

# COURSE: Boosting Youth Enterprises through ICT

## Proposed Course Outline

### 1. Module 1: Enterprise shift in the internet age

- a. Introduction to ICT and how it relates to enterprise: shift from traditional to innovative-out of the box ways of doing business
- b. From physical to virtual enterprise
- c. From expensive to affordable dynamic advertising
- d. From local to global market and economy
- e. From low to high operational efficiency
- f. From impersonal to highly personal customer service
- g. The rise of knowledge based economy and enterprise

### 2. Module 2: ICT boom in Kenya

- a. Real ICT opportunities for youth entrepreneurs
  - i. Fibre optic and what it means for business
  - ii. Business Process Outsourcing (BPO)
  - iii. e-commerce is now real in Kenya through:
    1. I&M bank e-payment system
    2. e-payment system by KDN
    3. M-Pesa payment system
  - iv. Free software for all start up Software developers (by Youth Fund)
  - v. The Digital villages project

### 3. Module 3: So what for youth entrepreneurs?- strategic positioning to tap into the ICT boom

- i. Take advantage of the Multi-computing concept
- ii. Generate internet content in local language, etc

### 4. Module 4: How can I use ICT to boost my current business?

- a. Improving and cutting on operational costs by shifting from traditional ways of doing business: e-transacting, bookkeeping, communication, e-ordering, e-payment, meetings, etc.
- b. Research and product development
- c. Marketing research
- d. Network internet marketing and advertising especially through social networks
- e. Internet advertising
- f. Internet selling
- g. Business networking
- h. Building an affordable and effective website

### 5. Module 5: Local and Global Case studies- it is already happening

- a. Online magazine- Can Do
- b. Fashion shop lady in coast
- c. Mama mboga online
- d. Revision pack for primary schools
- e. SS-ET- online real-time bookkeeping services
- f. e-shops in Kenya
- g. e-booking services (now includes bus booking)
- h. M-Pesa
- i. e-banking
- j. Google
- k. face book

### 6. Module 6: Where from here?

- a. Exercise on generating practical ICT based innovations
  - i. New ways of running our enterprises by taking advantage of ICT
  - ii. Completely new ICT related business ideas