



Sisters of Code Employment Program 2026

Funded by Liechtenstein Development Service

Total number of students to be accepted: 30

Course schedule (practical meetings with Sisters of Code Trainers):

- Sundays from 8:30 am to 11:30 am/lunch break 1.5 hour/ 1 pm to 4:00 pm (6 hours of studying/day)

Digital Entrepreneurship and Digital Marketing

- **Goal:** Empower participants with the essential skills and knowledge in the process of successful digital entrepreneurship and digital marketing principles and tools.
- **Course outcome:** students clearly understand digital entrepreneurship, essential tools and fundamental skills.
- **Skills for Internship:** digital marketing

Graduation requirements:

- Attended 75% of the practicum meetings
- Submitted 75% of the home works
- Submitted the final course project: pitch and marketing strategy

Successful students will receive IT Academy STEP Cambodia Institute official short course certificates and CISCO Online Certificates.

IT Academy STEP Cambodia Institute is accredited by the Ministry of Education, Youth and Sport.

PROGRAM DELIVERY PLAN

Program Delivery:

The program consists of three parts:

Part 1: The School – Participants of the program will engage in intensive training modules for Digital Entrepreneurship and Digital Marketing Courses. Students need to have business ideas they are willing to work during the course in groups.

Part 2: The Practicum – Upon completing The School, participants will apply what they have learned to develop their idea into a business plan for them to launch/relaunch their business venture. Students will work on a business idea pitch, that would include a business idea and marketing communication plan.

Part 3: The Inauguration and Reflection - Participants will present their plans and how they have launched their businesses, followed by a session of reflection on the program.

Course Curriculum

Total Hours: 78

- 6 study hours/a day
- 13 study weeks
- 2 weeks for self-study/ business idea and preparation and site visit
- 1 week for rehearsal and feedback
- Final presentation

Weeks	DATE	TOPIC
Week 1	April 26, 2026	<p>STUDENTS BRIEFING AND FIRST MEETING to explain how to work with materials</p> <ul style="list-style-type: none">• Getting to know each other: ice breaking• Create in TELEGRAM groups for each group• Create an account in https://www.netacad.com/courses/discovering-entrepreneurship?courseLang=en-US• Explain the process of studying, requirements to graduate• Students should split into groups of 4 and generate ideas for their business. The teacher guides students through the process of ideation.

		<ul style="list-style-type: none"> • By week 2 students need to have a draft idea about a business they want to focus on in practice. The ideas can be changed during the course, but groups should stay the same, so students can practice teamwork and leadership, as well as delegation skills.
Week 2	May 03, 2026	<ul style="list-style-type: none"> • Module 1 : Entrepreneurship today • Module 2: Entrepreneurial Vision and Goals • Module 3: The Entrepreneurial Mindset • Reflect with the students what they have learned and what their thoughts are. • Students should draft a vision statement for their business idea
Week 3	May 10, 2026	<ul style="list-style-type: none"> • Module 4: Overview of the Entrepreneurial Journey • Module 5: The Process of Becoming an entrepreneur • Module 6: Entrepreneurial Pathways • Students reflect on their own Entrepreneurial Path.
Week 4	May 17, 2026	<ul style="list-style-type: none"> • Module 7: Frameworks to Inform Your Entrepreneurial Path • Module 8: Entrepreneurial Opportunity • Module 9: Researching Potential Business Opportunities • Students apply the skills into practice with their business ideas
Week 5	May 24, 2026	<ul style="list-style-type: none"> • Module 10: Clarifying Your Vision, Mission, and Goals • Module 11: Competitive Analysis • Module 12: Sharing Your Entrepreneurial Story • Students apply the skills into practice with their business ideas.
Week 6	May 31, 2026	<ul style="list-style-type: none"> • Module 13: Developing Pitches for Various Audiences and Goals • Module 14: Protecting Your Idea and Polishing the Pitch through Feedback • Module 15: Reality Check: Contests and Competitions • Students take the final test online and use the skills learned to work in groups on their ideas.
Week 7	June 07, 2026	<ul style="list-style-type: none"> • Module 1: Introduction to Digital Marketing • Module 2: How to create a strategy?

		<ul style="list-style-type: none"> Module 3: Content Marketing: How to catch attention?
Week 8	June 14, 2026	<ul style="list-style-type: none"> Module 3: Content Marketing: creating content for business using Canva
Week 9	June 21, 2026	<ul style="list-style-type: none"> Creating website for business using WIX
Week 10	June 28, 2026	<ul style="list-style-type: none"> Module 4: How to produce valuable content? Useful tools Module 5: Digital Advertising on Facebook and Instagram
Week 11	July 05, 2026	<ul style="list-style-type: none"> Module 6: Project Management skills for a digital marketer
Week 12	July 12, 2026	<ul style="list-style-type: none"> Marketing Plan development Marketing Strategy group work
Week 13	July 19, 2026	Business site visit
Week 14	July 26, 2026	Self-study work in teams on the business idea and marketing strategy, Students work in teams and develop their ideas and pitch. Students may use STEP to meet or can meet in other locations at their convenience.
Week 15	August 2, 2026	<ul style="list-style-type: none"> Morning: Progress meeting with the trainer for the team feedback sessions Afternoon: rehearsal
Week 16	August 9, 2026	<ul style="list-style-type: none"> Pitch presentation by each group Closing and comments