

## Preface Education and Training program/product

Title	Women in Business Vrouw in Zaken
Range	<input type="checkbox"/> Regional  X National  <input type="checkbox"/> International
Target group(s) (you can mark more than one)	<input type="checkbox"/> Students in general <input type="checkbox"/> Female Students (women only) <input type="checkbox"/> Students in SET <input type="checkbox"/> Female Students in SET <input type="checkbox"/> Post graduates <input type="checkbox"/> Post graduated women <input type="checkbox"/> Post graduated women in SET <input type="checkbox"/> Other target group: (starting) female entrepreneurs
Language(s)	Dutch
Kind of program/product	X training (different modules) <input type="checkbox"/> lecture X meeting <input type="checkbox"/> event/conference X workshop(s) <input type="checkbox"/> other kind of training programs/products: individual coaching
Program started/executed at (date)	January 2004
Duration of the program	Differs per program
Contact details	Organisation: Vrouw in zaken Name of contact person: Ineke Ooms Phone: - E-mail: info@vrouwinzaken.nl
Web address	www.vrouwinzaken.nl
Theme of program	<input type="checkbox"/> orientation/stimulation  x training in requirements for (starting) entrepreneurs
Summary of program (max. 12 sentences) Aims, activities, (planned) results	Women in Business support and facilitate female entrepreneurs and female managers on their road to success. Women in Business offers short coaching courses, training courses and workshops. Training courses and workshops are given in public as well as tailor made. Starting point is that the educated material is directly practical applicable. Main themes in training are: commercial skills and knowledge (online marketing and your own site), digital skills (new media/ICT) and social and communicative skills.

Didactical methods	<input type="checkbox"/> e-learning <input type="checkbox"/> training by a professor/(visiting) lecturer <input checked="" type="checkbox"/> coaching <input type="checkbox"/> other method(s): workshops
Number of meetings	You can choose your own subject from the program
Expenses for the duration of the program	€ 175,- per half day workshop or training
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Evaluation results (so far) (in 6 sentences)	Since starting up the Women in Business Academy, many women found their way to the Academy. Most popular is workshops/training on Digital marketing/ e-sales and setting up your own site.
Used and outcome products/media in program	<input type="checkbox"/> website <input type="checkbox"/> cd-rom <input type="checkbox"/> DVD/video/television <input type="checkbox"/> game <input type="checkbox"/> books <input checked="" type="checkbox"/> seminar concept <input checked="" type="checkbox"/> workshop concept <input type="checkbox"/> database <input type="checkbox"/> others: