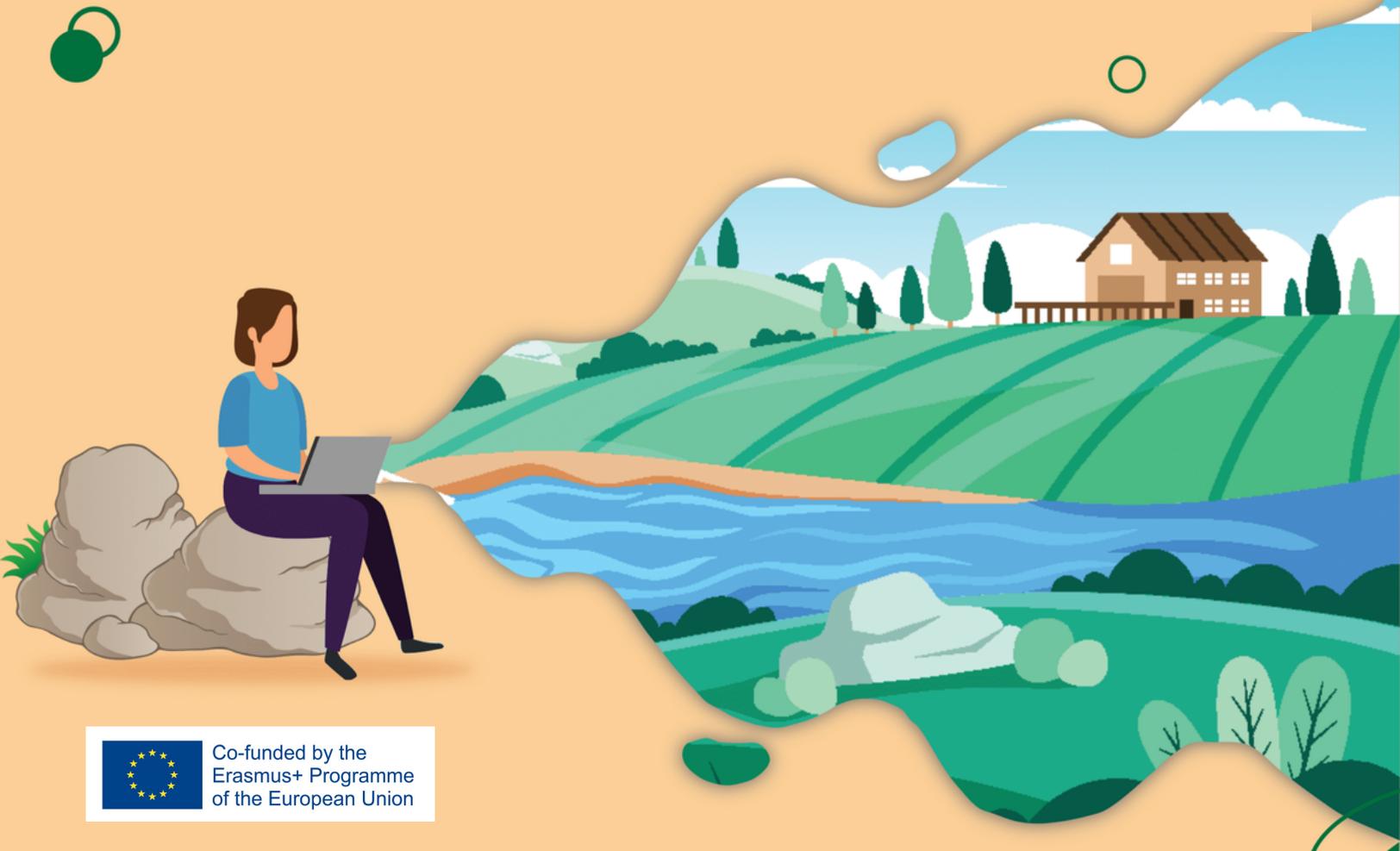




# Bridging the Gap

## MANUAL TO LEARN & USER GUIDE



 Co-funded by the Erasmus+ Programme of the European Union





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of the European Union

**BRIDGING THE GAP - 2020-1-ES01-KA204-082832**

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# INTRODUCTION

## WHAT IS BRIDGING THE GAP?

. The challenge of building a social model based on gender equality should go with targeted efforts to increase women's access to and use of information and communication technologies (ICTs), in order to democratise information, communication and women's participation in knowledge production.

BRIDGING THE GAP project's main objective is to develop new **digital knowledge, skills and competencies for women** in rural areas. This project wants to increase their entrepreneurial, employability and employment opportunities while fighting the gender digital divide.

Based on this main objective, we want:

- To define a training path for **empowering rural women** through **developing ICT skills** for entrepreneurship.
- To identify the different actors in the training process and provide them with a **clear pedagogical approach**.
- To create an **intervention framework** for the training where all the agents involved participate and collaborate.
- To **build an online platform** that allows and ensures the training process

## WHAT IS ON THE PLATFORM?

The Bridging the Gap platform is addressed to rural female entrepreneurs and especially women from rural areas who accepts challenging role to meet their personal needs and become economically self-sufficient. The project and its partners have developed a MOOC that will enable the upskilling of rural women in ICTs through 6 different e-learning courses

- 1. Introduction to the basics of ICT for entrepreneurship**
- 2. Internet Information Online and how to manage it**
- 3. Content creation management and sharing**
- 4. Marketing and Sales, Customer Experience**
- 5. Communication 4.0**
- 6. Online Collaboration**

All the modules are available in the different languages of the project's partners: English, Romanian, Spanish, Italian, French and Greek. At the end of each module, you will be able to evaluate the knowledge you gained while going through the information with some quizzes and also access additional materials

## WHAT IS ON THE PLATFORM?

The first module, Introduction to the basics of ICT for entrepreneurship, is dedicated to computer components, software, connectivity, problem-solving and office tools.

The second module is dedicated to Internet Information Online and how to manage it, talking about web browsers, websites, search engines, encyclopedias and dictionaries online.

The third module is about Content creation management and sharing and is dedicated to visual identity, graphic design, animation and videos as well as newsletter tools and streaming and podcasting.

The fourth module will introduce Marketing and Sales, Customer Experience with UX, online marketing and E-commerce notions.

The fifth module, Communication 4.0 will provide an overview of Digital marketing with social media networks and tools and internal communication.

The final module, Online Collaboration will give out some tools to be used to collaborate such as online whiteboards, file sharing, video conferences, and management tools to achieve effective online collaboration.

# THE E-LEARNING PROCESS

## WHAT IS E-LEARNING?

E-learning covers all training methods that enable learning by electronic means. It is therefore the use of information and communication technologies for educational purposes, as emphasised by the European Commission, which in 2001 defined e-learning as:

*"The use of new multimedia technologies and the Internet to improve the quality of learning by facilitating access to resources and services, as well as distance exchanges and collaboration".*

E-learning is now used in various sectors and in multiple forms: educational software for schools, virtual campuses for universities, applications for training employees in companies or MOOCs (Massive Open Online Courses) for self-training like our Bridging the Gap platform.

## WHAT ARE THE BENEFITS OF E-LEARNING?

- E-learning platforms are easy to use and practical. The modules created in the scope of our Bridging the Gap platform can be accessed from anywhere using a computer, tablet, smartphone, etc.
- As this content is made available online, our platform can be consulted at any time of the day and from anywhere and gives you the possibility to learn at your own pace according to your availability.
- The modules have been built so there is a step-by-step follow-up of the various stages.
- After each chapter or at the end of each module, you will find knowledge checks and self-assessments to evaluate your level of comprehension of the different topics.
- The e-learning method is a fun and educational way to gain digital skills.

## WHAT ARE THE BENEFITS OF E-LEARNING?

The modules are adaptable to your needs. This means that if you already have basic knowledge of a subject available on our platform, you will be able to skip or rapidly validate one module to focus on more advanced content. If you are new to a subject area, you will also be able to concentrate on the introductory elements of the subject.

As stated before, e-learning is also valued for its flexibility and adaptability. Whereas face-to-face training is always scheduled for a fixed time and place, in e-learning you can decide when and where to take the course. E-learning also allows you to stick to one of the tried and tested principles of learning - short but frequent sessions. Instead of spending several hours studying a single subject in the same training place, spread the learning out over several sessions of 30 to 60 minutes a day over a few days or weeks. This avoids burnout and helps to retain information better.

The project partners remain at your disposal through a form of contact in case of questions.

## WHAT ARE THE BENEFITS OF THE E- LEARNING PROCESS FOR WOMEN?

More and more women are using e-learning platforms, especially since the beginning of the Covid19 pandemic, as they can choose preferred skills to gain fitting into their busy schedule: entrepreneurship, communication, digital and IT skills...

Learning can boost self-confidence and put an end to imposter syndrome. It is a very personal process that differs from person to person. That's why our modules are available online and are very easy to access, so they can study them as they wish!

ICTs enable women to play an active role in the development, support and dissemination of networks. These skills also enable women to access new jobs and professions as participating in online or interactive learning gives them access to knowledge and information to empower themselves and improve their entrepreneurial capability. These ICT technologies in general help women to take their place in the public space of the information society, by creating resources, contributing ideas and opinions and drawing on their own inventiveness and creativity.

## WHAT ARE THE BENEFITS OF THE E- LEARNING PROCESS FOR TRAINERS?

For trainers, the Bridging the Gap e-learning platform has many advantages.

Indeed, e-learning makes it possible to deliver training to all learners without geographical barriers or organisational problems, as long as they have access to the platform offering the training.

Moreover, the use of digital tools for training purposes reduces costs compared with face-to-face training, while at the same time being easily modifiable thanks to digital technologies. Indeed, an e-learning course can also be easily adapted by trainers by adding documents or videos or by deleting parts that have become obsolete. Furthermore, e-learning tools allow a written record and progress of the training course to be kept.

This type of MOOC gives the opportunity to better manage the time of the training as the duration is stated before and the sequence of lessons is specified at the beginning and follows a logical order. This can also let you divide your training into shorter sessions or even provide a hybrid version of this training, doing part of the exercise using the e-learning tool, and the other part in presence for example

## HOW CAN YOU USE THIS TRAINING?

This training is dedicated to enhancing your employability or helping you become a successful entrepreneur.

It covers a large range of IT and digital basic skills to help you run a business or widen your opportunities while searching for a new job.

More than just giving you new knowledge, the skills you will gain from our different modules will help you improve your performance in your daily life and work.

As this training can be done at your own pace and following your own schedule, it helps you develop your self-discipline to follow a programme that you will have defined by yourself. Indeed, this personal and professional trait is very important when you want to create a business and manage your time properly or to be organised at work in your duties.

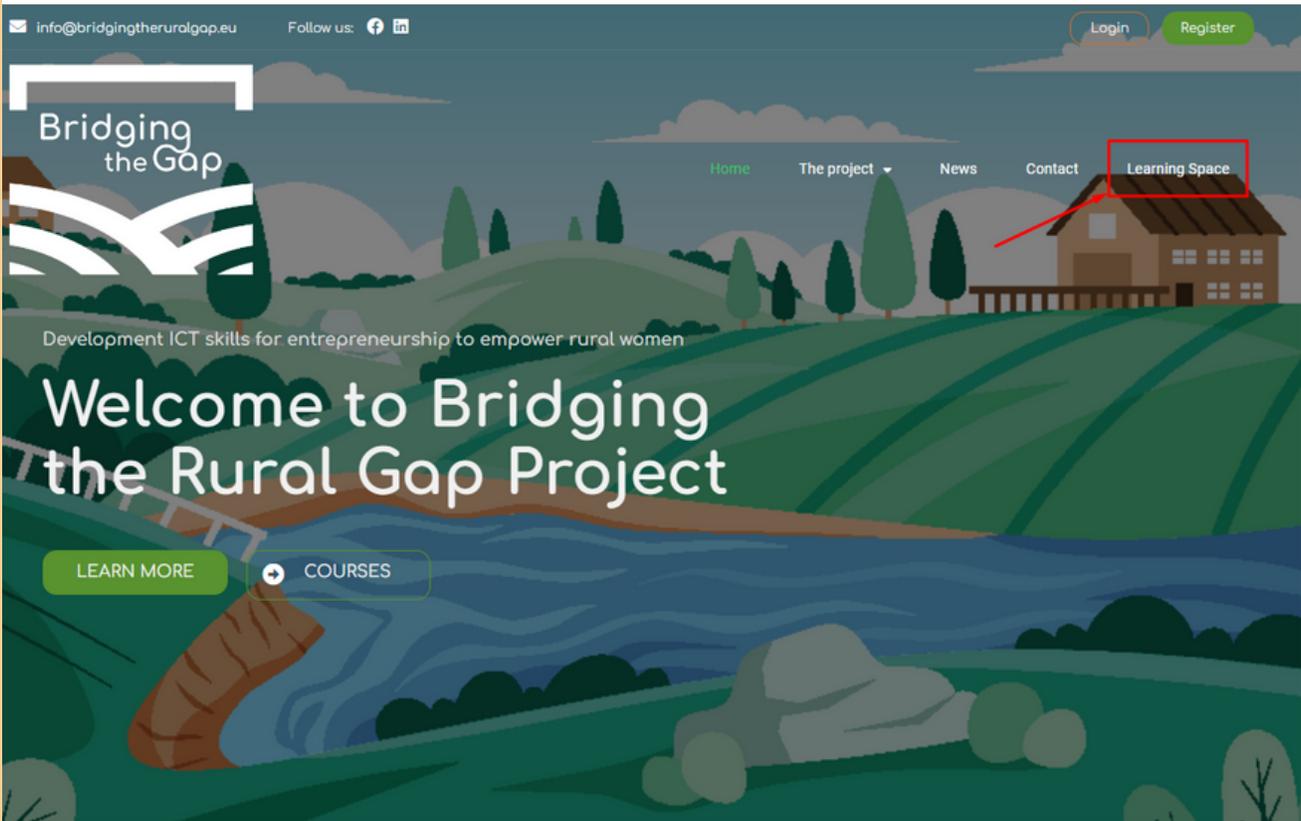
Understanding and knowing how to use modern digital communication channels allows for faster transmission of information that you want to expose to the public but also within the same organisation.

Moreover, there are only a few recruiters today who do not require computer skills, even if it is only office skills for example

**IT'S TIME TO START AND LEARN!**

# USER GUIDE

## WHERE TO FIND THE MODULES?



# HOW TO REGISTER?

## HOW TO REGISTER ON BRIDGING THE GAP PLATFORM



- 1 Register on the platform
- 2 Create your Profile
- 3 Enroll in the Course
- 4 Enjoy your Learning Process

Username

Email \*

Password \*

Confirm Password \*

I Accept [the Terms and Conditions.](#)

I'm not a robot



Register

Login

## HOW TO REGISTER ON BRIDGING THE GAP PLATFORM



- 1 Register on the platform
- 2 Create your Profile
- 3 Enroll in the Course
- 4 Enjoy your Learning Process

Username or Email Address

Password

Remember Me

[Forgot password?](#)

I'm not a robot



Log In

Register Now

# HOW TO ENROLL ON A MODULE?

## Introduction to the basics of ICT for Entrepreneurship



Teacher  
WIDE\_INSTRUCTOR

Categories  
BRIDGING THE GAP MOOC



PRICE **FREE**

START NOW



TAGS:

Hardware

Microsoft Office

Software

Storage

# MOOC STRUCTURE AND FEATURES

The screenshot displays a MOOC interface with a green header bar. On the left, a navigation menu shows the course structure. The main content area on the right contains text, a video player, and a progress indicator.

**Search for course content** [Search icon]

0 of 16 items [Progress bar icon] [Close icon]

Home / Bridging the Gap – MOOC / Bridging the Gap MOOC / Introduction to the basics of ICT for Entrepreneurship

(0 of 16 items completed)  
0% In Progress

**1. Hardware And Software** 0/6

- 1.1 1.1 Hardware ✓
- 1.1 1.1 Quiz Hardware 5 questions ✓
- 1.2 1.2 Software ✓
- 1.2 1.2 Quiz Software 5 questions ✓
- 1.3 1.3 Connection ✓
- 1.3 1.3 Quiz Connection 5 questions ✓

**2. The Basics Of Problem-Solving** 0/3

- 2.1 2.1 Storage Management ✓

**VGA (Video Graphic Array)** = Can be found in many computers, projectors, video cards and TVs. VGA port is the main interface between computers and older monitors.

**Display port** = Display Port is a digital display interface with optional multiple channel audio and other forms of data. Display Port is developed with an aim of replacing VGA as the main interface between a computer and monitor.

**HDMI (High Definition Media Interface)** = HDMI is a digital interface to connect High Definition and Ultra High Definition devices like Computer monitors, HDTVs, Blu-Ray players, gaming consoles, etc.

**RJ-45/Ethernet:** To help connect your computer to the Internet and communicate with other computers or networking devices.

**Audio ports:** Audio ports are used to connect speakers or other audio output devices to the computer. The audio signals can be either analogue or digital and depending on this, the port and its corresponding connector will differ.

[Computer Basics: Button and ports on computer](#) (2min30)

One of the first choices you'll have to make in your digital journey as an entrepreneur is: laptop or desktop? This will depend on how you will use it as well as your budget. [Check out or listen to this article](#) to help you make your choice!

**PROGRESS BAR**

**LESSONS ,QUIZZES**

**NEXT LESSON**

Next >

# HOW TO PASS A MODULE?

Search for course content

0 of 7 items

- 1. The Elements Of Communication 0/3
  - 1.2 Communication tools ✓
  - 1.3 Digital Marketing and how to level up your enterprise ✓
- 2. Internal Communication Plan 0/1
  - 2.1 Why internal communication? ✓
- 3. Metrics 0/1
  - 3.1 Social Media Metrics ✓
- 4. Conclusions 0/2
- 4.1 Module 5: Final Quiz 10 questions ✓**
- 4.1 References ✓

### Module 5: Final Quiz

Questions: 10 Duration: 00:10:00 Passing grade: 80%

**START**

Edit item

← Prev Next →

Search for course content

0 of 7 items

- 1. The Elements Of Communication 0/3
  - 1.2 Communication tools ✓
  - 1.3 Digital Marketing and how to level up your enterprise ✓
- 2. Internal Communication Plan 0/1
  - 2.1 Why internal communication? ✓
- 3. Metrics 0/1
  - 3.1 Social Media Metrics ✓
- 4. Conclusions 0/2
- 4.1 Module 5: Final Quiz 10 questions ✓**
- 4.1 References ✓

### Module 5: Final Quiz

Question 1 of 10 09:52 FINISH QUIZ

1. Which was the most popular social media platform in 2021?

- Facebook
- Instagram
- YouTube
- Twitter

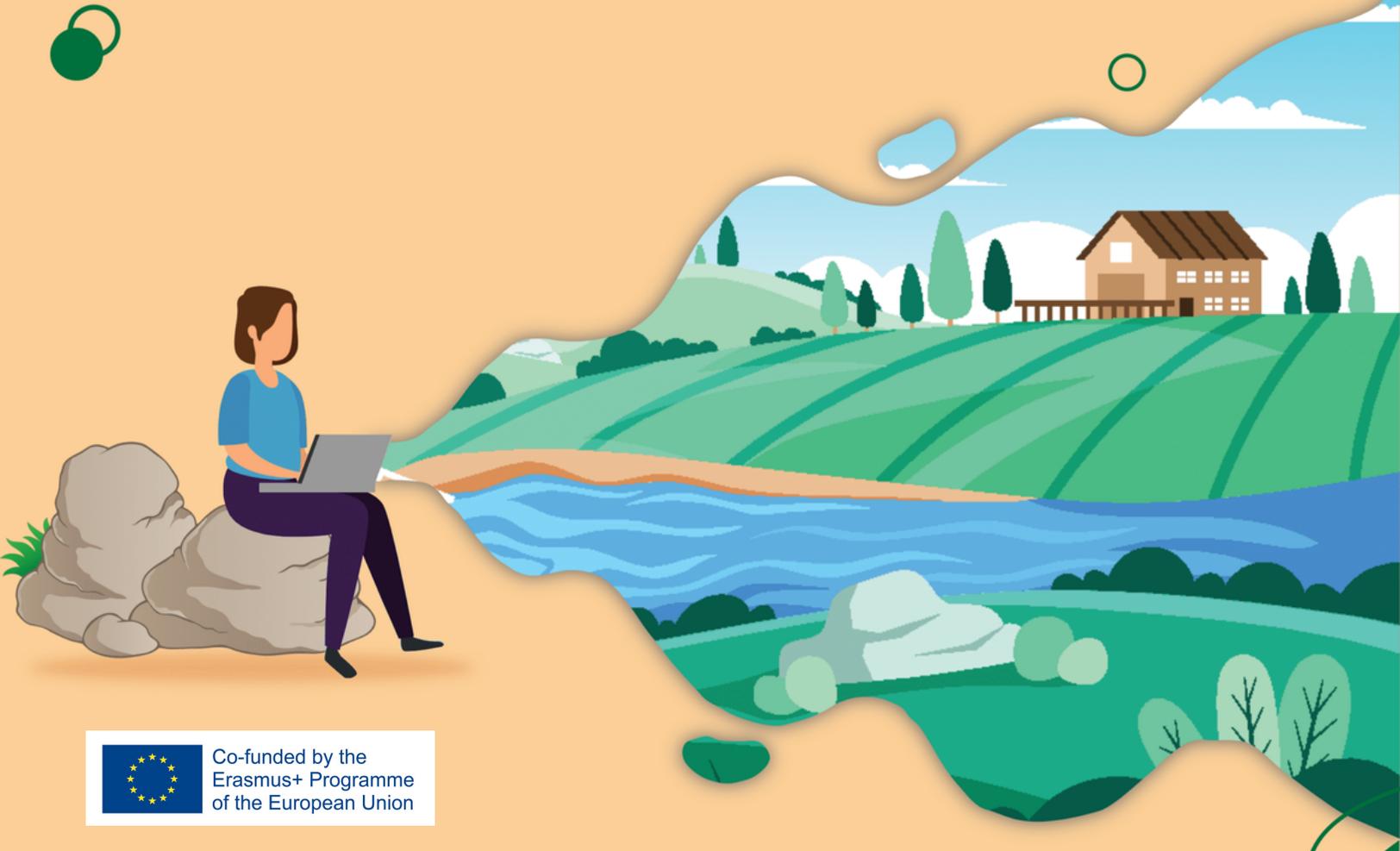
← Prev 1 2 ... 10 Next →



# Bridging the Gap

The project main objective is to develop new digital knowledge, skills and competences for women in rural areas in order to increase their entrepreneurial, employability and employment opportunities, at the same time fighting the gender digital divide.

[www.bridgingtheruralgap.eu](http://www.bridgingtheruralgap.eu)



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