

INTERNATIONAL CENTRE OF COMPETENCES FOR INNOVATION IN THE MEDITERRANEAN COUNTRIES

PRIORITY AXIS 1: STRENGTHENING COMPETITIVENESS AND INNOVATION

SPECIFIC OBJECTIVE 1.1: STRENGTHENING INTERACTION BETWEEN RESEARCH, INNOVATION, SMES AND PUBLIC AUTHORITIES

WP 4 – Act. 4.1.2

RESIDENTIAL COURSE PROGRAMME

WINTER SCHOOL

ICT & SMES

March 17th-21st 2014

Patra-Greece

Date	Hours	Content
17/03/2014 Mon Morning	2 Hours 2 Hours	Welcome-Introduction to the course What is information Technology
17/03/2014 Mon Afternoon	4 Hours	Information Technology and Small – Medium Enterprises
18/03/2014 Tue Morning	4 Hours	E-Shops – E-Commerce – E-marketing
18/03/2014 Tue Afternoon	4 Hours	Google ad Words – Blogs – RSS feeding
19/03/2014 Wed Morning	4 Hours	Social Media and Small – Medium Enterprises
19/03/2014 Wed Afternoon	4 Hours	Development of a small Intranet
20/03/2014 Thu Morning	4 Hours	Network Safety and secure transactions
20/03/2014 Thu Afternoon	4 Hours	Development of a webpage – workshop
21/03/2014 Fri Morning	4 Hours	Development of a webpage – workshop (visit)
21/03/2014 Fri Afternoon	4 Hours	Resumes -
Total hours	40	