

International Training Programme on
Computer Applications for SMEs

(February 19 - March 30, 2007)



Sponsored by:

**Ministry of External Affairs
Government of India
under
ITEC / SCAAP Programme**



Organised by:

**Entrepreneurship Development
Institute of India
Ahmedabad, Gujarat,
India**

RATIONALE

The explosive growth in Information and Communication Technology (ICT) with concurrent decline in the cost of computing resources has led to remarkable adoption of ICT for automation of business applications. ICT is widely used by firms in conducting day-to-day activities like collecting, storing, processing and disseminating information. ICT has also penetrated widely into the Small and Medium Enterprises (SMEs) segment which is considered as a major engine of growth world over. However, ICT composition of SMEs has been confined to a few select applications. Unlike the bigger enterprises where integrated, high-end online applications are normally used; SMEs rely largely on low-cost, easily available software suites because of resource constraints. In developing countries, most SMEs have built their application software platforms using a mix of an office productivity suite like Microsoft Office, accounting application and e-mail system.

More often than not, owing to lack of appropriate skills, in-built advanced tools of software suites for MIS, decision support (through queries), data analysis, intranet/internet services and e-commerce remain underutilized at SMEs. The investment in IT cannot result into improvement in productivity and competitive advantage, unless each component that constitutes the software suite is exploited competently. For most SMEs, there exists a huge gap in current and potential usage of application software deployed by them. The benefits of computerization will remain suboptimal for SMEs, till this gap is eliminated/minimized through appropriate skill building.

In response to this need, a training programme on **Computer Applications for SMEs** has been designed. It is intended to ensure better utilization of office productivity suite and appropriate usage of other important software for SMEs. This programme, supported by the Indian Technical and Economic Co-operation,

Government of India, popularly known as "ITEC", aims at preparing SME representatives and stakeholders to efficiently and effectively use information technology for their daily business activities to reap the full benefits of their investment in IT.

WHO CAN JOIN

The programme is open to entrepreneurs, middle and senior level executives of SMEs, IT professionals associated with SMEs, small business facilitators, consultants / counsellors / analysts, representatives of development institutions directly or indirectly involved in SME promotion and functionaries of non-government organizations. Participants of the programme must possess basic knowledge of using Windows Operating System and Microsoft Office Professional suite.

PROGRAMME OBJECTIVE

The objective of the programme is to equip the participants with intermediary and advanced skills and techniques for effective and efficient use of Microsoft Office software suite and other software for SMEs. This training will enhance individual and organizational software usage competencies leading to improvement in return on investment in IT.

BENEFITS TO THE PARTICIPANTS

The training programme is designed keeping in mind the need of participants associated with the SME sector. The participants on completion of the programme will be able to:

- understand applicability and usage of variety of advanced functionalities of office productivity suite-MS Office 2003-Professional,
- use project management software,
- create smart applications using macros, queries and report objects,
- use Visual Basic for applications as a programming tool,

- develop and maintain website using Front Page,
- carry out data analysis for statistical quality control,
- understand e-commerce,
- comprehend business applications of Internet (for marketing and competitive intelligence),
- use accounting software – Tally / Microsoft Small Business Accounting,
- carry out a small in-house need based software project,
- deal with virus threats,
- make investment in IT judiciously.

COURSE CONTENT

Module 1 : Introduction to Advanced Features in Word and Excel

Word

- Mail merge using data from Excel / Word-Excel Integration
- Creating table of contents and index in Word
- Creating links between files in different applications
- Macros in Word

Excel

- Using mixed referencing
- Functions for financial analysis
- Data validation
- Sensitivity analysis
- Working with data stored in multiple files
- Creating charts
- Macros in Excel

Module 2 : Relational Database Management with ACCESS

- Database designing and relationships
- Creating forms with controls
- Using queries
- Generating reports
- Using macros
- Using switchboard for menu based action on database application
- Importing and exporting data between applications

Module 3 : Web Page Designing with Front Page

- Domain name and hosting issues
- Designing customer-centric enterprise website
- Incorporating effects on web pages
- Putting Photo Gallery and Hit Counters on web pages
- Putting online form and connecting it to a database
- E-commerce fundamentals
- Enabling online trade through website
- Security issues in online trading
- Uploading your website on server
- Carrying out changes in web pages
- Using web resources for competitive intelligence

Module 4 : Creating Desktop Applications with Visual Basic for Applications (VBA)

- Overview of business systems
- Understanding VBA

- VBA with EXCEL
- VBA with ACCESS
- Working with expressions and functions in ACCESS
- Introduction to programming, controls and events in Access
- Creating professional forms and reports with VBA code
- Automating application in ACCESS

Module 5 : Data Analysis in EXCEL

- Introduction to data analysis Tool Pak of Excel
- Statistical tools and add-ins in EXCEL
- Statistical quality control using EXCEL

Module 6 : Project Management using MS Project

- Introduction to Project Management
- Understanding task dependencies
- Gantt charts
- PERT and CPM

Module 7 : Managing Accounts and Finance Using Computers

- Fundamentals of computer aided accounting
- Using Tally/ Small business accounting (beta) software
- Merging accounts of multiple companies
- Accounting reports for MIS

Module 8 : Setting up Enterprise Network and Internet Facility

- Fundamental of Local Area Networking (LAN)
- Managing users and server

- Sharing and security issues
- Selecting an appropriate internet option and it sharing
- Configuring mail server and client
- Managing backup

Module 9 : Assessing Enterprise IT Needs

- Assessing enterprise/user requirements
- A comparative analysis of hardware / software for enterprise goal achievement
- Strategic planning for IT investment
- Dealing with malware

The programme also includes involvement in in-house software development work, industrial visits, study tour and interaction with IT professionals.

LANGUAGE

The programme will be conducted in English. Nominated participants, therefore, should be fluent in both oral and written English.

PROGRAMME DURATION

The programme is scheduled during 19 February – 30 March, 2007 including both the days.

VENUE

The 6-week programme will be organized at EDI. The Institute has a sprawling campus set in pleasant surroundings 5 kms away from Ahmedabad Airport on Gandhinagar Highway. Ahmedabad is well connected by rail and air with Mumbai and New Delhi. The participants will be housed in EDI's air conditioned residence halls on a double occupancy basis.

FELLOWSHIP SUPPORT

The Indian Technical and Economic Cooperation (ITEC), Ministry of External Affairs, Government of India supports the

programme by offering fellowships to cover the following:

- Tuition Fee
- A.C. accommodation on twin sharing basis
- Living Allowance*
- Book Allowance (in the form of Course Material, Cases, CD, etc.)
- Air Travel (Economy class) to Ahmedabad, by shortest route.

*80% of the living allowance released by the ITEC will be deducted towards board/lodging facilities provided at EDI campus and the balance 20% will be given to the participants for their out-of-pocket expenses. In view of the limited living allowance, candidates are advised to bring extra foreign exchange to meet additional expenses.

HOW TO APPLY

For availing fellowship support and submitting nomination forms, participants are requested to contact the concerned Indian Embassy or Mission located in their vicinity. **Please note that nomination forms are to be routed through Indian Mission. Any form sent directly to the Institute shall not be entertained.**



The nomination form can also be downloaded from ITEC Website :

<http://itec.nic.in/form.htm> OR EDI Website : www.ediindia.org. Last date for receiving nominations forms at ITEC, New Delhi is **19th January, 2007.**

Participants are also advised to mark a copy of the nomination (specifying their office and residence telephone contact numbers with ISD Codes and active e-mail addresses) to:

Ms. Lalitha Kirshnan, Manager (Planning)

at EDI Ahmedabad office address.

E-mail: lalitha@ediindia.org

ABOUT ITEC

Indian Technical and Economic Co-operation Programme, popularly known as 'ITEC', was launched in 1964 as a bilateral programme of assistance of the Government of India. ITEC is the flag bearer of the Indian Government's technical cooperation efforts not only because of its wide geographical coverage but also for the innovative forms of technical co-operation in which it has manifested. Under the ITEC and its corollary SCAAP (a programme of assistance meant for Commonwealth Countries in Africa) about 140 countries in Asia, Africa, East Europe and Latin America have been invited to get an exposure to the Indian development experience.

The ITEC has four components:

Training, Projects and Project related activities such as; supply of equipment, feasibility studies and consultancy services; Deputation of Experts and Study Visits.

India spends about Rs.250 million annually on ITEC activities. Since 1964, India has provided nearly US \$2 billion worth of technical assistance to developing countries, including neighbouring countries (assistance to whom is administered separately from ITEC).

ABOUT THE INSTITUTE

Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz., Industrial Development Bank of India (IDBI), ICICI Ltd, IFCI Ltd and State Bank of India (SBI) with active support of the State Government of Gujarat. Committed to education, research and training, EDI has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies. As a partner in the European Union-India Economic Cross-Cultural Exchange Programme (ECCP), the Institute is responsible for removing cultural barriers and information asymmetries between India and West European Entrepreneurs. In collaboration with partner institutions from UK, Germany and Austria, EDI attempts to establish networks among European and Indian enterprises through forging a variety of linkages. The Institute has been conducting several programmes for developing managerial talent. As of now, through about 41 such programmes, the Institute has developed more than 1100 managers and executives of corporate houses and other organisations.



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