

The E-Learning Competence Center

Inspiring Excellence and Innovation



A word cloud graphic with a large, stylized 'e' in the background. The words are arranged in a cluster, with 'Online' and 'Competence' being the most prominent. Other visible words include 'Education', 'Capacity', 'Skills', 'Empowerment', 'Lifelong Learning', 'Development', 'E-Learning', 'e-quality', 'Build', and 'Digital'.

Online
Competence
Education
Capacity
Skills
Empowerment
Lifelong Learning
Development
E-Learning
e-quality
Build
Digital



E-Learning Competence Center

A subsidiary of Ministry of Communications and Information Technology (MCIT)

ELCC Contribution

ELCC will contribute in Hayiy Initiative with:

- “Starting a Business” workshop (5 Days) to top 100 Winners.
- “Social Media for Entrepreneurs and Business” workshop (One day) to the top 100 winners
- “Growing a Business” workshop (3 Days) to the top 10 Winners.

The workshops will consist of leader-led instruction, small group work, on-line learning, and an individual project. Group exercises, case studies, and discussion forums help participants apply knowledge learned to real-life situations.

Starting A Business

After completing the Starting a Business course, you will be able to:

- Prepare a successful business plan
- Buy an existing business or franchise or start a new business
- Finance the venture by acquiring startup capital
- Select a business location
- Determine the information and communication technologies needed
- Manage business accounting activities and track cash flow
- Recruit, hire, train, manage, and motivate employees
- Prepare for opening the business
- Manage purchasing and inventory control
- Develop a marketing plan and put it into action
- Use the Internet for online marketing
- Set up an E-Commerce site to sell online

Growing A Business

after completing the Growing a Business workshop, you will be able to:

- Assess global trends and determine opportunities
- Develop a mission statement and develop a continuation plan
- Describe essential leadership qualities and personality traits for an entrepreneur
- Describe how to apply IT to a business and participate in effective use of technology for business purposes
- Conduct a SWOT analysis
- Conduct competitive analysis and break-even analysis
- Analyze cash-flow patterns and interpret financial statements
- Explain how to track performance of a business plan
- Plan a budget for short, medium, and long terms
- Optimize supply chain solutions to meet the business plan

Thank You

Inspiring Excellence and Innovation
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