

Design taken on structure, content and methodology to develop three courses:
Deadline: 30 of april, 2012

1. "Information Literacy for SMEs" responsible P2, (Module 1: IT Academy <http://distance.ktu.lt/cdk/courses/455> IT in management and administration of small and medium enterprises)

1. Basic things about ICT (computer possibilities, ICT skills on Excel, spreadsheets, presentations, word processing, web pages, introduction on cloud based computing, etc.)
 - a. Work with computer, operating systems, types of computers, cloud computing

(Switching on/switching off; keyboard; mouse; monitor; printing equipment; operating systems; software application programs ;entering text and data; memory size; data saving problems; desktop computers and laptops; palmtop computers; the basic notion of cloud computing);
 - b. The interface for Microsoft products

(Software products for SMEs; terms of computer technologies; information copying, deleting and saving; inserting objects; backup copies ; passwords);
 - c. Work with text files

(Text input; paragraphs; pages; headings; numeration; simple pictures);
 - d. Calculations and electronic tables

(Spreadsheets, pages; cells; input of numbers; formats of numbers; calculations; simple formulas);
 - e. Presentations

(Creating a simple presentation, slides; presentation text; pictures; choosing background colours and size of the text; showing the presentation);
 - f. Work in the Internet

(Internet browsers; keywords; information searching);
2. Software solutions (ICT for beginners)
 - a. Types of software

(Overview and analysis of the possible software, e.g. comparison of the Open Office with the commercial software.Graphics, layout, etc.);
 - b. Work with text files
 - i. Preparing large documents (styles, index, automatic numbering);
 - ii. Mail merge and creating a set of documents;
 - iii. Graphics and embedded objects ;
 - c. Calculations and electronic tables
Excel as a tool for data storage and analysis;
 - i. Absolute and relative addressing;
 - ii. Excel functions and their use;
 - iii. Data filtering and pivot tables;
 - d. Creating presentations;
 - e. Web pages;
3. Introduction on office equipment
 - . Characteristics of office equipment

(to understand the equipment parameters and their impact on the equipment price);

- i. Computers;
 - ii. Data storage;
 - iii. Scanners;
 - iv. Barcodes;
 - v. Printers, plotters;
 - vi. Digital cameras;
 - vii. Multi-media equipment;
 - viii. Mobile devices;
- a. The main components of computer
 - (to understand the equipment parameters and their impact on the equipment price);
- c. Use of the local and territorial web (Internet) in office work
 - (to understand the parameters and their impact on the price, to evaluate its necessity for the enterprise);
- 4. Data security, protection, copyright
 - a. Physical security of data;
 - b. Electronic security of data;
 - c. Creating of backup copies, data duplication;
 - d. Authentication and authorization;
 - e. Electronic signature;
 - f. Types of licences;

Duration: 20-40 h. with one meeting face to face.

Design: P2 partner will develop the content and will present it to all partners to improve the content list in google docs, deadline: 15th of April, 2012, (feedback from partners till 30 of April)

2. "Technologies in Management and Business Administration of SMEs" P2 (IT Academy
<http://distance.ktu.lt/cdk/courses/179> Computer based project management)

1. E-business administration
 - a. Placing the basic information of enterprise in the Internet;
 - b. Web with the interactive product catalogue;
 - c. Web solutions for providing transactions;
 - d. Role of social networks in e-business;Project management software (administration, accountancy, tasks management)
- . Computer accounting software;
 - a. Computerized support for management

(Software that helps in managing enterprises. Excel as the simplest solution);

c. Task management solutions

(Work and project management. General principles of project management. Basics of task management by using Excel);

d. Specialized project management software and Ms Project basics;
5. Use of templates and tools for communication and collaboration
 - d. E-mail;
 - e. Document exchange;
 - f. Planning events (more linked to communication than task management: planning meetings, etc.);
 - g. Creating the communication Website;
 - h. Possibilities provided by social networks;
 - i. Mobile communication equipment;
Documents management systems
- . Using Ms Office for organizing document circulation;
 - a. Software for organizing a document system in enterprise;

Duration: 20-40 h. with one meeting face to face.

Design: P2 partner will develop the content and will present it to all partners to improve the content list in google docs, deadline: 15th of April, 2012, (feedback from partners till 30 of April)

**3)"Computer Based Marketing and Communication P1 (IT Academy
<http://distance.ktu.lt/cdk/courses/614>, Self marketing through IT)**

- 1) open tools for business management at small and medium enterprises (web.2.0 tools):
 - a) Blogs
 - b) Viki
 - c) iCal,
 - d) GTalk,
 - e) Skype,
 - f) email,
 - g) RSS,
 - h) Twitter,
- 2) computer based marketing solutions and communication in real time: video presentations, video possibilities
 - a) Camtasia
 - b) VIPS
 - c) yahoo
- 3) research tools for computer based marketing and data analysis
 - a) limesurvey
 - b) surveymonkey
 - c) google spread sheets
- 4) e-facilities to be used for online marketing solutions
- 5) e-commerce as the possibility for business introduction and implementation
- 6) e-marketing for small and medium enterprises

Duration: 20-40 h. with one meeting face to face.

Design: P1 partner will develop the content and will present it to all partners to improve the content list in google docs, deadline: 15th of April, 2012, (feedback from partners till 30 of April)

All the tools MUST be friendly and easy to use.

KTU will provide the template to use for courses development.