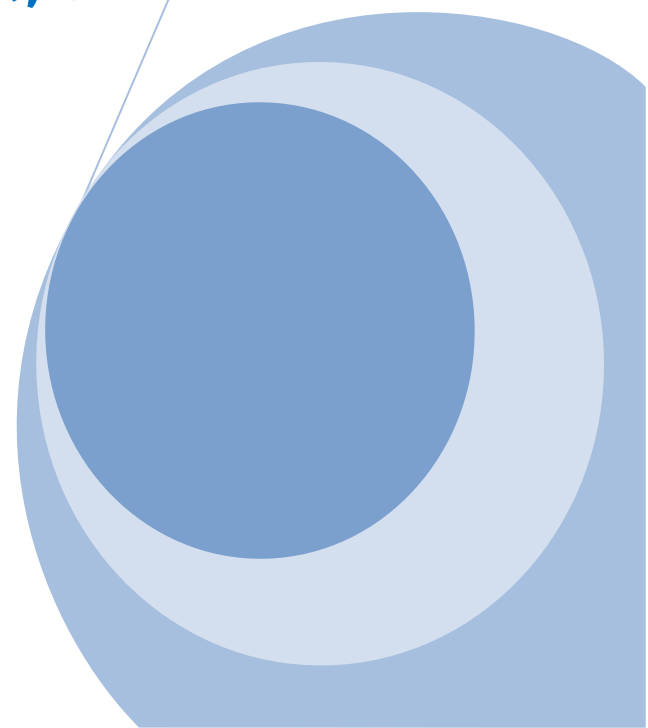


# **A COURSE ON FINANCIALLY EMPOWERING WOMEN THROUGH ICT**

**DATE : 8TH ~13TH MARCH 2010**  
**VENUE : NEW FUNCTION HALL,  
WISMA SIME DARBY,  
KUALA LUMPUR, MALAYSIA**



**COURSE OBJECTIVE**

The course is generally aimed at providing participants with the right skills and knowledge in utilizing ICT to generate sources of income and improve their financial standing. The course is also expected to encourage participants to explore the various business opportunities available in the ICT sector or its application to improve their existing business.

**METHODOLOGY:**

The course utilizes a balance mix of lecture and activity based learning techniques. These include business game, audio visuals aids, research for information gathering, case study, online interactive business game, workshop, panel speakers and field visit. It employs interactive and participative methods to build capacity of the participants to gain knowledge, concepts and skills and focus on the application what they have gained in the course in creating a business plan and train others to do the same.

**COURSE SCHEDULE**

Time/Day	8.30am - 10.30am	10.30 - 11.00	11.00 - 12.30	12.30- 2.00	2.00 - 3.30	3.30 - 4.00	4.00 - 5.30
Monday	Opening and introductory Business Game	Tea Break	Gender and work	Lunch	ICT4B: Country presentation	tea	ICT4Business: Country presentation
Tuesday	Opportunity Recognition: Researching Business Opportunities and Ideas	Tea Break	ICT for Home based work : Learning from the Region	Lunch	ICT4B: Country presentation	tea	Creating a business plan: Lecture and Workshop
Wednesday	Creating value added products :Computer solutions	Tea Break	Networking and Mobilizing Local Resources	Lunch	Building your business - Online Business Game ( Computer Lab)		
Thursday	Finding alternatives: Overcoming Constraints (Case)	Tea Break	Promising Practices : panel - 3 speakers	Lunch	Field Visit - Multimedia Supercorridor		
Friday	Sharing business plan	Tea Break	Feedback by panel and finalizing plan	Lunch	Training for trainers		Closing
Saturday	Recreational Visit						

**PROGRAM DETAILS (TENTATIVE)****LEGENDS:**

COLOUR	DESCRIPTION
Orange	Lectures
Blue	Fieldtrip
Yellow	Special Events
Green	Skills Session
Red	Presentations/Group Discussions

**MONDAY, 8<sup>th</sup> MARCH 2010**

TIME	ACTIVITIES
8.30-9.30	Opening Ceremony Welcoming Remarks by Director of NIEW
9.30-10.30	Opening and Introductory Business Game
10.30-11.00	TEA BREAK
11.00-12.30	Gender and work
12:30-14:00	LUNCH BREAK
14.00-15.30	ICT4B: Country presentation
15.30-16.00	TEA BREAK
16.00-17.30	ICT4Business: Country presentation

**TUESDAY, 9<sup>th</sup> MARCH 2010**

TIME	ACTIVITES
8.30-10.30	Opportunity Recognition: Researching Business Opportunities and Ideas
10.30-11.00	TEA BREAK
11.00-12.30	ICT for Home based work : Learning from the Region
12.30-14.00	LUNCH BREAK
14.00-15.30	ICT4B: Country presentation
15.30-16.00	TEA BREAK
16.00-17.30	Creating a business plan: Lecture and Workshop

**WEDNESDAY, 10<sup>th</sup> MARCH 2010**

TIME	ACTIVITES
8.30-10.30	Creating value added products : Computer solutions
10.30-11.00	TEA BREAK
11.00-12.30	Networking and Mobilizing Local Resources
12.30-14.00	LUNCH BREAK
14.00-17.30	Building your business - Online Business Game ( Computer Lab)
15.30-16.00	TEA BREAK

**THURSDAY, 11<sup>th</sup> MARCH 2010**

TIME	ACTIVITIES
8.30-10.30	Finding alternatives: Overcoming Constraints (Case)
10.30-11.00	Tea Break
11.00-12.30	Promising Practices : panel - 3 speakers
12.30-14.00	Lunch
14.00-15.30	Field Visit - Multimedia Supercorridor

**FRIDAY, 12<sup>th</sup> MARCH 2010**

TIME	ACTIVITIES
8.30-10.30	Sharing business plan
10.30-11.00	Tea Break
11.00-12.30	Feedback by panel and finalizing plan
12.30-14.00	Lunch
13.00 - 13.30	Online Appraisal by NIEW
14.00-15.30	Training for trainers
16.00 -17.30	Closing Ceremony & Certificate Giving

**SATURDAY, 13<sup>th</sup> MARCH 2010**

TIME	ACTIVITIES
8.30-4.30	Recreational Visit in Kuala Lumpur <ul style="list-style-type: none"> <li>• KLCC Petronas Twin Tower &amp; Petro Sains</li> <li>• Central Market</li> <li>• Putrajaya</li> </ul> *Subject to change

## COURSE CONTENTS

- a) **Opening and Introductory Game** - Getting to know you and your Business facilitated by **Dr. Lee Lee Loh Ludher, Director, Ludher Consultancy Sdn. Bhd.**
- b) **Gender and work** - an introductory lecture by **Dr. Shanthi Thambiah**, Gender Unit, Universiti Malaya
- c) **ICT 4Business: Country Presentation** - Sharing and learning by groups of participants of their countries status of application of ICT for Business in their own country facilitated by **Dr. Lee Lee Loh-Ludher**
- d) **Opportunity Recognition: Researching Business Opportunities and Ideas:** Lecture and Workshop in which participants learn to use ICT to research business opportunities and ideas utilizing the talents and resources of their country. The objective is to enable participants to acquire skill in screening opportunities for business plan - **Mr. Jason Lim, formerly with MATRADE**
- e) **ICT for Home-based Work : Learning from the Region** ( include video clips of these businesses) - This based on a study done on over 100 home-based workers and homepreneurs in Indonesia, Thailand and Malaysia who utilizes ICT to increase the profitability of their small businesses. This provides a wealth of ideas and examples of businesses for women who choose to work from home. A IDRC, Canada and ASEAN Foundation - **The ICT4D Collaboratory project**
- f) **Creating a business plan:** Lecture and Workshop. The participants will be divided into groups for this workshop. They will form 'business partnership' to work on product or services and markets identified in earlier session on 'Researching Business Opportunities'. They learn to use guides and worksheets to create a business plan. As the training progresses, the participants will apply the knowledge and skills gained for their back-home business plan, filling up the worksheets according to the guide given - **Ludher Consultancy Team**
- g) **Creating value added products: Computer Solutions** - **Sukhdev Singh, Manager, Ambersoft, Australia.** In this session, participants will be exposed to the variety of software available for various business components and functions to enhance business profitability as well as use ICT for work solutions.
- h) **Networking and Mobilizing Local Resources** - This session will be **Chong Sheau Ching**, founder of e-Homemakers, a network of 13,000 entrepreneurs working from home and the use of ICT for various business opportunities.

- i) **Building your business - Online Business Game** - This session is conducted in the computer lab as each participant requires PC or laptop. It is an online Business game. Each participant will play against the others in the competitive market online. It illustrates the impact of business decision of each of the participants on the businesses of the others. This interactive session will be facilitated by **Hui Shan, CEO of BStorm Sdn. Bhd.**
- j) **Finding alternatives: Overcoming Constraints** - Recognizing the reality of the business world, the participants are introduced to one of the main challenges, the different forms of constraints faced by the business entrepreneur. These include legal, socio-cultural, economic and resource access. The participants will be given Case Study to work in groups to overcome these constraints - cases written and facilitated by **Ludher Consultancy team**
- k) **Promising practices - panel of 3 speakers** will share their own experiences in initiating, building and sustaining businesses:
  - i) **Sali Suhaimi** ( Recipes for Online Success ) - building an online business
  - ii) **Datin Nazley Nordin** ( Chartered Accountant) National Association of Women Entrepreneur, Malaysia (NAWEM)
  - iii) **Augustine Koh, CEO, Eco- Paradise, tours, spa and rejuvenation health Company.**
- l) **Field visit** -Multimedia Supercorridor and companies in the area. This will give the participants an exposure of the facilities available as well the businesses set up there.
- m) **Sharing Business Plan and Feedback by Panel and Finalizing Plan:** These two sessions is to enable the participants to share the business plan the 'business partnership' has been working on. The group will first present what they have drafted and the panel of advisors will give their feedback to guide them to improve on the plan. The group will further work to refine the plan based on the feedback given. In this way, they learn not only from each other but a panel of experts. This session will be facilitated by **Ludher Consultancy Team.**
- n) **Training for Trainers:** This session is to build the capacity of the participants to enable them to return home to train others to financially empower women through the use of ICT. This will ensure the spread of the learning to other groups in the participating countries.