

## Web 2.0 for Foundresses

An international distance learning course offered by „SHE in EUROPE“, a project funded with support from the European Commission in the framework of the Lifelong Learning Programme.

### Abstract

In many respects, business foundings are inferior to well established companies. This most notably applies to one-person foundings which in most cases are particularly poorly equipped with financial, human and technical resources.

The Internet of the second generation, the so-called Web 2.0, however, especially provides women who opt for one-person foundings far more often than men with opportunities to overcome structural deficiencies.

How can the Internet help foundresses with little capital to better connect and to more effectively and efficiently present themselves as well as to easier interact with business partners and customers?

The course intends to deal with this question both theoretically and practically. The exchange of knowledge and experience among the participants will be given a high priority.

The course will take place online and will be held in English (if required, with German translation).

### Start, Duration, Workload

- ▶ The course starts at the beginning of September 2009.
- ▶ The duration is four weeks.
- ▶ The workload per week amounts to 10-15 hours largely spent on self-paced tasks.

### Requirements for Participation

- ▶ You are a foundress or you are working in the field of career training and consulting.
- ▶ You are living in an European country.
- ▶ You have a keen interest in intercultural communication and cooperation.
- ▶ You have good English skills.
- ▶ You wish to have your own business website which you can create and maintain yourself.
- ▶ You have unlimited Internet access.
- ▶ You have already gained some experience in using Web 2.0 technologies such as online networks, forums, blogs and/or wikis.



### **Notice**

To ensure the best possible support, the number of course participants is limited to 20 persons at the most.

### **Further Information and Registration**

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