



**GSMA**  
**Tech4Girls**

**EQUALS**  
GLOBAL PARTNERSHIP

# Tech4Girls

## Introduction to Tech through E-Commerce

Curriculum Outline and Synopsis





## GSMA TECH4GIRLS INITIATIVE POWERED BY EQUALS

Tech4Girls is an initiative running hands-on educational workshops for girls, where participants learn about different technologies, hear from industry leaders and gain a better understanding of careers in tech.

The Tech4Girls initiative was initially launched in March 2018 by GSMA North America with a mission to inspire girls and young women into STEM careers. To date, approximately 300 girls have participated in workshops and activities held in Atlanta, Buenos Aires, Guyana, Trinidad and Tobago, Barcelona, Beijing, Brussels, Dubai, Hong Kong, London, and Nairobi. Participants have developed a wide array of technologies including an artificial intelligence tool such as Google Home, a Kano Computer, a mobile app, and a mobile ring tone, to name a few.

In September 2019, GSMA took the Tech4Girls initiative to the EQUALS Global Partnership for Digital Gender Equality in an effort to scale the initiative globally and expand its scope and outreach by leveraging EQUALS members' expertise in creating a sustainable, long-term training approach with lasting educational impact.

This Tech4Girls workshop series aims to make younger females feel welcome and empowered in the industry and to overcome gender barriers in relation to access and use of digital technologies. This important work will shape the workforce of tomorrow, ensuring that this new group provides the diverse skills and perspectives needed for the industry to thrive.



## I. WORKSHOP OBJECTIVES

- Participants increase their knowledge of the exciting range of tech-related employment/career opportunities and how tech is embedded in most occupations.
- Participants engage with and increase their knowledge of tech and a range of tech skills by completing the “introduction to tech through e-commerce” workshop module.
- Participants increase their confidence (self-efficacy) in their ability to pursue further tech studies/training and/or employment and careers in tech.<sup>1</sup>
- Participants increase their knowledge of how technology can support & boost their employability/livelihoods.
- Participants are more inclined to proactively pursue further tech studies/training and careers in tech/tech-related employment.



<sup>1</sup> “Cracking the Code: Rule-Making for machines and humans”, OECD Working Papers on Public Governance (2020)

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## **II. WORKSHOP OUTCOMES**

The workshop outcomes will be tied to the overall Tech4Girls key programmatic deliverables as follows:

- 70% of girls and young women who have participated in Tech4Girls workshops have increased their knowledge of STEM career opportunities
- 60% of girls and young women who have participated in the Tech4Girls workshops have enrolled in a tech training course and/or an EQUALS Badges course
- 60% of young girls and women who have participated in the Tech4Girls workshops can now understand how technology can support their livelihood

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## **III. CURRICULUM SYNOPSIS**

E-Commerce is the virtualization of a familiar, everyday activity. This module will offer girls and young women, aged 16-25, a fun, engaging, and creative opportunity to explore some of the technologies and tech skills that e-commerce requires. Participants will learn how, thanks to technologies and tech skills, a physical store can be transposed to an online store. Students will also have the opportunity to collaboratively design & create their own online stores, exploring and applying a variety of technologies & tech skills in the process.<sup>2</sup>

The curriculum will begin with a basic introduction to the concept of e-commerce and some of the technologies and tech skills on which e-commerce relies. Through practical, hands-on exercises and activities, participants will be encouraged to explore and apply some of these technologies and tech skills: developing/coding a basic website (Wordpress, HTML, CSS); designing content, communication materials, & branding using graphic design skills (Canva/Photoshop); advertising and promoting products & services through digital marketing (content creation, SEO, social media advertising); managing inventory & customers, budgets & finances, logistics & shipping by harnessing database management and analytics skills, etc. The aim is to introduce the students to basic tech skills that, if studied further and in depth, open up a range of tech career paths.

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<sup>2</sup> ["Youth and Digital Citizenship+ \(Plus\): Understanding Skills for a Digital World", Berkman Klein Center for Internet and Society \(2020\)](#)



The class will then be divided into groups, and participants will have the opportunity to collaboratively build their own online stores using a range of e-commerce tools: developing a website; setting payment gateways; content creation; displaying products/services; branding & digital marketing; high-level order management; shipping & logistics; and financial management.

After the hands-on, practical learning session, teams will be invited to present their projects. This part of the session will foster an exchange between students and workshop volunteers. Volunteers and students can ask each other questions. Volunteers can offer feedback and advise participants on how to continue their tech-learning journeys, depending on participants' aspirations and fields of interest.

The overarching objective of this learning module is to boost girls' curiosity, confidence, and keenness to continue their tech learning journeys.

Upon completion of the workshop, participants will receive a workshop participation certificate.

## **IV. WORKSHOP CURRICULUM OUTLINE**

### **A. Create your online store using Shopify**

Shopify is one of the best and easiest tools in the world to use to build an ecommerce website which you can use to promote, sell, and ship your products.

In this workshop, the girls will learn:

- How to create an account in Shopify to start creating their first online store
- How to select and customize their Shopify theme
- How to design the home page
- How to create essential pages
- How to add products in their store
- How to create collections
- How to add discount codes
- How to set up a payment system
- How to make your Shopify store LIVE and ready for customers

### **B. "What next" Overview:**

The objective is to discuss other important aspects of e-commerce that need to be implemented to ensure a successful ecommerce store, such as:

- Digital Marketing (What it is, how participants can learn more about digital marketing) such as Facebook, Instagram, email campaigns, google adds, etc.
- Marketplaces
- Ads/Content/Keywords
- Advertisements
- Graphic design
- Content development/keywords
- Ads placement
- Basic business concepts
- Finance
- Inventory
- Other

## V. TRAINER'S PROFILE

- Prerequisite skills:
- Basic IT skills – Windows, E-mail, Internet, online shopping
- Basic programming skills & understanding of basic programming concepts

