

**Internet as a Business Tool and
Training for Internet as a Business Tool Course
Training Report and Recommendations**

I. Assignment

These courses were developed and delivered by Anna Johnson Slother from the Chemonics' International Education and Training Department. I was in Guyana from October 20 – 31, 2003. The Internet course(s) were delivered the first week of my trip. The objective of the second week was to assist in the delivery of the Business Writing course.

II. Trainee Selection and Scheduling

The Internet as a Business Tool course is a four-hour course and was delivered to thirty-one small and medium-sized business managers along with representatives of the New Guyana Marketing Corporation, and the Berbice, Essequibo, Upper Corentyne, and West Berbice Chambers of Commerce. The subsequent training of trainers session for the Internet course was delivered to seven individuals from NGMC and the Essequibo and Upper Corentyne Chambers. A detailed trainee list is attached in Annex A, with the Internet course trainees divided by training group.

Annex B contains the basic computer skills questionnaire administered in September 2003 to determine training groups. As much as possible, training groups were created based on computer skill and usage indicated on the questionnaires. The courses were delivered at the Guyana Net facility in Georgetown at the following dates and times:

Delivery #	Training Group	Date	Time
1	Beginners/Intermediate	Wedn., Oct. 22	8:30-12:30
2	Intermediate 1	Thurs., Oct 23	8:30-12:30
3	Intermediate 2	Thurs., Oct. 23	1:30-5:30
4	Intermediate 3	Fri., Oct 24	8:30-12:30
n/a	Training of Trainer's	Fri., Oct 24	1:30-4:30

III. Course Participation and Rating

Four of the invited trainees did not come to the course. Twenty-nine of the total thirty-one trainees submitted course evaluations at the end of the course. The table below includes the evaluation topics and acceptable rating, with the primary emphasis on content and the trainer. The breakdown for categories per delivery group and the overall course rating are also included.

Evaluation Topic	Acceptable Rating	Trainee Rating					Overall Rating
		Del. 1	Del. 2	Del. 3	Del. 4	TOT	
Perceived knowledge gain	40%	52%	70%	64%	80%	80%	69%
Ability of content to improve work performance	85%	81%	92%	85%	98%	98%	91%
Ability of the trainer	85%	93%	96%	98%	100%	98%	97%
Logistics comfortable and well-planned	75%	80%	88%	84%	92%	84%	86%

The lower scores for Delivery 1 are due to the fact that we had a mixed group of skill base for the session. While trainees were initially grouped based on computer skill level and background, some of these trainees were switched due to the need to simplify travel to and from Georgetown. For this reason, I needed to focus on basic, introductory computer operations such as keys on the keyboard, operating a mouse, etc.

IV. Exercises used for Trainee Evaluation

Exercises that were scored in this course include the following behavioral objectives:

1. Using three of the eight suggested search engines, trainees will conduct a search for product associations in the following locations: a regional market, the United States, and a European Union country. The trainees must search for associations relevant to the products they produce, identify how the Internet could be a useful business tool, and identify which search engine provided the most relevant information.

Note, this objective and exercise were changed to:

Using two or three of the eight suggested search engines, trainees will conduct a search for product information. The trainee should attempt to compare information found for a regional market, the United States, and a European Union Country.

2. Given detailed instructions on how to open a free Web-base email account, the trainees will create an email account. The trainees must send an email that adheres to basic email etiquette and explains how an email account can benefit their business.

Note, this exercise was changed to the following two circumstances:

Delivery 1: most of the trainees did not have email accounts and due to time constraints explained above, the trainees were asked to write their justifications on paper. Four trainees remained after class and we established email accounts for two of the trainees. The Yahoo! site crashed before we could complete the accounts for the other two trainees.

Deliveries 2-4: most of the trainees had email accounts but were unable to access them from the training site and/or we were short on time. This exercise was assigned as homework. The objective was changed to:

“Using the principles of email etiquette, the trainees will email the trainer as if s/he were a potential supplier or client, or email a justification of how email could help their business.”

Trainee Scores

To achieve successful knowledge gain in the Internet as a Business Tool course, trainees needed to achieve a score of 75%. Exceptions are given in this case to Training Group 1, which consisted of a broad cognitive skill differences in basic computer skills and operating the equipment. Note that the mean scores below have been adjusted for those who did not turn in the second graded exercise mentioned above.

Training Group	Score (%)
Delivery 1 – Beginners/Intermediate	75%
Delivery 2 – Intermediate 1	82%
Delivery 3 – Intermediate 2	89%
Delivery 4 – Intermediate 3	93%
Training of Trainers	n/a

The Training of Trainers participants were evaluated based on observation of a 5-7 minute presentation of text. All but one trainee successfully:

- annotated and prepared a 5-7 minute section of the course
- presented the section of the course
- followed presentation and delivery tips including: open posture, appropriate tone and volume, inclusion of training aids, and responding to questions

Back-up documentation for statistics in Sections III and IV are available at the GEO office.

V. Trainer Recommendations

Annex C contains action items, suggestions for future training, and general observations. These include enhancements to the current courses, additional computer training needs, management/business planning training, and trainee selection suggestions.

Annex A – Trainee List and Groupings

Beginners Group

Date: Wednesday, October 22 **Time:** 8:30 – 12:30 pm

	Trainee	Title/Company
1	James Park	Secretary, Linden Chamber of Industry, Commerce, and Development
2	Wilfred Simmons	Orleane's Hair Dressing & Craft Shoppe
3	Mortimer Yearwood	Managing Director, LEHEO Ltd.
4	Doodnauth Singh	Pine Star International
5	Kay Mc Lennan	Warkwayne Basic Designs
6	Carl Alexander Bryan	Carl Baboo Tailoring Centre Inc.
7	Yonette Patterson	Yon's Kids Wear

Intermediate Group 1

Date: Thursday, October 23 **Time:** 8:30 – 12:30 pm

	Trainee	Title/Company
1	Taj Ganpat*	Essequibo Chamber of Commerce & Industry
2	Ibi-Mina Edwards	Tandy's Manufacturing
3	Alicia Rajpal	New Guyana Marketing Corp.
4	Colin Beckles	Vidacol Group of Companies
5	Celestine Butters*	New Guyana Marketing Corp.
6	Micola Carew	New Guyana Marketing Corp.

Intermediate Group 2

Date: Thursday, October 23 **Time:** 1:30 – 5:30 pm

	Trainee	Title/Company
1	Gyandat Marray	Berbice Chamber of Commerce & Marray's Pharmacy
2	Marcia Gomes	Berbice Chamber of Commerce & Development Assoc.
3	Cheryl Roxanne Embrack	New Guyana Marketing Corp.
4	Colleen Levans	New Guyana Marketing Corp.
5	Joycelyn Boyce	New Guyana Marketing Corp.

Intermediate Group 3

Date: Friday, October 24 **Time:** 8:30 – 12:30 pm

	Trainee	Title/Company
1	Rodlyn Grant*	New Guyana Marketing Corporation
2	Narima Khan	Association of Regional Chambers of Commerce
3	Nalini Baldeo*	Upper Corentyne Chamber of Commerce and Industry
4	Vanita Brijmohan	West Berbice Chamber of Commerce & Industry
5	Vincent Rozario	Proprietor, Circuit City Internet Café & Computer School
6	David Subnauth Jr.	UCCCI

* TOT trainees.

Internet as a Business Tool – Training of Trainers Session**Date:** Friday, October 24**Time:** 1:30 – 4:30 pm

	Trainee	Title/Company
1	Rodlyn Grant	New Guyana Marketing Corporation
2	David Subnauth Jr.	UCCCI
3	Nalini Baldeo	Upper Corentyne Chamber of Commerce and Industry
4	Celestine Butters	New Guyana Marketing Corp.
5	Taj Ganpat	Essequibo Chamber of Commerce & Industry
7	John Lewis	BCCI
8	Wilfred Simmons	Orleane's Hair Dressing & Craft Shoppe

Annex B – Basic Computer Skills Questionnaire

Basic Computer Skills Questionnaire
Guyana Economic Opportunities Project
Internet Research Methods and Resources for Exporters Course

Name: _____

Title/Company: _____

In preparation for this course delivery, we need some more information on your computer skills. Below is a checklist that is broken in to three parts: basic hardware skills and knowledge, basic software skills and knowledge, and basic telecommunication skills and knowledge. Please put an 'X' in the space provided for each of the tasks you are comfortable performing. Please return the checklist to Melissa Dhanraj at the GEO project office by Monday, September 15. Thank you!

Part 1: Basic Hardware Skills and Knowledge	
I can:	
	Identify the outside components of a computer (e.g. monitor, computer, mouse, keyboard).
	Turn a computer system on and off correctly.
	Manipulate a mouse, including selecting text and double clicking.
	Open, close, resize, and move windows.
	Access network resources such as servers and printers.
	Determine the size of a file or folder.
	Save files to different locations (e.g. floppy drive, hard drive)
Part 2: Basic Software Skills and Knowledge	
I can:	
	Locate and launch a desired application (e.g. Word, Excel)
	Name, save, and delete files.
	Search for and find a file using the computer's search function.
	Manage basic Windows/desktop commands such as open 'My Computer,' empty the 'Recycle Bin,' locate and use the 'Start' button, and use the 'Task Bar.'
Part 3: Basic Telecommunication Skills and Knowledge	
I can:	
	Access the Internet using a common browser (e.g. Internet Explorer, Netscape)
	Describe the basic features of various telecommunication tools such as email
	Send, receive, forward, open and send attachments, and print email messages.
	Upload and download files from the Internet.
	Use the basic features of MS Internet Explorer or Netscape Communicator.
	Find and use search engines on the Internet for personal or professional purposes.

If you have an email address please list it here: _____

Annex C - Trainer Recommendations

Topic	Item/Action	Description/Comments	Responsible	Deadline
Course Enhancements	Edit guides and develop keyboard/mouse function cheat sheet	Due to adjustments in exercises and skill level, edit the guides to reflect training for different skill levels.	Anna	Nov 26, 2003
	Develop a skill application evaluation	Prepare an interview/ observation tool for TOT participants to use for follow-up with trainees (see below)	Anna	
	Explore group membership possibilities for Chambers of Commerce	Contact PMA and see if it is feasible; determine price; establish depending on FO decision	Anna/Tom/Mariallyce	
	Update Web site List	Remind trainees they should submit updates to the list to the FO.	Melissa/Savitrie (or pair with TOT below)	Nov 30, 2003

Additional Computer Training	Follow-up training with Delivery Group 1	<p>Certified TOT trainees should hold one-on-one sessions with these trainees. This is especially important for the beginners, James Parks and Carl Alexander Bryan. These sessions should include:</p> <ul style="list-style-type: none"> - basic functions of the keyboard and mouse - assistance in establishing an email account - time to explore search engines and the Useful Sites list 	<p>Anna – see Course Adjustments above</p> <p>Melissa/Savitrie – identify trainers, schedule sessions</p> <p>Trainers – conduct training, provide follow-up report</p>	Dec 10, 2003
	Follow-up with all trainees	The TOT trainers should hold follow-up meetings/ interviews with each trainee to ensure the new skills and knowledge are used on-the-job. These meetings should include direct observation of tasks.	<p>Melissa/Savitrie – establish timetable</p> <p>Trainers – hold sessions, provider follow-up report</p>	Jan 31, 2004
	Additional Computer Training	<p>Trainees suggested follow-up training on the final course evaluations, but no one suggested precisely on what. I believe the TOT follow-up should address these interests, and the trainer’s observations should determine any specific items for future training.</p> <p>Web site maintenance and</p>	TOT Trainers	n/a

		<p>development was proposed by several trainees. I do not believe training is required on this topic, but GEO could develop a Web Sites as a Business Tool course. The course could be delivered by the TOT trainers to minimize short-term consultant travel. The course could include:</p> <ul style="list-style-type: none"> - importance of current and relevant information - ensuring more hits and access - resources required - Guyanese resources to assist in Web site development/maintenance <p>An alternative could be to provide a list of companies inside Guyana who provide training and/or assist in developing and maintaining Web sites</p>		
Management Training	Business Planning	<p>Planning for a sustainable business courses would be helpful to this pool of trainees. The business planning course could include:</p> <ul style="list-style-type: none"> - strategic planning - setting goals - assessing resources - allocating resources - budgeting 	<p>Anna – send sample and materials in similar set ups</p> <p>FO</p>	<p>Nov 15, 2003</p> <p>Actual implementation dependant on FO decision</p>

		<p>The principles could be presented in an 8-hour course, followed-up by a two-day training of trainers session for three to five carefully selected individuals. These individuals could serve as the monitors/trainers to follow-up on the business plans for a given amount of time.</p>		
Miscellaneous	Trainee Selection	<p>Selecting and Notifying Trainees. During the training of trainer's course, it was brought to my attention that not all the individuals who completed the questionnaire were selected for training. While this is understandable due to time constraints and skill level, GEO should clearly state selection criteria on the evaluations. Managers should be informed as to why certain individuals were not selected when final notification is communicated.</p> <p>Basic Skill Requirements. The trainees who lack basic operational skills should be required to complete a computer skills course prior to this course.</p>	n/a	n/a