

Nov 19th, the Women's Entrepreneurship Day

Women's Entrepreneurship Day (WED) is a global movement celebrated annually on November 19th. It serves as a powerful platform to recognize, support, and empower women entrepreneurs worldwide. WED aims to celebrate the achievements of women entrepreneurs, foster collaboration and networking opportunities, and advocate for equal opportunities in entrepreneurship.

Through a series of events, conferences, panel discussions, workshops, and mentoring sessions, WED brings together women entrepreneurs, business leaders, government officials, and organizations to share knowledge, experiences, and best practices. It provides a supportive environment for women to connect, learn from each other, and gain valuable insights from experienced industry professionals.

One of the key objectives of WED is to promote gender equality in entrepreneurship.



ECommerce4Women training program

The eCommerce4Women project partnership has developed a Customized Curriculum for Women Entrepreneurs in E-commerce, as part of the Erasmus+ Cooperation partnerships in adult education, specifically aimed at addressing the educational needs of women entrepreneurs in the field of e-commerce. The program is designed to empower women in accessing finance and information, acquiring necessary skills, and overcoming challenges related to business and family concerns.

The program begins with a project introduction, highlighting the importance of supporting female entrepreneurs and the objectives set by the Entrepreneurship 2020 Action Plan of the European Union. By facilitating access to information and providing dedicated training, the eCommerce4Women project aims to enable women to unleash their potential and achieve self-employment.

The program provides a comprehensive overview of the curriculum, including the program's duration, learning outcomes, module topics, content, workload, teaching methods, virtual learning environment (VLE) delivery, and recommended literature.

Learning Outcomes

These learning outcomes aim to empower women entrepreneurs by providing them with the necessary knowledge and competences to succeed in the e-commerce industry and overcome challenges specific to their gender. The main learning outcomes are:

- Understand the concept, history, and different models of e-commerce.
- Acquire skills in budgeting, financial planning, and analysis specific to e-commerce businesses.
- Gain knowledge of supply chain management, inventory optimization, and logistics in the context of e-commerce.
- Understand the legal requirements and obligations for establishing an e-commerce business.
- Enhance digital literacy and proficiency in website development, online marketing, and data analytics.
- Improve communication, negotiation, leadership, and time management skills.

Modules of the training course

1. Introduction to e-commerce
2. Financial management
3. Operational management
4. Legal set up
5. Digital skills
6. Soft skills

Partners



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More information about the project?

www.ecommerce4women.com

EU Corner

EU initiatives supporting female entrepreneurship

WEgate

WEgate is a network and platform dedicated to supporting women entrepreneurs. It provides resources, information, and opportunities for women who are starting or growing their businesses. The platform offers various services such as advice and mentoring, financing and funding options, legal information, market access and operations support, and assistance with internationalization and expansion. WEgate is a network and platform dedicated to supporting WEgate also promotes women entrepreneurship through policy resources, good practices, training programs, and networking events. It aims to connect women entrepreneurs worldwide, facilitate knowledge sharing, and foster a community of passionate and driven women striving to make a difference in the market.



For more information:

<https://www.wegate.eu/>

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“The world needs more women who are confident in their abilities and fearless in pursuing their entrepreneurial dreams.”

Sheryl Sandberg, entrepreneur and former COO of Facebook

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News from the web

Digital Resources for Entrepreneurial Insights



[Driving economic equality on Women's Entrepreneurship Day | EBRD, Nov 20, 2023](#)



[Life Lessons by Women Entrepreneurs](#)
Oprah Winfrey | Indra Nooyi



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