TECHY
TRAIN
INCUBATOR
FOUNDATION

COURSE CURRICULUM

THE DIGITAL
LAUNCHPAD

EMPOWERING YOUR FUTURE IN
TECHNOLOGY AND ENTREPRENEURSHIP

Welcome To
The Digital Launchpad,

a comprehensive course designed to equip you with the foundational knowledge and skills needed to excel in the world of technology and entrepreneurship. Over the span of six weeks, you'll embark on an immersive journey that will prepare you for a successful career in the tech industry or launch your own entrepreneurial ventures.

Here's what you'll learn each week:

Week 1: Foundations of Technology

Begin your journey by gaining access to the course on our learning management system. You'll start with a warm welcome and an overview of what we do and how you can make the most out of this course. Dive into the fundamentals of technology, exploring its definition, history, types, and building blocks. Learn how the internet works, including connectivity, smart devices, and the Internet of Things (IoT). This week also includes a coaching call on understanding and harnessing your personal value, identifying your unique strengths, and setting and achieving your goals.

Week 2: Technology for Good and Career Pathways

Learn how to use technology safely and responsibly with a focus on cybersecurity, digital footprint, and privacy. Understand the technology industry's value chain, its impact on other sectors, major companies, and startups. Discover various career opportunities in technology, emerging roles, and the core skills needed for a successful career. This week's project will help you apply your knowledge, while the coaching call will focus on building relevant technology skills for success.

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Here's what you'll learn each week:

Week 3: Mastering Microsoft and Google Ecosystems

Explore the Microsoft and Google ecosystems, learning about their histories, core products, and significant contributions to everyday computing and internet accessibility. Gain practical skills in managing email effectively, from setup to advanced features. The coaching call will delve into civic leadership, teaching you about leadership qualities, community service, public speaking, and problem-solving.

Week 4: Artificial Intelligence and Personal Branding

Understand the basics of artificial intelligence (AI), machine learning, and deep learning, along with the role of prompt engineering. Learn how to craft effective prompts and understand the ethical considerations in AI. Additionally, this week covers personal branding, social selling, creating impactful resumes and portfolios, and mastering remote working and interview skills. Engage in a project to apply these skills, and join a coaching call on civic responsibility, focusing on civic rights, environmental stewardship, and promoting social justice.

Here's what you'll learn each week:

Week 5: Social Media and Monetizing Your Brand

This week is dedicated to mastering social media management. Understand different platforms, practical applications, and content creation techniques. Learn about two-factor authentication and basic design using Canva. The coaching call will provide insights into monetizing your personal brand through sponsored posts, affiliate marketing, digital products, and freelancing. You'll also learn why it might be important to create a personal website and the importance of continuous learning and adaptation.

Week 6: Final Assessments and Reflection

Conclude the course with final assessments to review and demonstrate your newfound skills and knowledge. Reflect on your journey, celebrate milestones, and plan for future growth with guidance from our final coaching call.
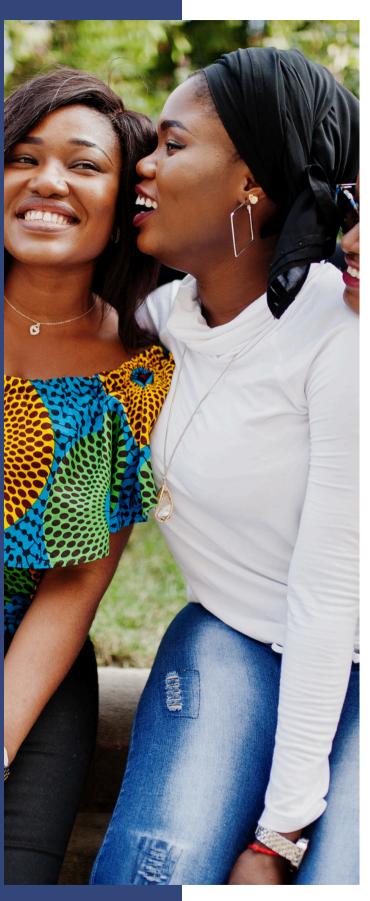
Why Enroll in The
Digital Launchpad?

By enrolling in The Digital Launchpad, you'll gain a robust understanding of technology and its applications in entrepreneurship and the job market. You'll learn to navigate and leverage essential digital tools, enhance your personal brand, and develop key skills for a successful career in technology. Whether you're aiming to secure a decent job in the tech industry or launch your own business, this course will provide you with the knowledge, confidence, and support to achieve your goals.

PREREQUISITES

✓ **A personal computer and/or a smart phone with WhatsApp enabled**

✓ **Internet Connection**

✓ **An Email Account**

✓ **Pay Required Commitment Fee**

Required Activities

Lessons

There are pre-recorded lessons that will be made available on our Learning Management System for students to access at their convenience but within a specific timeframe.

Assessments

At the end of each week's lesson, the students will take an assessment and the pass mark is 70%. Students can retake assessments until they pass it. At the end of the course, there will be a final assessment. All assessments are considered for the final grade. Assessments are to be submitted via the LMS.

Projects

Students will submit a total of 6 projects. It is important to follow all instructions for each project to be awarded marks. All projects are due the day before the next class except otherwise stated. A form will be provided to submit projects.

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Required Activities

Grades

Students are automatically graded on the Learning Management System. While Projects will be manually graded with feedback provided on each response.

Academic Honesty

All work must be done by the student unless collaboration is required. Plagiarism is not allowed. If you are unsure what constitutes plagiarism, please visit https://owl.english.purdue.edu/ to review rules of original writing. If found plagiarizing, you may be dropped from the course.

Support

If you require any form of support, write:
blessing@thettifoundation.org

Learning Management System:
www.thettifoundation.org/courses

Primary Website: www.thettifoundation.org

Connect with us on:
Website: www.thettifoundation.org
Facebook: https://facebook.com/thettifoundation
Instagram: https://instagram.com/thettifoundation
Twitter: https://twitter.com/techupgirls
LinkedIn: https://linkedin.com/company/ttifoundation
Email: hello@thettifoundation.org

TO REGISTER, VISIT:

https://thettifoundation.org/digitallaunchpad/

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