



TRAINFORTRADE PROJECT IN WEST AFRICA



Electronic Commerce for Practitioners:

Distance learning (25 March to 25 April 2014)

Face to face regional Banjul, Gambia

(01 to 03 September 2014)



FINAL REPORT

Organized by UNCTAD TrainForTrade
Funded by the United Nations Development Account

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1. Summary

As part of its project in the West African region, to support regional harmonization of laws on electronic commerce and promote best practice in the ecommerce industry, UNCTAD TrainForTrade organized a course on "electronic commerce for practitioners" for Anglophone ECOWAS countries (the Gambia, Ghana, Liberia, Nigeria, Sierra Leone). This training is part of the capacity building activities organized for the period 2013-2015 by UNCTAD to assist countries to develop harmonized legislation on electronic commerce. This project is funded by the United Nations Development Account.

The first part of the course (modules 1-5), was conducted online from 25 March to 25 April 2014. 34 representatives of public and private sector in the region followed the course online. A face-to-face seminar was then organised for the last part of the course (modules 6-8) in Banjul, the Gambia, from 01 – 03 September 2014.

The objective of this workshop was to provide participants who successfully completed the distance learning, the ability to explore some topics covered in the course and discuss the progress on logistics, marketing, and the way forward for electronic commerce in the ECOWAS region. Participants committed to following up on what they learnt during the seminar in the form of recommendations and to keep UNCTAD informed of their action plan.

X (X) people, including X women, took part in classroom training by presenting the results of their exercises on the logistics of the e-commerce sector.

The project's funding did not cover all ECOWAS countries, and participants from Liberia, Nigeria, and Sierra Leone secured self-funding to attend the face-to-face workshop.



Recommendations made by participants at the end of the seminar:

- 1.

Introduction

UNCTAD TrainForTrade organised a regional seminar on e-commerce for practitioners, in Banjul from 01 to 03 September 2014. This activity is part of TrainForTrade Project in West Africa, funded by the United Nations Development Account and implemented by UNCTAD. Its objective is to strengthen sustainable trade-related capacity in the countries of West Africa through the use of distance learning tools and accelerate progress in achieving the Millennium Development Goals (MDGs) agreed at international level, in particular MDG 8 on the development of partnerships.

In this context, two thematic courses have been distributed:

- "Legal aspects of electronic commerce", delivered in cooperation with the Science, technology, innovation & ICTs Branch under the Division of Technology and Logistics (<http://unctad.org/ICT4D> Service);
- "e-commerce for Practitioners" for economic operators in the region.

This course complements the distance learning course delivered from March 24 to April 25, 2014, as provided in the distance-learning training strategy of UNCTAD. Of the 34 participants from Anglophone distance education, X attended the seminar.

2. Objective

Consider requests generated by the emergence of electronic commerce and provide an overview of major topics related to e-business: e-government, e-government, regulation, technology, finance, payment, logistics, marketing, sales and human resources.

3. Participants

The course was developed by UNCTAD and is aimed at policy makers, government officials and regional organizations working in areas related to electronic commerce, representatives of chambers of commerce, private sector and NGOs who wish to deepen their knowledge in the area of electronic commerce, representatives of banks and online service providers.

Lists of participants who completed the online course (34) and those who attended the face-to-face workshop (X) are attached.

4. Framing

The seminar was conducted by Mr. Pierre Berendes, Expert Consultant for Electronic Commerce and UNCTAD, supported by Mr. Dominique Chantrel, UNCTAD Expert and facilitator, and Ms. Stephanie Garcia who was in charge of the logistics of the seminar.

5. Course Organization

1.1. Educational organization

The course material was developed by UNCTAD TrainForTrade and includes five modules for online training and 3 modules for face-to-face training. USB sticks were distributed to participants as an educational medium for the online part of the course. The course is available online on the TrainForTrade eLearning (<http://learn.unctad.org>).



Capiton needed...

1.2. Work program

The distance-learning part of the course ran for five weeks from 24 March to 25 April 2014. Five modules were studied at a rate of one module per week. Between each module, participants were asked to submit a test and opinion questionnaire. Chat sessions were also scheduled every Tuesday for each module in which participants interacted with each and with the expert in a Q&A setup.

The face-to-face workshop was held in the premises of XXX in a room equipped with X computers and WiFi access for tablets and laptops used by the participants. The courses were organized from 8:30 to 12:15 and 13:30 to 17:30. Lunches were served at the hotel.



Capiton needed



Capiton needed

1.3. Results

55 participants registered for the online part of the course with 34 successfully completing the tests of the five modules (see attached table), with an average of XXX.

Country	#	Mod 1	Mod 2	Mod 3	Mod 4	Mod 5	Average
Gambia	8	7.71	9.12	8.55	8.38	9.87	8.73
Ghana	1	7.63	8.57	8.42	7.14	6.83	7.72
Liberia	5	7.87	8.65	8.28	7.91	7.92	8.12
Nigeria	13	7.42	9.22	8.90	8.37	9.49	8.68
Sierra Leone	2	6.45	8.73	8.05	8.37	7.34	7.79
Average		7.42	8.85	8.44	8.03	8.29	8.21

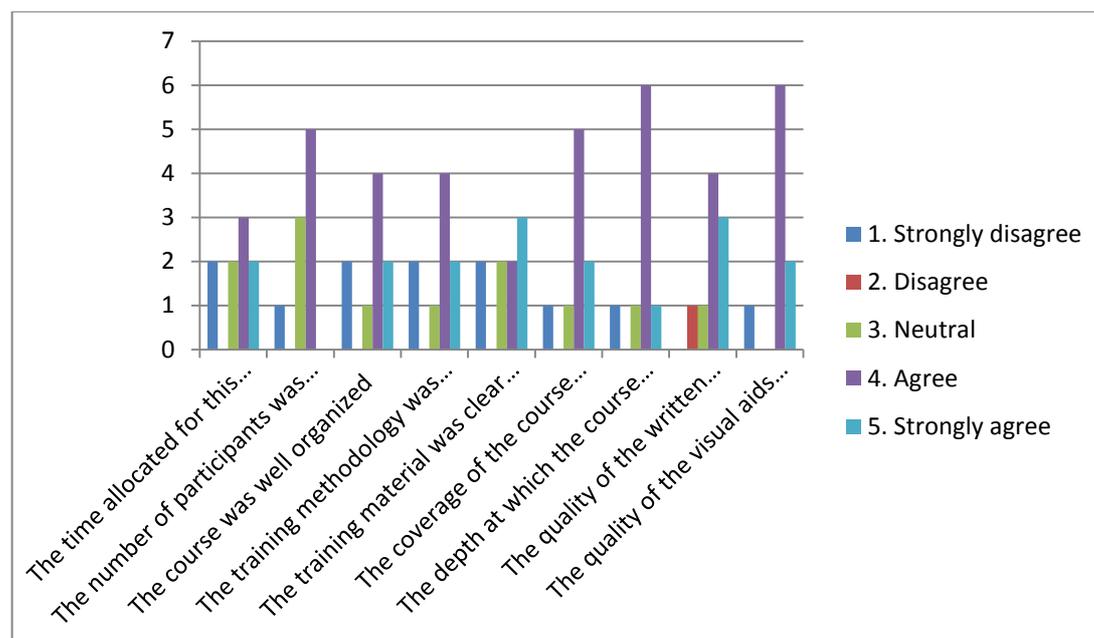
1.4. Logistics

For the online part of the course, participants followed the course through self-study and followed the chat sessions individually from their own computers.

The face to face seminar took place over three days, from 8:30 am to 18h at the X Hotel.

1.5. Opinion of participants

Each participant had the opportunity to give their opinion on the course modules as well as the seminar in general through opinion questionnaires at the end of each module. All responses from the opinion questionnaires are attached.



Feedback from the online training

(INSERT FEEDBACK FROM FACE TO FACE WORKSHOP)

For both distance learning and the face to face workshop, participants widely appreciated the course content and delivery method. They welcomed the work done in the search for local or regional examples which they could easily identify. For more details, see Appendix (opinion questionnaires for modules 1-8 and overall questionnaires for the online courses and face-to-face workshop).

3. Conclusion

The two parts of the course were very well received by participants. Feedback from participants and their recommendations shows participant's desire to strengthen the regional network towards harmonising eCommerce laws. Delivery of these two trainings will continue in 2015, to develop the e-commerce activities in the region. The flow of participants and local ownership of remote classrooms illustrates the interest in this topic by the countries in the region. The TrainForTrade approach takes into account the conditions within each country such as electricity, transportation, telecommunications/Internet services etc. In this course, TrainForTrade distributed USB keys to provide an alternative to participants who would have, otherwise, been unable to connect to the internet to follow the entire online training. Internet services are still relatively very expensive in West Africa.



Nigerian participants receiving certificates from The Permanent Secretary, Federal Ministry of Communication Technology, Dr. Tunji Olaopa, for successfully completing the online course on "eCommerce for Practitioners".



CAPTION NEEDED...

4. Recommendations and Action Plans made by the participants during the seminar:

Participants identified an action plan and agreed to keep UNCTAD informed on these developments.

The Gambia:

Ghana:

Liberia :

Nigeria:

Sierra Leone :

ANNEXES

Annex 1 – Course Outline: eCommerce for Practitioners

 UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT UNCTAD TRAINFORTRADE	
	ECommerce for Practitioners
Objective:	To measure the issues of e-commerce and its positive impact on business as well as participate in the debate on the implementation of e-commerce solutions.
Target Population :	<ul style="list-style-type: none"> • Policy makers (government officials) involved in the business aspect of eCommerce (trade ministry, Chamber of commerce, ICT ministry, Tax/Revenue/Finance authority) • Ministries that have implemented some form of e-governance (providing government services on-line, promoting government services on-line etc.) or are considering e-governance. • Service providers, business wo/men, eMarketer etc. (public and private sector) offering on-line products and services
List of Modules:	<p style="text-align: center;">Online</p> <ul style="list-style-type: none"> • An overview of e-commerce • e-Governmence • Regulatory Framework • ICT tools • Payment methods <p style="text-align: center;">Face-to-Face</p> <ul style="list-style-type: none"> • Logistics • Marketing • Case Studies • The way forward
Type of training :	<ul style="list-style-type: none"> • Distance Learning: 20 hours spread over 5 weeks (4 hours per week) • Face-to-face: 3 days (in the form of a regional seminar)
	February 2014

Annex 2 – Agenda for online course

Date	Activity	Done
WEEK 1: Monday 24 - Friday 28, March	Module 1 - An overview of e-commerce	
Tuesday, 25 March	Chat Session (Module 1)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 12:00 to 13:00 Gva
Friday, 28 March	Deadline for the submission of online tests: Module 1	
WEEK 2: Monday, 31 March – Friday, 04 April	Module 2 - e-Governmence	
Tuesday, 01 April	Chat Session (Module 2)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday, 04 April	Deadline for the submission of online tests: Module 2	
WEEK 3: Monday 07 - Friday 11 April	Module 3 - Regulatory Framework	
Tuesday 08 April	Chat Session (Module 3)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday 11 April	Deadline for the submission of online tests - Module 3	
WEEK 4: Monday 14 - Friday 18 April	Module 4 –ICT Tools	
Tuesday 15 April	Chat session (Module 4)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday 18 April	Deadline for the submission of online tests: Module 4	
WEEK 5: Monday 21 - Friday 25 April	Module 5 – Payment	
Tuesday, 22 April	Chat session (Module 5)	12:00 to 13:00 Cotonou, Abuja 11:00 to 12:00 Accra, Banjul, Dakar, Bamako, Ouaga 13:00 to 14:00 Gva
Friday 25 April	Deadline for the submission of online tests: Module 5	

Annex 3 – Agenda for face-to-face seminar in Banjul

<i>Monday, 01 September 2014</i>	
8:30 - 9:00	Registration of participants
9:00 - 9:30	Opening Ceremony:
9:30 - 10:30	Presentation of workshop objectives
10:30 - 10:45	Coffee Break
10:45 - - 12:30	<i>Module 6 – Logistics and Transport Workshop 1 : Brain Mapping : Logistics Issues</i>
12:30 - 13:45	Lunch
13:45 - 15:15	<i>Workshop 2: How to operate warehouses</i>
15:15 - 15:30	Coffee Break
15:30 – 17:15	Workshop 3 : Transport : Delivery in urban and rural areas
17:15 – 17:30	Workshop conclusions for the day
<i>Tuesday, 02 September 2014</i>	
9:00 - 10:30	Module 7 – Digital Marketing Workshop 4 : Introduction to digital marketing : Brainstorming
10:30 - 10:45	<i>Coffee break</i>
10:45 - 12:30	Workshop 5: How to attract visitors to your platform
12:30 - 14:00	<i>Lunch</i>
14:00 - 15:30	Workshop 6 : Search engine marketing, optimisation and marketing web content
15:30 - 15:45	<i>Coffee break</i>
15:45 - 17:15	Workshop 7 : Social Media
17:15 – 17:30	Workshop conclusions for the day
<i>Wednesday, 03 September 2014</i>	
9:00 - 10:30	Workshop 8 : Email marketing
10:30 - 10:45	<i>Coffee break</i>
10:45 - 12:30	Workshop 9: Measure and optimize campaigns
12:30 - 14:00	<i>Lunch</i>
14:00 - 15:30	Module 8: The way forward – Objectives and recommendations
15:30 - 15:45	<i>Coffee break</i>
15:45 - 17:15	Conclusions and action plan

Annex 4 – Participants from the face-to-face seminar in Banjul



Annex 5 – Contact list for participants who attended the face-to-face seminar in Banjul

UNCTAD TrainForTrade Seminar- eCommerce for Practitioners Banjul, the Gambia (01 -03 September 2014)					
Country		Name	Email address	Functional Title	ORGANISATION
The Gambia					
Ghana					
Liberia					

Country					
Nigeria					
Searra Leone					
Organisers					
UNCTAD	26	Pierre Berendes	pberendes@gmail.com	Expert, consultant	UNCTAD
	27	Dominique Chantrel	dominique.chantrel@unctad.org	Distance learning officer	UNCTAD
	28	Stéphanie Garcia	stephanie.garcia@unctad.org	Training Assistant	UNCTAD



Annexe 6 – List of participants who completed the distance-learning course on "eCommerce for Practitioners "

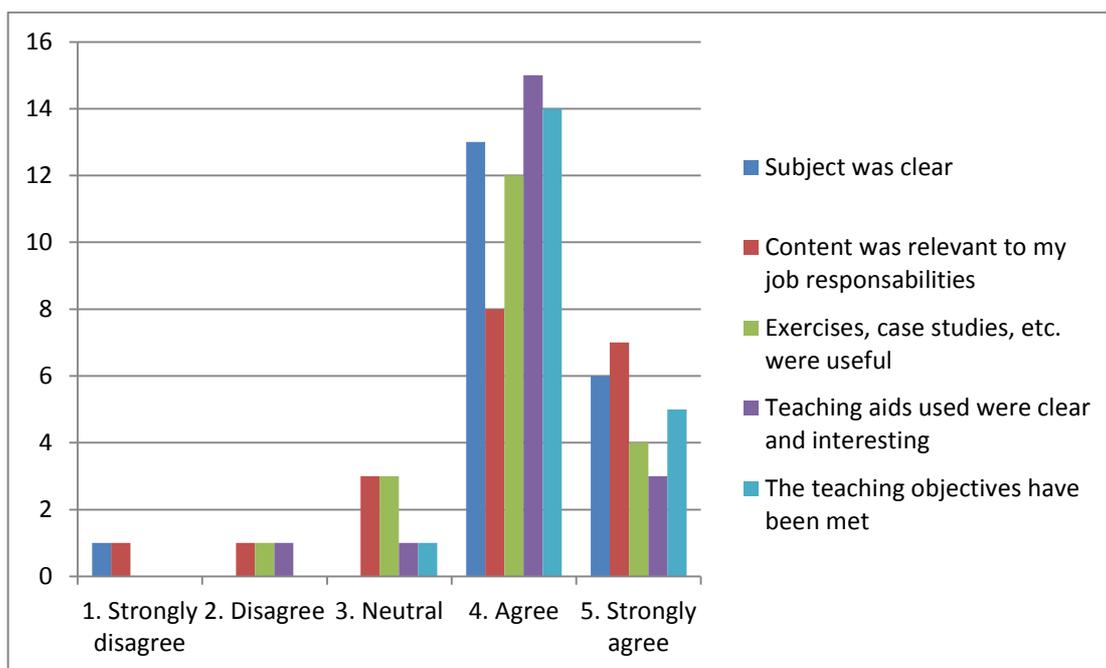
Name	Surname	Gender	Country	email address
Mariama	Davies	Female	Gambia	maryloumdavies@yahoo.com
Fatou	Dibba	Female	Gambia	fdibba@utg.edu.gm
Sanusi	Drammeh	Male	Gambia	sdrammeh@moici.gov.gm
Carlos	Gomez	Male	Gambia	cgomez@giepa.gm
Mariama	Jallow	Female	Gambia	majallow@utg.edu.gm
MARY P.	MENDY	Female	Gambia	mpm762004@yahoo.co.uk
Yahya	Samateh	Male	Gambia	samatehf@gmail.com
OMAR B.	SANNEH	Male	Gambia	nyancho25@yahoo.com
Appiah-Gyasi	Osei Bonsu		Ghana	Osei.appiah-gyasi@dreamoval.com
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Tony	Ejinkeonye	Male	Nigeria	ejinkeonye@hotmail.com
Valentine woyinenangasuo	Ndiomu	Male	Nigeria	ndiomuvalentine@yahoo.com
Olumayowa	Olofinkuade	Female	Nigeria	justmay005@yahoo.com
MAJEKODUNMI	OLUWOLE	Male	Nigeria	OLUWOLEMAJEKODUNMI@Gmail.com
Olufayo	Opeyemi	Female	Nigeria	opeyemi.olufayo@commtech.gov.ng
MATHIAS	RIMAMSIWE	Male	Nigeria	mathiasrimamswe@yahoo.com
Terlumun George-Maria	Tyendezwa	Male	Nigeria	george.tyendezwa@cybersecurity.gov.ng
Okorie	Chima		Nigeria	chima@ncc.gov.ng
Adamu	Abdulazeez		Nigeria	abdulazeez@ncc.gov.ng
James Kanja	Cobba	Male	Sierra Leone	james.cobba@gmail.com
Musa Bockarie	Kamara	Male	Sierra Leone	bmkamara@hotmail.com



Annex 7 -Module 1 Opinion Questionnaire

**Module 1 – An Overview of eCommerce, Opinion
Questionnaire Summary**



Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- Very satisfactory
- Good
- The module comprehensive except for certain questions was unclear. Power points were awesome.
- Module was very helpful but some of the IT terms used were new to me, therefore difficult to visualize.
- It was good
- Very interesting and insightful, I however regret my resuming late as I had posers which I would have loved to share with other participants. Maybe I will still bring them in at subsequent Modules or during the face to face session.
- The overall opinions about the module were impressive and educating for me
- IT was very educative.
- It was very precise, straight to the point and easily understood
- In all the content, instructors, manual etc. are very relevant to the course and are very adequate for teaching and learning. It is a very good joy by the experts that prepared them.
- Having to take a test at the end of the module gives us an opportunity to evaluate our level of understanding.
- The manual and quiz is very useful, it added value to my understanding on what e-business and e-commerce was all about. I can now see the differences and

similarities. The test was a bit tricky but ok. I didn't the exercise and power point section in my material.

- The materials are complicated and difficult to understand; especially the manual is very bulky and difficult to understand.

Which section of the module did you like most? Why?

- All of the sections, because they are very educative. And as per my job in R&D it opened my eyes to a lot of opportunities I could explore in my country.
- The different business models related to e-commerce because I never came across the types of website we have in e-commerce (only heard of web portal and intranet which I now understand that it is Business to Employee) and the different income model we have in e-commerce.
- All section of the module was well organized and satisfactory
- The difference between e-Business & e-Commerce. It was new to me.
- I admired the power point presentation, because of the presenter's eloquence and fluency in English.
- E-commerce. It is an eye opener that Africa still needs to do joy work for us to increase the rate of internet access and also encourage online business.
- Differentiating the types of websites, it helps a practitioner define the purpose of an e-commerce platform.
- Manual. Because the manual is detailed and simplified to understand.
- All
- The data presentations. It provided information in a clear form.
- The module part to me was more detail and easy to access.
- Section 3 (From a regulatory perspective, it relates to a current area of concern to my organisation in its effort at implementing its Open Access Model of broadband deployment with emphasis on data)

Which section of the module did you like least? Why?

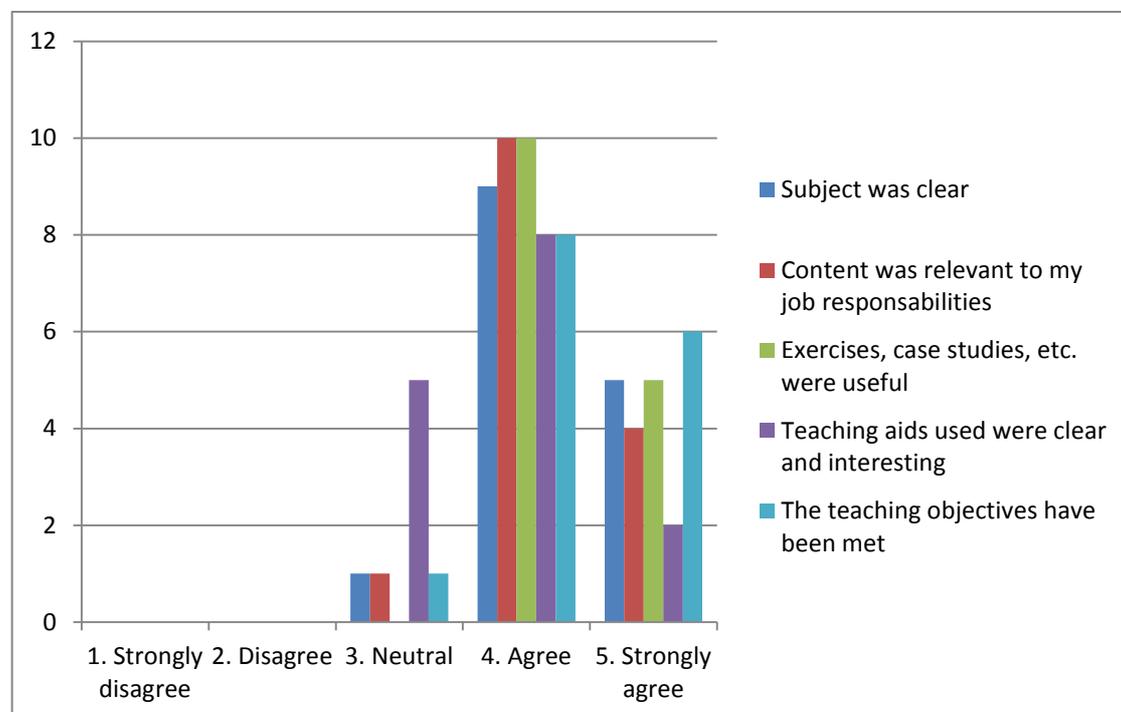
- None
- None
- Section 3 (The data/statistics applied do not appear to be up to date and therefore may not perfectly reflect current reality in the sub region particularly as it pertains to Nigeria)
- The section of the module I like least was the manual; the reason is because it deals with lot of figures and is voluminous. The time for the PowerPoint was not enough.
- All went well
- None
- Video. Because of Low band Penetration in Africa
- None
- The chat session to me was not going according or that it was new to me.

How could the module be delivered more effectively?

- I will like to suggest that no deadline for submission of each module should be given due to workload/attending meetings/international workshops that may suddenly come up at my work place. The online course is perfect but students should be allowed to finish all modules on or before the duration of the course.
- The technical terms used should be explained in more details and if possible be supported by a diagram. The chat session should be conducted accordingly questions and answers should be in line.
- face to face
- I think they were delivered at their best.
- I think the delivery is very effective. Please keep it up until the aim objective is achieved.
- The two-sided printing makes reading online difficult. Straight print is easier to read.
- I suggest that, the PowerPoint should be longer enough to cover the entire manual
- more time to be given
- In my opinion, it could be delivered in more effective way when the chart manual is precise and understanding and should work on the chart to be like in a video conference way whereby students will be more serious in that way things will be more lively.
- The module was well delivered
- Improve on areas that have very crucial importance to the participants.
- Don't see any other way than how it is, at the moment.

Annex 8 -Module 2 Opinion Questionnaire

Module 2 – e-Government, Opinion Questionnaire Summary



Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- Generally the instruction was good, content - good, manual-excellent, test tricky, power point good
- This module has really enlightened me on e-governance and its differences/similarities to ecommerce.
- The materials were very helpful
- Some of the material was translated from French and felt a bit jumbled, some of the case studies had all the French ... made it unintelligible. But it was enlightening.
- My opinion of the module was easy
- Over all it's an eye opener for me. It's educated me on the use of technology and how we should educate our society.
- The Module was rich, and I found the video presentations and exercises captivating. I however note the dearth of case studies regarding the Nigeria experience. During the chat sessions, I commented on the "cashless policy"; recently introduced by the Central Bank of Nigeria as well as the Broadband Policy of the Nigerian government. Such effort highlight inroads towards e-governance and giving push to e-commerce in short.
- VERY SATISFACTORY
- The overall module is okay but do not understand how the test is being marked.

- All of them
- Overall text was very helpful.

Which section of the module did you like most? Why?

- All
- The definition and uptake chapters. Because that's where the clarification of concepts helped in my learning. The barriers to e-gov, it retard the implementation of egov
- The presentation part
- The manual because its more detail
- Section 1 and 2
- The e-government impact on the commerce. Because it allows procurement to be very flexible. They bring their tender online so there will be no favouritism in tendering. It also fees to be paid online and taxes as well.
- 1.2 (Barriers to development of e-gov) - One was able to identify with some of the challenges and this makes room for sharing notes with jurisdictions where such barriers have been overcome. By so doing, we stand a chance of fast-tracking some of the processes and achieving the desired objective of a pervasive e-governance regime and reaping the benefits.
- Benefits of e-commerce, because it gives insight of why people should engage more in e-commerce.
- Opportunities of e-gov, it facilitates the implementation of egov

Which section of the module did you like least? Why?

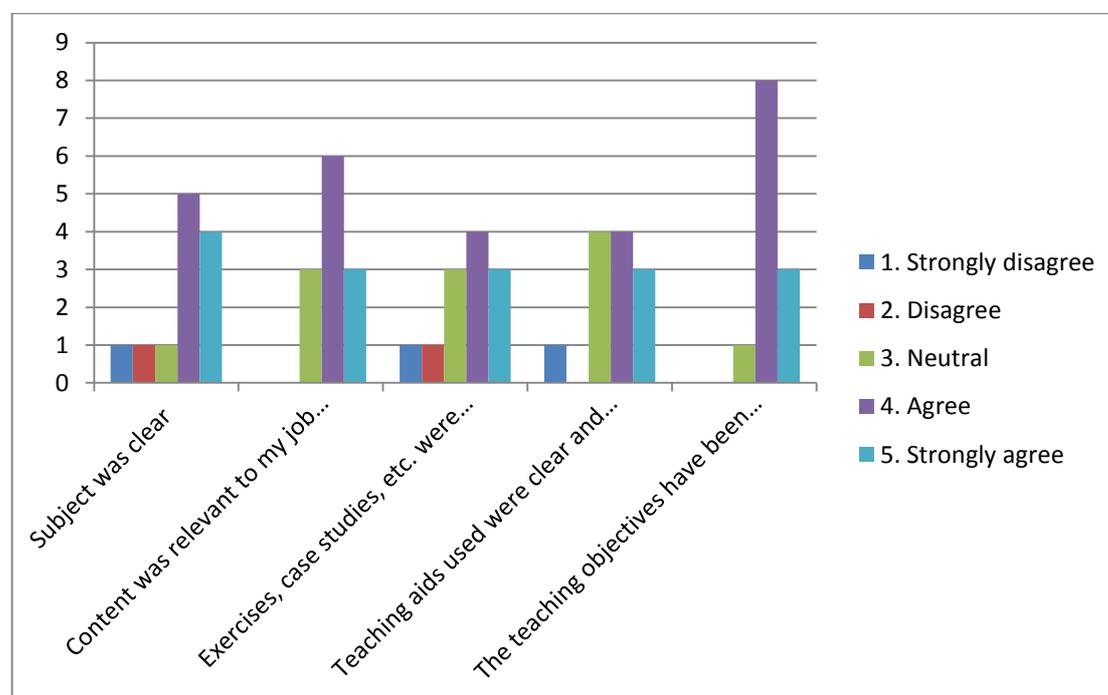
- The Chat sessions.
- None
- None
- Barriers for development e-government. My lights went off as soon as soon the lectures started I had to go out of my office before I had access.
- Section 3

How could the module be delivered more effectively?

- When there's competence, when there's technology when there's good security integrity and financial transparency. Not forgetting that technology is the corner stone for development as a nation we should be well based in technology and improve on our efficiency.
- More time needed
- Proper translation of non-English materials for better grasp, and put an end to the two line print, one has to keep scrolling up and down.
- As effective as it is already been delivered.
- I think it is relatively perfect for me.
- It could be delivered better by using video conference.
- The chat session should be more coordinated so that our question will be answers.
- I recommend that the chat sessions be made longer such that the desired objective of getting participants to share thoughts on issues is achieved.

Annex 9 -Module 3 Opinion Questionnaire

Module 3- Regulatory Framework, Opinion Questionnaire Summary



Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- The overall opinions about the module were not bad, they were interesting and educating.
- Quite enlightening. Great
- I had difficulties understanding. I had to extra research the internet to get clearance.
- The overall module is better
- It deepened my knowledge from the government perspective by giving details of policies to curb problems in Ecommerce
- Sufficiently dealt with the subject matter in a very practical and interactive manner.

Which section of the module did you like most? Why?

- Section 2
- None
- The video presentation since it was very summary.
- All sections were very relevant and educating
- The manual part
- Section 2: Forms of regulation, because it highlights the steps that are been put into play to regulate e-commerce.

- Section 3 - Information Security. This closely identifies with contemporary challenges of the ICT regulator in my country and has given fresh insights on managing the issue of security in cyberspace.
-

Which section of the module did you like least? Why?

- None
- The section I had problem with was the PDF version of the note, it was very bulky and voluminous.
- The section I had problem with was the PDF version of the note, it was very bulky and voluminous
- The manual was too much
- ALL
- N/A
- The chat session
- None

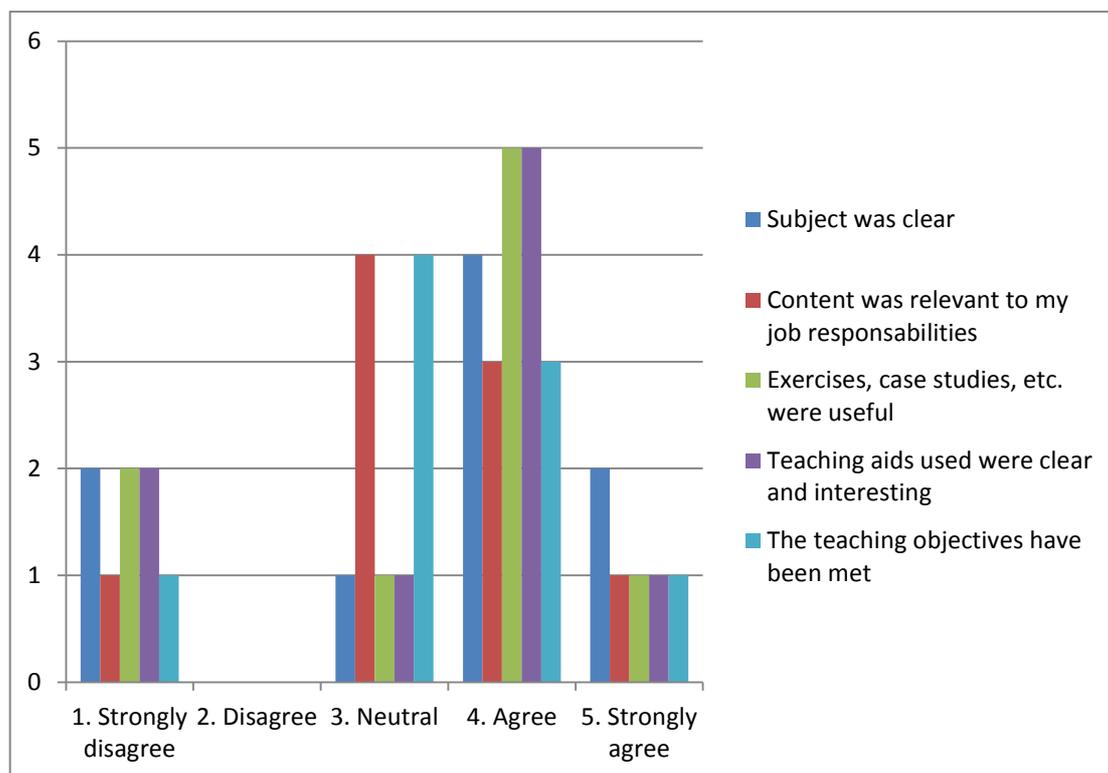
How could the module be delivered more effectively?

- Face-to-face
- The module can be delivered more effectively by prolonging the presentation time and summarizing the PDF note.
- It was pretty ok
- Should be delivered on video conferencing
- Be clear in explanation
- It is already.
- Case studies should have been included.
- I suggest, where possible, a longer interactive/chat session as this helps to actually share thoughts and genuine concerns of various Administrations.



Annex 10 -Module 4 Opinion Questionnaire

Module 4 – ICT Tools, Opinion Questionnaire Summary



Overall opinions of the module (content, instructors, manual, exercises, tests, power points, etc.):

- The overall opinions of the module were good
- Good and clear
- Exciting, especially given my personal background in Legal & Regulatory Affairs. Offered a rich background appreciation of the technical basis of e-commerce.
- The overall module was interesting, educative and easily understandable
- Content was well explained

Which section of the module did you like most? Why?

- All were ok
- All of them
- Section 2 (E-commerce platforms) - Provided logical and in-depth understanding of some easily-taken-for-granted components of an e-commerce package, possible models and, very importantly, customer care issues.
- The chat session, I was able to understand the topic.

- The section which talk about mobile Money, the reason that, it can used by people who don't have bank account.
- The part that I like most is the manual part.
- None

Which section of the module did you like least? Why?

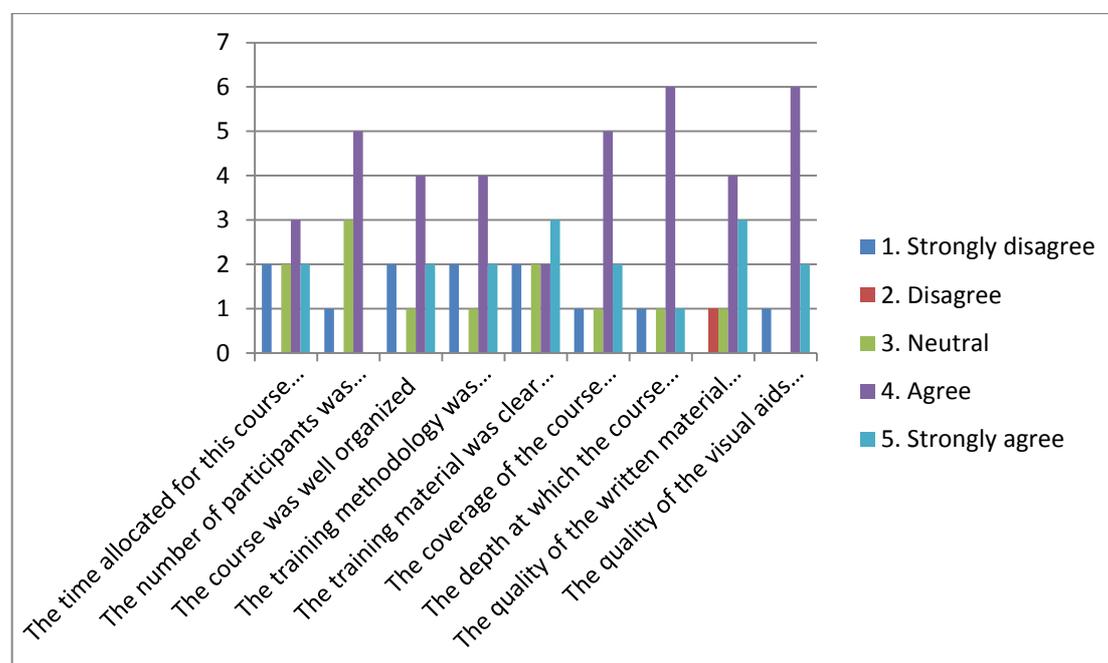
- Not applicable
- The section which talk about credit card etc. The reason is that, this method is not suitable for Africa; most of the Africans don't credit cards.
- The part that I like least is the chat session
- N/A

How could the module be delivered more effectively?

- Delivery was quite effective
- The module could be delivered effectively by extending the presentation time to cover all what are in the PDF note
- Add more case studies, to drive home the practical aspects
- It already is.
- I think it was the best
- It can be delivered effectively by using video conferencing
- Well justice was done to the topic but the theory aspect of it was not enough for some of us with limited knowledge on ICT.

Annex 11 -Module 5 Opinion Questionnaire

Module 5 – Payment Methods, Opinion Questionnaire Summary



Comments regarding the course content and/or organization:

- The course content was educative and was well arranged.
- The course content was good
- Some of the material was in French
- It was good.
- The course is interesting. It shed light to what credit cards/chips/digital wallet etc. means. I have gained at least some knowledge/idea about micropayments.
- The course content was perfectly clear
- VERY SATISFACTORY

Which section of the module did you like most? Why?

- All the sections. Very engaging
-

Other suggestions / recommendations:

- No comments
- I suggest that, there should be more time for the presentation and it should be in detailed.

- The time allocated to the chat session is not sufficient for us; it sometimes takes us time before we can connect due to poor internet connection, therefore slowing down my participation in the chat session.
- No content was very helpful.
- More case studies will help participants
- I recommend that the chat session should be improved because sometimes before your question is been answered it takes time, which makes us lose track of the whole picture.