



# ICT Training for SMEs 2015

## Basic of Training (BOT)

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# Introduction

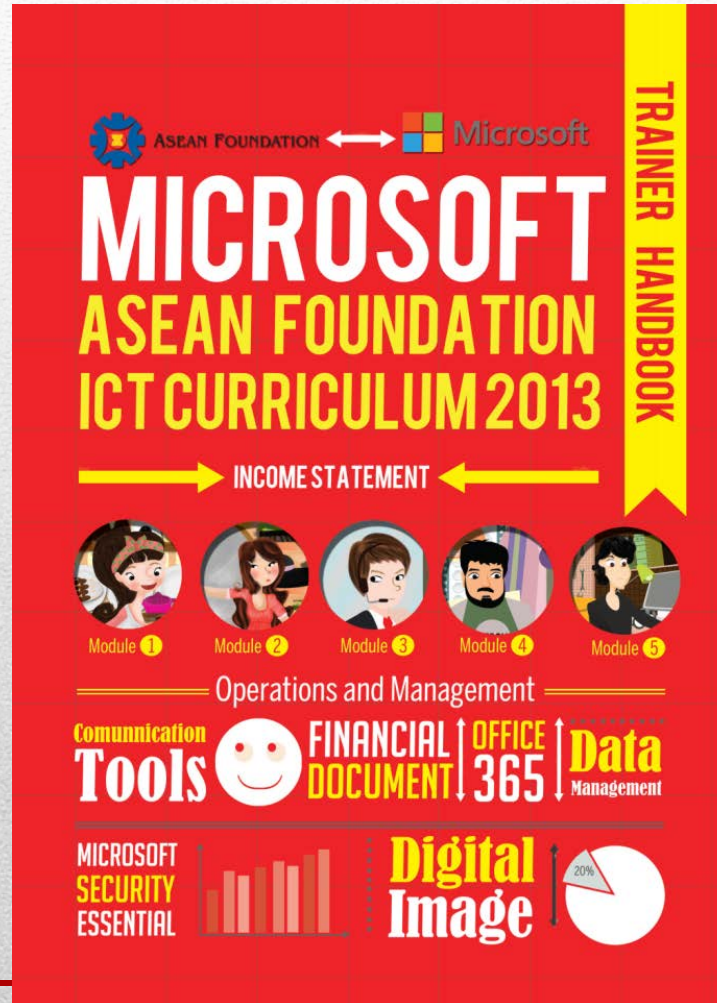
- NAME
- AGE
- EDUCATION
- JOB
- BUSINESS
- ICT FOR BUSINESS

Grouping

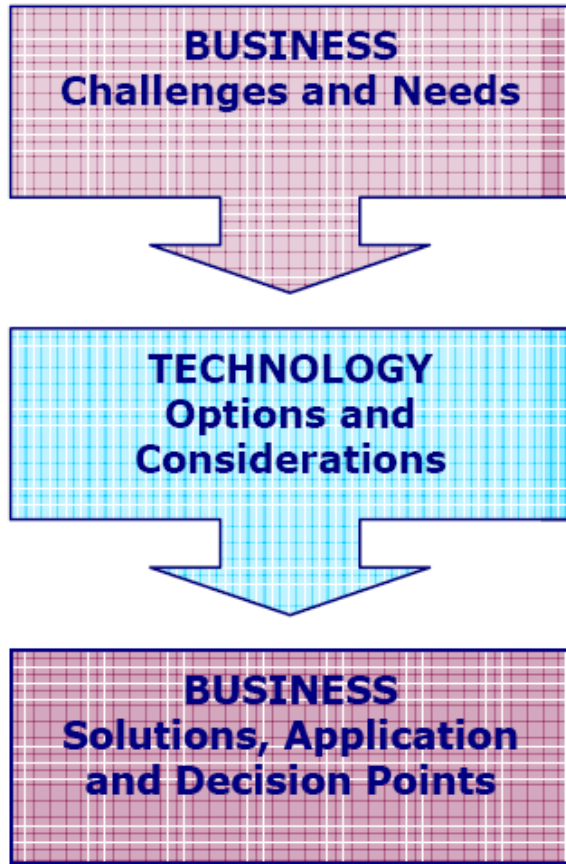
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# How Entrepreneurs can improve the success of their business using technology



# Curriculum Framework



- Business – Technology – Business
  - **Business**: Participants focus on business scenario and relate their own experiences with the particular challenge.
  - **Technology**: Introduce technology solutions and get the participants on hands-on experience with technology tools.
  - **Business**: After having direct experience with the technology, participants then reflect on the potential applications to their business.



# Modules and Topics

|        | Operation and Management Tools | Finance Tools              | Communication Tools   | Marketing Tools | IT Security     |
|--------|--------------------------------|----------------------------|-----------------------|-----------------|-----------------|
| Module | Scheduling                     | Common Financial Documents | Presentation          | Print Marketing | Data Protection |
|        | Contact Management             | Expense Tracking           | Virtual Collaboration | Digital Imaging |                 |
|        | Data Management                | Financial Graphics         | Communication Devices | Website         |                 |
|        | Office 365                     |                            |                       |                 |                 |
|        |                                |                            |                       |                 |                 |

Topic

# Cases Study

## Huai Pu Mai Resort

From participating in the project operator of the ASEAN Foundation of Microsoft (Thailand), knowledge management, communications and research and development. Kasetsart University Open University. In a geographical area. Rim, Chiang Mai. Students who participate are those who can successfully apply the knowledge they have capped. You can visit the website of the training was not <http://huaipumai.wordpress.com/>.

[Read More](#)



## Grid florist

From participating in the project operator of the ASEAN Foundation of Microsoft (Thailand), knowledge management, communications and research and development. Kasetsart University Open University. In the area of formal. Pak North. Spontaneities. Thammarat children who participate are those who can successfully apply the knowledge they have capped. You can visit the website of the training was.

<http://rathcapon1234.wordpress.com/>

## Thai Traditional Dance

กิจกรรมส่งเสริมวัฒนธรรมไทยและกิจการของเยาวชน เขตดินแดง

เปลี่ยนโฉมใหม่แล้ว... กับบล็อกไซด์(WordPress)ชมรมพมเมืองเด็กดี ดินแดง

DEK DEE DINDAENG ASEAN

## Dek Dee DinDaeng

From participating in the project operator of the ASEAN Foundation of Microsoft (Thailand), knowledge management, communications and research and development. Kasetsart University Open University. In the area of ICT community learning center for His Majesty. Three Generations of Family Love Sculpture Center, Beechwood, Din Daeng, Bangkok kids who participate are those who can successfully apply the knowledge they have capped. You can visit the website of the training was

<http://dekdeedindaengasean.wordpress.com/>



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[www.facebook.com/HuaiPuMai](http://www.facebook.com/HuaiPuMai)

บ้านสวนห้วยปุมใหม่  
Huai Pu mai Resort

บ้านสวนห้วยปุมใหม่ อำเภอเมืองเชียงใหม่



# Story





# Story

- Story is a virtual entrepreneur with their business challenges.
  - Each Story have different business background with different business challenges.
  - Why using Story? Stories are designed to help entrepreneurs see complex subjects more clearly. Story let entrepreneurs understand more especially if the business challenges that the Story faced are the same with the entrepreneurs.
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# MODULE 1: OPERATIONS AND MANAGEMENT

Name : Chai & Sarai  
Business type: Fast food chain  
Business name : Flying Wings  
In Business : 3  
Employees : 4  
Technology : Computer, Printer, Fax  
Needs : Machine, Scanner, Internet  
Improve internal Management  
of time, keep track of  
customer information, keep  
track of inventory, access data  
to identify trends



# About Chai and Sarai

- The couple set up their business, Flying Wings, three years ago.
- They juggle tasks for work and home, including taking care of their two-year-old daughter.
- The store has a full-time sales clerk, Ratana, and three part-time staff, each with different work shifts.
- Business is good, but when it comes to managing their company and tracking information, they struggle.
- Chai and Sarai's major challenges are organizing, accessing, and using information about their business: monthly records, customer information, inventory tracking, and sales data.
- Other issues they face are managing the workflow and keeping track of appointments, schedules, and contacts.
- In general, they are looking for ways to be more organized and effective in their business operations.



# MODULE 2: FINANCE TOOLS

Name : Cara  
Business name : Cara Fashion  
In Business : 1  
Employees : 4  
Technology : Computer, Printer, Internet  
Needs : Financial record keeping,  
ability to conduct financial  
analysis, project growth  
potential, and identify trends



# About Cara

- Cara a young, energetic girl from Ha Noi. She just finished her design school and took a part time job in a famous fashion designer.
- Her love in fashion brings her to fulfill her dream which is to have her own fashion boutique. With initial fund from her parents, she opened Cara Fashion.
- Cara operates the business and he does most of the paperwork for the boutique by hand, using a calculator.
- She totals up the monthly sales figures and gives the information to her accountant, who handles payroll and taxes.
- Cara would like to project into the future to find out whether she'll have any money in the bank at the end of the year, but she doesn't have the time.
- Cara wants to expand her business, but she doesn't know whether she will be able to keep up with his financial record keeping.



# MODULE 3: COMMUNICATION TOOLS

Name : Jerry  
Business name : Happy Ending  
Business type : Event Organizer  
In Business : 3  
Employees : 3  
Technology : Mobile phone, computer, printer, scanner  
Needs : Stay in touch with the clients and staff. Create an interactive presentation for clients.



# About Jerry

- James loves to organize things and his talent can already be seen when he was in college..
- He likes to help his friends in organizing their birthday party. Now his hobby turns into real business.
- He opens an Event Organizing company named “Happy Ending”, because that is what Jerry wants for his client, an event with a happy ending.
- He really depends on his mobile phone and planner, because they help Jerry to work mobile.
- He also does a lot of presentation to his prospect clients to show them his company portfolios.
- In general, he considers himself to be fairly knowledgeable about technology. However, he has a vague sense that he could be using technology more effectively to improve his internal and external communications and save time and money.



# MODULE 4: MARKETING TOOLS

Name : Anton  
Business name : Finest Holiday Resort  
Business type : Resort  
In Business : 0  
Employees : 5  
Technology : Internet, computer, printer,  
scanner, Digital Camera  
Needs : Flyers, Brochures, Website,  
and Other Marketing  
Materials.



# About Anton

- Anton, a former bank employee and love travelling. Beach is his favourite destination.
- He started his business when he bought a property in Lombok and transformed it into a beach cottage.
- Anton relies heavily on word-of-mouth advertising.
- His customers love his resort and are happy to recommend him to others.
- He needs quick, low-cost materials that he can distribute to potential customers.
- He also needs a brochure and flyers for various events.
- He would like to be able to customize materials for his clients and have professional-looking presentations.
- Anton also talks about developing a website to promote his resort.



# MODULE 5: IT SECURITY

Name : Dominic  
Business name : MyITworld.com  
Business type : Computer Shop  
In Business : 2  
Employees : 3  
Technology : Internet, computer  
Needs : Anti virus, backup files,  
filter junk mail.



# About Dominic

- Dominic found his passion in IT, together with his friend Michael, they opened an IT shop “My IT World”
- They already have their company website, [www.myitworld.com](http://www.myitworld.com), they sell various IT equipment from computer, laptop, printer, and computer accessories.
- For marketing purposes Dominic uses social media such as Facebook and Twitter to promote his website. He use email extensively to send email marketing to his prospect customer.
- He often got junk emails in his mailbox. Some of the junk email contain viruses, and sometimes he accidentally opened those emails and made his computer infected by virus.
- He want to learn how to protect his computer from junk email, viruses and also backup his files regularly to prevent unwanted situation such as data losses.



# Financial Documents: Working with Expenses

## Discussion Questions:

1. Discuss your own experience with Financial record keeping. Are your methods similar to Cara's? Do you keep paper or electronic records?
2. What are some advantage and disadvantages of your current method of keeping financial records?
3. How do you organize your financial records? By month? By category? Explain your choice. List five or more categories of expenses in your business.

# Data Protection:

## Protect your data from viruses and hard disk damage

### Discussion Questions:

1. Discuss different kinds of security threats you know about and ways to prevent them.
2. Discuss the importance of backing up your files. What are some of the ways of doing backups that you know about?
3. Discuss what SPAM is and ways to prevent it.