share two ecommerce strategies that you believe would benefit the UrbanSpices business.	

Lesson 4: Researching digital content

Unit name	Title/Source description	Notes
Introduction	▪ Understand the importance of digital content in today's businesses. ▪ Learn to identify the needs and preferences of your target group. ▪ Learn to research the appropriate digital content for your target group. ▪ Develop strategies to augment the audience engagement levels with your content.	The purpose of this module is to help your learners to explore key concepts and practical strategies for researching and creating digital content that resonates with your target audience. Besides, in today's digital age, having an online presence is crucial for any business. This requires creating and sharing relevant and engaging digital content to attract and retain customers. However, creating effective digital content can be challenging due to limited resources, language barriers, and cultural differences, mainly for low qualified migrants.
	Introduction Lesson: Researching digital content https://www.youtube.com/watch?v=TI0-0v4TDVw&list=PLTNCKW4BdnkUAaNle9cD3A3ry-z2Xfr4H&index=1	
Lesson 1: Key concepts	Lesson 1: Key concepts	

Unit name	Title/Source description	Notes
	https://www.youtube.com/watch?v=vnKV4jXK1HA&list=PLTNCKW4BdnkUAaNle9cD3A3ry-z2Xfr4H&index=2	To create an effective learning environment for migrant learners, you should keep in mind that adults learn best when their learning is relevant to their everyday life and focused on problem solving. The trainers should support the learners to discover the value of the following: digital content, research, target audience, engagement, content distribution in business, according to their background and expectations.
	Question 1: Digital content refers to any type of media that is created and shared online. True or False? (True) Question 2: Research is the process of gathering and analyzing information to better understand your target audience and their needs and preferences. True or False? (True) Question 3: Identifying your target audience helps you to tailor your marketing messages and content to their specific needs and preferences. True or False? (True) Question 4: High levels of engagement indicate that your content is resonating with your target audience. True or False? (True) Question 5: Effective content distribution strategies include actions such as liking, commenting, sharing, and retweeting. True or False? (False)	_____ You are the trainers, and we propose you to use a variety of assessment techniques, be present during the self-assessment prosses and encourage your learners. _____ It is very important that you, as trainer, try to give your own definition of inclusive training, based on our knowledge, experience and perceptions. Do some further research, self-reflection or even discussion with others to improve the classroom learning and be

Unit name	Title/Source description	Notes
	Question 6: Different types of content require different distribution strategies, depending on the platform, target audience, and goals of the content. True or False? (True) Lesson 2: Theoretical background https://www.youtube.com/watch?v=xNTYg--VFGY&list=PLTNCKW4BdnkUAaNle9cD3A3ry-z2Xfr4H&index=3	ready to clarify the theoretical background of researching digital content to your learners.
Lesson 2: Theoretical background	Question 1: Are organisations creating and distributing digital content to connect with their audiences? Yes or No? (Yes) Question 2: Do all types of digital content serve the same purpose and are they designed to appeal to the same audience? Yes or No? (No) Question 3: Are there many different types of research methods that organisations can use to gather data about their audiences? Yes or No? (Yes) Question 4: Target audience types are essential to see how you can best direct your messages to your audience? Yes or No?	According to the DIBS project the trainers should know about the interests, aptitude and abilities of their students and use them to develop various skills in them. During the self-assessment session, the trainers should motivate and offer an individual help to participants.

Unit name	Title/Source description	Notes
	(Yes) Question 5: Is engagement influenced by other factors? Yes or No? (Yes) Question 6: Does engagement require passive and infrequent engagement with your audience? Yes or No? (No)	
Lesson 3: Application practices	Lesson 3: Application practices https://www.youtube.com/watch?v=K9DUjlfXAfo&list=PLTNCKW4BdnkUAaNle9cD3A3ry-z2Xfr4H&index=4 Google Scholar: Google Scholar is a search engine that specifically searches for scholarly literature, including articles, theses, books, and conference papers. It's a great resource for finding academic research related to your topic. JSTOR: JSTOR is a digital library that offers access to thousands of academic journals, books, and primary sources. It's a great resource for finding in-depth research on a variety of topics. ProQuest: ProQuest is a database that offers access to over 90,000 academic journals, magazines, and newspapers. It's a great resource for finding both scholarly and popular sources related to your topic.	After the application practices it's time for self-reflection for you, as a DIBS trainer: ● Do you respect the diversity of your class, enabling all learners to take part and fulfil their potential? ● Do you ensure that different participants' learning needs and preferences are met, regardless of their backgrounds, learning styles or abilities? ● Do you remove any barriers that prevent your students from learning? _____ Here you can work as a team with students and other education professionals, depending on the case, and discover more sources and educational materials for

Unit name	Title/Source description	Notes
	Pew Research Center: The Pew Research Center is a nonpartisan think tank that conducts research on a variety of topics, including social trends, media use, and technology. Their website offers reports and data on a wide range of topics that can be useful for digital content research. Reddit: Reddit is a popular social news aggregation and discussion website that has subreddits (communities) dedicated to a wide range of topics. It can be a great resource for finding niche communities related to your topic where you can ask questions and get feedback. Quora: Quora is a question-and-answer website where users can ask and answer questions on a wide range of topics. It can be a great resource for finding answers to specific questions related to your topic.	your subject. You can be flexible and try to think "outside the box" with your learners. _____ In this session you can read all the references for this module.
	References Coursera: https://www.coursera.org/articles/communication-effectiveness Pew Research Center: https://www.pewresearch.org/topics/digital-media LinkedIn Learning: https://www.linkedin.com/learning/topics/digital-research	

Unit name	Title/Source description	Notes
	100+ Eye-Opening Content Marketing Statistics for 2023: www.semrush.com Content research tips: a roadmap for creating great content - Optimizely: https://www.optimizely.com/insights/blog/content-research-tips CoSchedule Blog: https://coschedule.com/blog/content-research-tips Photos: https://www.freepik.com	

Additional Exercises

Here you can find the video of the **Application practices** (English version):

https://www.youtube.com/watch?v=K9DUjlfXAfo&list=PLTNCKW4BdnkUAaNle9cD3A3ry-z2Xfr4H&index=4

Lesson 5: Networking and communication mgmt.

Unit name	Title/Source description	Notes
Introduction	• Understand the importance of networking and communication management for small business success. • Learn how to build a strong professional network and maintain relationships with customers, suppliers, and other stakeholders. • Develop effective communication skills for various audiences, including customers, partners, and employees. • Identify and use digital communication tools to enhance networking and communication management. Introduction Lesson 5: Networking and communication management https://www.youtube.com/watch?v=7UQCPAu-mPI&list=PLTNCKW4BdnkW3T8-QiLEHNuYpys6PMIS2&index=1	Think for a moment, "How do my students see me? What do they see and hear in my facial expressions, tone of voice and body language? What language do I use to show them that I respect them as individuals and want to help them achieve their goals? After that you can start with the introduction of this new lesson.
Session 1: Key concepts	Session 2: Networking skills https://www.youtube.com/watch?v=UsWoH71XQa8&list=PLTNCKW4BdnkW3T8-QiLEHNuYpys6PMIS2&index=2 Question 1: Networking can take place in various forms such as online through social media or in-person at events or meetings. True or False? (True) Question 2: Communication management is only strategic planning. True or False?	As trainer you have networking and communication management skills and also the knowledge of special instructional tools and how to use them, depending on the case. During this session you should get in touch with the meaning of relationship building, share examples of effective communication and speak about many digital communication tools. _____

Unit name	Title/Source description	Notes
	(False) Question 3: Relationship building is the process of developing and maintaining positive and mutually beneficial relationships with customers, suppliers, and other stakeholders. True or False? (True) Question 4: Building strong relationships can lead to increased loyalty, repeat business, and referrals. True or False? (True) Question 5: Effective communication involves understanding the audience. True or False? (True) Question 6: Effective communication includes mailing lists, discussion groups, chat services, web conferencing, blogs, and RSS feeds. True or False? (False)	William Arthur Ward (Dec.1921 – Mar. 1994), an American motivational writer said that "The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires". Try to be an inspiration for your learners by showing faith to their natural talent to learn and their willingness for behavioural change and both personal and professional progress! A good opportunity to follow this proverb is during the self-assessment session. Feel free to be yourself with your learners and give the alternative views.
Session 2: Networking skills	Session 2: Networking skills https://www.youtube.com/watch?v=n-W1TBWiD60&list=PLTNCKW4BdnkW3T8-QiLEHNuYpys6PMIS2&index=3 Question 1: Is respect one of the most fundamental networking skills? Yes or No?	In this middle session you should open a dialogue with the learners about the networking and communication skills. It's necessary to be empathetic and good listener. Afterwards, you will have the time to delve into all the theoretical concepts. _____

Unit name	Title/Source description	Notes
	(Yes) Question 2: Does friendliness include kindness, help or care? Yes or No? (Yes) Question 3: Is humor solely the skill of making people laugh? Yes or No? (No) Question 4: Can positivity make you feel comfortable when addressing a group of people? Yes or No? (No) Question 5: Do you need to pay attention to the way you pronounce words, the rhythm of your speech and the tone of your voice to develop your public speaking skills? Yes or No? (Yes) Question 6: Does practicing eye contact with the speaker help in gaining confidence? Yes or No? (Yes)	Treat your learners as equals and ask for their progress via the self-assessment in order to create a common ground for communication and development. Don't be critical and don't put pressure on them.
Session 3: Application practices	Session 3: Application practices https://www.youtube.com/watch?v=hQVg3KRFZ6M&list=PLTNCK W4BdnkW3T8-QiLEHNuYpys6PMIS2&index=4	According to this project the trainer has the ability to explain, and set high targets for all students, provide them with successful experiences and good practices.

Unit name	Title/Source description	Notes
More resources on Lesson 5: Networking and communication mgmt	SCORE: This website offers free business mentoring services and resources, including articles and webinars on networking and communication for small businesses. (https://www.score.org/) Small Business Administration (SBA): The SBA provides resources and tools for small business owners, including guidance on networking and communication strategies. (https://www.sba.gov/business-guide/manage-your-business/communicate-with-customers) Immigrant Business: This website offers resources and information specifically for immigrant and minority-owned businesses, including tips on networking and communication management. (https://immigrantbusiness.ca/) Entrepreneur: This website offers a wide range of business resources, including articles and advice on networking and communication strategies for small business owners. (https://www.entrepreneur.com/) The Importance of Networking in Business - https://www.businessnewsdaily.com/3251-networking-importance-business.html The Art of Networking: A Guide for Entrepreneurs - https://www.entrepreneur.com/article/249523	_____ Give freely to your learners extra materials to use at their own pace or with your help in order to discover new knowledge and good practices. _____ You have access to the whole updated bibliography of this module. You can use it in the most constructive way with your learners.

Unit name	Title/Source description	Notes
	Networking for Entrepreneurs: How to Build Relationships That Matter - https://www.forbes.com/sites/ashleystahl/2020/02/11/networking-for-entrepreneurs-how-to-build-relationships-that-matter/?sh=2057b4c03fa4 How to Network as an Entrepreneur: 17 Tips to Build Connections - https://www.shopify.com/blog/how-to-network-as-an-entrepreneur The Power of Networking for Small Business Owners - https://www.uschamber.com/co/good-reading/power-networking-small-business-owners 11+Top Networking Skills You Must Have in 2023 - https://novoresume.com/career-blog/networking-skills Photos: https://www.freepik.com	

Additional Exercises

Here you can find the video of the **Application practices** (English version):

https://www.youtube.com/watch?v=hQVg3KRFZ6M&list=PLTNCKW4BdnkW3T8-QiLEHNuYpys6PMIS2&index=4&t=16s

Lesson 6: Productivity applications: Excel

Unit name	Title/Source description	Notes
Introduction	• Improve and learn innovative ways to use Excel in your business • Incorporate the use of Microsoft Excel to improve your productivity YT Video – Introduction Lesson 6	
Session 1: Practical Examples - Invoices and Expenses	YT Video - Session 1: Practical Examples Question 1: To create invoices for you cannot use excel because you cannot create a customized format, you must use Microsoft Word. True or False? The correct answer is false: Question 2: Among others, a standard template invoice in excel should include: Invoice header Invoice number Issue date Payment method All of the above The correct answer is all of the above.	

Unit name	Title/Source description	Notes
	Question 3: To use Microsoft excel you need to buy a Microsoft license. True or false ? The correct answer is false. There is a free online version available at https://www.microsoft.com/en-us/education/products/office	
Session 2: Practical Examples - Holiday Calendar and Employee Attendance	YT Video - Session 2: Practical Examples	
	Question: Which of the following wouldn't be included in a standard employee holiday calendar in Excel? Days and dates Month / year Workdays and Weekdays Vacation dates Personal days Salary The correct answer is: salary. Question 2: Choose the correct answer. Which of the benefits below is more important to justify the effort of having a holiday calendar?	

Unit name	Title/Source description	Notes
	It helps you to comply with law and legal regulations. It brings fairness and transparency to the team holiday decisions. It helps to have a good workload planning. It helps to keep an absent history. All of the above are equally important. The correct answer is: all of the above.	
Session 3: Event and Marketing Manager	[YT Video](#) – Session 3 Question 1: Excel gives you the possibility to create a budget excel sheet and share it with your team. True or false? The correct answer is true. Question 2: Do you have Excel templates available on the internet for nearly any business function? True or false? The correct answer is: True, you can easily find templates and adapt them to your needs.	

Lesson 7: Productivity applications: Other tools

Unit name	Title/Source description	Notes
Introduction	• Improve and learn innovative ways to communicate with clients • Incorporate the use of new productivity tools in your business YT Video – Introduction Lesson 7: Productivity applications: Other tools	
Session 1: Google Forms	YT Video - Session 1: Google Forms Question 1: The number of forms you can create is limited. True or False? The correct answer is false: Question 2: Among others, Google forms can be used for: Book an event or service Take tests or questionnaires Conduct auto-graded questionnaires Create sales forms Conduct polls All of the above The correct answer is: All of the above. Question 3: To use Google Forms, you need a Gmail account. True or false. The correct answer is true	

Unit name	Title/Source description	Notes
Session 2: Whatsapp Business	YT Video - Session 2: Whatsapp Business Question 1: A Facebook account is required to use WhatsApp Business. True or false? The correct answer is false. Question 2: Which of the following options are correct? With WhatsApp business you can: Send catalogues to your customers Send emails through your Gmail account Manage payment methods Set up autoresponders for customers The option 2 is NOT correct, so they are all true except for the number 2 Question 3: It is not possible to have two WhatsApp numbers in your mobile phone. True or False? The correct answer is false.	
	YT Video - Session 3: QR Codes	

Unit name	Title/Source description	Notes
Session 3: QR Codes	Question 1: QR codes can be scanned by mobile phones and tablets. True or false? The correct answer is true. Question 2: What functions can a QR code be used for? Marketing and promotions Customer engagement Loyalty program Event management Inventory management Security measures Product authentication Information exchange Correct answer: All of the above are correct	
	In the below link you will find 3 practical exercises, one per video. Module Productivity Tools - Practical Excercises.pdf In the link below, you will find additional exercises that you can also upload to the platform. They are in Spanihs and English so you cannot uploaded it, you better copy paste the English Version. Module Productivity Tools - Practical Excercises (more exercises).pdf	

Lesson 8: Social media management

Unit name	Title/Source description	Notes
Introduction	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
Session 1: Why social media	YT Video - Session 1: Why social media	Start the session with a brief introduction to set the context for the video. Explain why understanding the importance of social media is a crucial topic for the participants.
	Question 1: True or False 1. Social media platforms offer cost-effective marketing solutions compared to traditional advertising channels. Correct answer: True	Social media platforms generally have lower entry costs compared to traditional advertising channels. Creating business profiles or pages on platforms like Facebook, Twitter, Instagram, and LinkedIn is often free.

Unit name	Title/Source description	Notes
Introduction	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	[YT Video](#) – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
	Question 2: Fill in the gaps 2. Social media platforms have billions of active a)_____, offering an extensive b)_____ for your business. Correct answers: a) users b) reach	The combination of a vast number of active users and the extensive reach offered by social media platforms makes them powerful tools for businesses looking to connect with a wide audience, increase brand visibility, and engage potential customers.
	Question 3: Multiple choice 3. What is one of the advantages of utilizing social media for entrepreneurs, as mentioned in the text? A) It has a limited reach compared to traditional advertising channels.	Statement C aligns with the typical advantages that social media offers to entrepreneurs

Unit name	Title/Source description	Notes
Introduction	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
	B) It restricts direct communication between businesses and customers. C) It empowers entrepreneurs to surmount obstacles and broaden their influence. D) It is a costly marketing solution. Correct answer: C) It empowers entrepreneurs to surmount obstacles and broaden their influence	
	YT Video - Session 2: Choosing the right social media platforms	

| Session 2: Choosing the right social media platforms | **Question 1: Matching**

1. Match the social media platform with its key features and benefits:
a) Facebook
b) Instagram
c) Twitter
d) LinkedIn
e) YouTube
f) Pinterest

A. Real-time microblogging platform, ideal for quick updates, use of hashtags and trending topics, and direct messaging for customer support.

B. Visual appeal, allows sharing of photos and videos, features like Stories and Reels, collaboration with influencers, and hashtags for discoverability.

C. Large and diverse user base, advertising options, dedicated business pages, live video streaming, and detailed analytics.

D. Platform for visual discovery and inspiration, users save and organize content through pins and boards, and businesses can use rich pins and buyable pins.

E. Known for video content, allows sharing engaging videos, channels for brand presence, and video ads for revenue possibilities. | Correct answers:
a. C.
b. B.
c. A.
d. F.
e. E.
f. D. |

Unit name	Title/Source description	Notes
Introduction	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
	F. Professional networking platform, focused on business-oriented content, offers company pages, profiles, and job postings. **Question 2: Multiple choice** 2. What two key factors should businesses consider when choosing the right social media platforms for their marketing strategy? A) The number of posts required and budget allocation. B) The number of followers and likes on each platform. C) Target audience demographics and business goals.	Correct answer: C) Target audience demographics and business goals. Correct answer: True

Unit name	Title/Source description	Notes
Introduction	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
	D) The availability of paid advertising options and influencer collaborations. Question 3: True or False 3. Concentrating your efforts on a few social media platforms is recommended to maximize engagement and results.	
	YT Video - Session 3: Creating a social media strategy	

Unit name	Title/Source description	Notes
Introduction	- Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. - Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. - Developing a social media strategy that aligns with a business's goals and objectives. - Creating engaging and relevant content for social media platforms - Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
Session 3: Creating a social media strategy	**Question 1: Fill in the gaps** 1. Maintaining a consistent _____ schedule is essential to keep your _____ engaged and build anticipation for your updates on social media.	Correct answers: a) posting b) audience

	Question 2: Matching
	
	Match the action related to social media strategy with its purpose:
	
	a. Defining clear objectives
	
	b. Understanding audience demographics
	
	c. Consistent posting
	
	d. Capturing attention with relevant content
	
	e. Balancing promotional and informative content
	
	Purposes:
	1. To ensure your content resonates with your audience.
	2. To align social media goals with overall business objectives.
	3. To encourage interaction and engagement.
	4. To maintain a healthy social media presence.
	5. To determine who your target audience is.
		Correct matches:
		
		  a. 2.
		
		  b. 5.
		
		  c. 3.
		
		  d. 1.
		
		  e. 4

	Question 3: True or False 3. Striking the right balance between promotional and informative content is crucial for maintaining a healthy social media presence.	Correct answer: True
Session 4: Content creation tips	YT Video - Session 4: Content creation tips	
	Question 1: True or False 1. Encouraging your audience to create and share content related to your brand is not a good strategy.	Correct answer: False

Unit name	Title/Source description	Notes
Introduction	• Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. • Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. • Developing a social media strategy that aligns with a business's goals and objectives. • Creating engaging and relevant content for social media platforms • Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
	Question 2: Fill in the gaps 2. Incorporating _____elements like logos, colors, and fonts is essential for brand _____and consistency.	Correct answers: a) branding b) recognition
	Question 3: Multiple choice 3. What is one way to enhance the visual appeal of your social media content according to the sub-module? A) Invest in professional photography B) Use as many hashtags as possible C) Avoid incorporating branding elements	Correct answer: A) Invest in professional photography

Unit name	Title/Source description	Notes
Introduction	- Understanding the importance of social media in today's digital age, and how it can benefit businesses of all sizes. - Identifying the different social media platforms available, their unique features, and how they can be leveraged to promote a business. - Developing a social media strategy that aligns with a business's goals and objectives. - Creating engaging and relevant content for social media platforms - Measuring the success of social media efforts through analytics and other tools	Introduce the topic on social media management highlighting the learning outcomes from this lesson
	YT Video – Introduction Lesson 8: Social media management	Invite participants to watch this introductory video of the lesson
	D) Share content without any storytelling elements	
	YT Video - Session 5: Analytics and measurement	

| Session 5: Analytics and measurement | **Question 1: Matching**

Match the following social media analytics tools to their respective descriptions or features:

1. Google Analytics

2. Hootsuite

3. Sprout Social

4. Buffer

Descriptions/Features:

A. A social media management platform with built-in analytics for tracking post performance and engagement metrics.

B. Provides comprehensive website and social media analytics, including audience demographics and user behavior.

C. Offers analytics and reporting features to track post performance, engagement, and audience demographics. | Correct answers:

1. B

2. A

3. D.

4. C |

	D. Provides analytics and reporting features, including audience insights and campaign performance.	
	Question 2: Multiple choice 2. What is the primary purpose of tracking and analyzing social media performance using analytics tools? A) To increase the number of followers on social media platforms. B) To monitor the effectiveness of calls-to-action in social media posts. C) To understand the growth rate of your audience. D) To make informed decisions and optimize your social media strategy.	Correct answer: D) To make informed decisions and optimize your social media strategy.
	Question 3: True or False 3. Analyzing when your audience is most active and engaged on social media can inform your posting schedule.	Correct answer: True

Lesson 8: Additional exercises

Exercise 1:

1. Write in the following table the advantages of social networks and traditional communication channels for entrepreneurs.

	Social Media	**Traditional Channels**
Advantages		
Disadvantages		

Exercise 2:

2. a. The following are two case studies of entrepreneurs whose businesses were successful.

2.b. Share insights and observations about the role of social media in entrepreneurship based on the case studies and extract the key takeaways from each case.

Business	**Aproach**
A. Daniel Wellington, a watch brand	Daniel Wellington used Instagram as a primary marketing tool. They encouraged user-generated content by creating a branded hashtag (#DanielWellington) and featuring customer photos on

	their own profile. This strategy helped them gain millions of followers and sell their watches globally.
B. Airbnb, an online marketplace for lodging and travel experiences.	Airbnb utilizes various social media platforms, particularly Instagram, to showcase unique and stunning properties listed on their platform. They leverage user-generated content to highlight travelers' experiences, fostering a sense of community among users.

Key Takeaways:

A. Engaging with customers and showcasing user-generated content can enhance brand visibility.
B. Visual storytelling and user-generated content can create a strong sense of community and trust.

Exercise 3:

Choose the best social media platforms for each scenario:

Scenario A: You are working with a music school that offers online singing lessons. Video content is crucial for showcasing the school's expertise. Identify the social media platforms that are best suited for sharing video content like singing tutorials, student performances, and promotional videos. Explain why you chose these platforms and how they can effectively showcase the school's offerings.

Scenario B: You work for a small business that sells handcrafted jewelry. Your boss wants to expand the business's online presence. Start by defining the target audience for the jewelry business. Consider demographics such as age, gender, location, interests, and online behavior. Then, recommend which social media platforms would be most suitable to reach this audience.

Correct answers:

Scenario A: YouTube (primary platform for sharing video content), Instagram (can be used for short video clips, highlights, and promotional teasers) and Facebook (for sharing longer videos and promoting events or special lessons).

Scenario B: Instagram (thank to its visual nature, it is perfect for showcasing handcrafted jewelry); Pinterest (visual discovery aspect aligns well with the unique and handmade nature of the jewelry) and Facebook (for local and regional promotion and community building).

Exercise 4:

2.a. Do a research of your target audience thoroughly. Consider demographics such as age, gender, location, interests, and online behavior. Gather as much data as possible.

2. b. Create 5 fictional personas that represent your ideal customers or audience segments. These personas should include all the demographic and behavioral information you collected before.

2.c. Match each persona to the social media platforms mentioned in the sub-module (Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest) that would be most relevant for reaching that persona.

You can use the following table to gather the info and decide the best platform:

Fictional Persona	Demographic info	Behavioral info	BEST PLATFORMS
1			
2			
3			
4			
5			

Exercise 5:

1.a. Choose the 3 platforms that best adjust to your business goals and create your own posting plan from this chart:

Day of the Week	Platform 1	Platform 2	Platform 3
Monday	Content A	Content B	Content C
Tuesday	Content D	Content E	Content F
Wednesday	Content G	Content H	Content I
Thursday	Content J	Content K	Content L
Friday	Content M	Content N	Content O

Exercise 6:

2. Determine whether the following posts are informative, promotional or a mix of both.

A. Introducing our latest collection of designer handbags! Elevate your style with our exquisite leather bags. Shop now for exclusive discounts.

B. Fall is here! Stay cozy and chic with our guide to this season's must-have fashion trends. Discover the colors, patterns, and styles that are in vogue.

C. Meet our versatile denim jacket – the perfect addition to your wardrobe. Its timeless style pairs well with any outfit. Get yours today!

D. Flash Sale Announcement: " 🚨 Flash Sale Alert! Get 30% off on all dresses this weekend only. Don't miss out on this fabulous offer. Shop now!

E. Behind-the-Scenes: "Ever wondered how our garments are made? Take a peek behind the scenes at our production process. Quality and craftsmanship are our top priorities.

Correct answers:

A. Promotional

B. Informative

C. Mix

D. Promotional

E. Informative

Exercise 6:

Write a short copy for social media using the storytelling technique.

Possible correct answer:

Once upon a time in the bustling streets of Dublin, a young dreamer named Lucy dared to defy the ordinary. 🏃 With a heart full of passion and a vision for change, she embarked on a journey of entrepreneurship. 🚀 Through the highs and lows, Lucy learned that success isn't just about the destination; it's about the adventure along the way. 🌍 Are you ready to write your entrepreneurial tale?

Exercise 8:

Propose 5 hashtags per image taking into account the tips provided in the sub-module:

IMAGE 1   **IMAGE 2**

Posible correct answers:

Image 1:

#woolfashion

#woolenwisper

#winterclothing

#WoolenDesigns

#naturalwool

Image 2:

#worldwaterday

#brightfuture

#savewater

#22march

#waterday

Exercise 9: Analyzing Facebook Insights

a. Log in to your company's Facebook page.

b. Navigate to the "Insights" section.

c. Take note of the following metrics:

- Total Page Likes
- Post Reach
- Post Engagement
- Click-Through Rate (CTR)

d. Analyze the trends and identify which posts performed the best in terms of engagement and reach.

e. Suggest any adjustments to your social media strategy based on this data.

Exercise 10: Testing Content Variations

a. Select (or create) two posts that are similar in content but have slight variations (e.g., different captions, images, or posting times).

b. Promote these posts simultaneously on Facebook and Instagram.

c. Track and compare their performance metrics, including engagement and reach, over the course of *one week*.

d. Analyze the data to identify which variation resonated better with your audience.