

Digital Skills for Entrepreneurship

OUTLINE | 2020

Optional: Computer Basics

Workshop 1
Introduction to Computers

Discuss the purpose of computers, different operating systems, and how to care for a computer.

Workshop 2
Introduction to the Internet and Internet Safety

Learn how to use the internet, online search tools, and how to keep yourself safe online.

Module 1: Google Apps For Your Business

Workshop 1
Getting Started With Your Google Account

Learn how to use Google applications including Gmail, Google Docs, and Google Slides.

Workshop 2
Using Google Applications to Connect and Collaborate

Explore the capabilities of Google Calendar and Google Hangouts to stay organized and collaborate with others.

Workshop 3
Using Google Sheets to Manage a Budget

Learn how to use Google Sheets to create helpful resources like budgets and revenue models.

Module 2: Digital Tools to Brand and Market Your Business

Workshop 1
Digital Tools For Branding

Learn the tools used to build a logo and create a style guide.

Workshop 2
Introduction to Social Media

Create four different social media accounts (Facebook, Twitter, LinkedIn, and Instagram) and learn how to navigate each platform from a business perspective.

Workshop 3
Social Media Best Practices

Learn about social media ethics, privacy, and customer experience.

Workshop 4
Promoting Your Business

Learn to promote your business using Google My Business and use Canva to create your own business cards.

Module 3: Creating An Online Presence For Your Business

Workshop 1
WordPress Basics

Begin building a website for your business.

Workshop 2
Building and Customizing Your WordPress Site

Add products and services, pages, and customization to your WordPress site.

Workshop 3
What is E-commerce?

Learn what e-commerce is, and how it applies to your business.

Module 4: Building A Business Network In Your Community

Workshop 1
Using Google Slides to Pitch Your Idea

Learn to pitch your business using Google Slides, and showcase what you've created so far.

Workshop 2
Digital Skills Expo Work Session

An opportunity to spend time with the instructors of the course to ask questions, work on stretch goals, and polish off your creations.

Workshop 3
Digital Skills Expo

The Digital Skills Expo is a chance for you to 'pitch' your business idea to friends, family, and community members and showcase your digital creations!