# Gender and Digital Economy Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Gender Studies | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

The digital economy is reshaping global markets, driving innovation, and creating unprecedented opportunities for economic growth. However, persistent gender gaps in digital access, skills, entrepreneurship, and leadership hinder inclusive development. Gender and Digital Economy Training Course equips participants with cutting-edge knowledge, practical tools, and strategic frameworks to bridge gender divides, empower women in technology-driven sectors, and foster equitable digital transformation. Leveraging gender-responsive policies, digital inclusion strategies, and data-driven insights, this program ensures participants understand how to harness digital opportunities while promoting gender equality, social inclusion, and economic resilience.

Participants will explore the intersection of gender, technology, and economic development, examining case studies on women-led digital enterprises, policy interventions, and innovative digital tools for inclusion. The course emphasizes hands-on learning, interactive workshops, and collaborative problem-solving, enabling participants to design and implement gender-smart strategies in the digital economy. By integrating emerging trends such as AI, fintech, e-commerce, blockchain, and digital platforms, learners will be empowered to contribute to sustainable, inclusive, and transformative economic ecosystems.

## Programme Curriculum

**Gender and Digital Economy Training Course**

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**Course Duration**

10 days

**Course Objectives**

By the end of this course, participants will be able to:

1. Analyze the gender digital divide and its impact on economic participation.
2. Design gender-responsive digital policies for inclusive growth.
3. Develop strategies to promote women entrepreneurship in digital sectors.
4. Integrate gender considerations into fintech and e-commerce initiatives.
5. Leverage AI and big data for equitable economic decision-making.
6. Build digital skills programs tailored to women and marginalized groups.
7. Assess gender equality in digital labor markets.
8. Create inclusive platforms for women-led innovation.
9. Evaluate case studies of successful gender-smart digital ventures.
10. Implement gender-responsive digital financial services.
11. Promote digital literacy for economic empowerment.
12. Measure and monitor gender inclusion in digital economic initiatives.
13. Advocate for policy reforms and institutional frameworks that advance gender equality in the digital economy.

**Target Audience**

1. Government policymakers and regulators in digital economy sectors
2. ICT and technology professionals
3. Women entrepreneurs and business leaders
4. Development practitioners and NGO staff
5. Digital economy researchers and analysts
6. Gender equality advocates
7. Financial inclusion specialists
8. Educators and trainers in digital skills development

**Course Modules**

**Module 1: Introduction to Gender and Digital Economy**

- Understanding the digital economy landscape
- Key gender gaps in digital access and skills
- Global trends and opportunities
- Policy frameworks for gender inclusion

- Case Study: Women in Africa’s tech startups

**Module 2: Gender Digital Divide Analysis**

- Metrics and indicators
- Data sources for digital inclusion
- Mapping access and usage gaps
- Identifying barriers for women in tech
- Case Study: Digital literacy programs in India

**Module 3: Women Entrepreneurship in Digital Economy**

- Start-up ecosystems
- Funding and mentorship opportunities
- Business model innovation
- Scaling women-led digital enterprises
- Case Study: Latin American women-led fintech startups

**Module 4: Digital Financial Inclusion**

- Fintech innovations
- Mobile banking and payment platforms
- Gender-responsive financial services
- Reducing barriers to credit
- Case Study: M-Pesa’s impact on women in Kenya

**Module 5: AI and Big Data for Gender Inclusion**

- Gender-responsive AI frameworks
- Data bias and ethical considerations
- Predictive analytics for inclusive policies
- AI tools for women entrepreneurs
- Case Study: Gender bias reduction in AI recruitment platforms

**Module 6: E-commerce and Digital Marketplaces**

- Opportunities for women sellers
- Online marketing strategies
- Platform inclusivity analysis
- Logistics and supply chain access
- Case Study: Shopify’s women entrepreneur program

**Module 7: Blockchain and Digital Assets**

- Fundamentals of blockchain
- Women in crypto and blockchain startups
- Inclusive digital asset platforms
- Risk management and security
- Case Study: Blockchain-based women microfinance

**Module 8: Policy and Regulatory Frameworks**

- National digital economy strategies

- Gender mainstreaming in policies
- Legal and regulatory challenges
- Advocacy for inclusive legislation
- Case Study: EU Digital Gender Equality policies

**Module 9: Digital Skills Development**

- Coding, AI, and data literacy
- Capacity building programs
- Gender-responsive curricula
- Mentorship and internship models
- Case Study: Girls Who Code global program

**Module 10: Digital Inclusion Strategies**

- Community-based approaches
- Public-private partnerships
- Accessibility tools and technologies
- Scaling digital inclusion initiatives
- Case Study: Rwanda’s e-government services for women

**Module 11: Leadership and Decision-Making**

- Women in digital leadership
- Mentoring and coaching models
- Inclusive decision-making frameworks
- Overcoming organizational barriers
- Case Study: Women CTOs in global tech firms

**Module 12: Monitoring and Evaluation of Gender Inclusion**

- Designing indicators
- Impact assessment tools
- Reporting frameworks
- Continuous improvement strategies
- Case Study: Gender dashboard for national ICT programs

**Module 13: Digital Marketing and Social Media**

- Tools for visibility and growth
- Gender-sensitive marketing strategies
- Content creation for online platforms
- Engaging digital audiences effectively
- Case Study: Influencer marketing by women entrepreneurs

**Module 14: Risk Management and Cybersecurity**

- Online safety for women in digital spaces
- Cybersecurity awareness programs
- Threat mitigation strategies
- Policy and legal frameworks
- Case Study: Safe online platforms for women SMEs

**Module 15: Capstone Project & Innovation Lab**

- Hands-on project development
- Collaborative problem-solving
- Pitching women-led digital solutions
- Mentorship and feedback sessions
- Case Study: Launching a gender-smart tech startup

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com