



Digital Course

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# PREPARING FOR A DIGITAL FUTURE

Your Mobility Partner

**PIC Number: 948037649 Organisation ID: E10207576**



## Course Overview

A "Preparing for a Digital Future" training course covers a range of topics and skills related to digital technologies and their impact on various aspects of work and life to help learners develop the knowledge and skills necessary to succeed in a rapidly evolving digital landscape such as Digital literacy; Cybersecurity; Data analysis; Digital marketing/ project management; Cloud computing; Artificial intelligence; Remote work and Digital transformation.

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## Course Objectives

- Develop digital literacy among learners. This would include understanding the fundamentals of digital technologies, such as cloud computing, big data, artificial intelligence, and machine learning, and their impact on various industries.
- Help learners to build Digital Skills that are in demand in the schools and in the job market. These may include skills such as data analysis, digital marketing, project management, and social media management.
- Understand Digital Transformation by helping learners understand digital transformation, including the process of identifying business needs, developing a digital strategy, and managing change within an organization.
- Learn to Use Digital Tools providing hands-on experience with various digital tools and technologies, including software programs for data analysis, project management, and collaboration.
- Improve Career Prospects by helping learners improve their career prospects by developing new digital skills and knowledge that are in demand in the job market.

# Learning Outcomes

By the end of the course, participants will be able to understand what others want, respond strategically to their wants and needs, and craft convincing and clear messages. By achieving improved verbal communication skills; enhanced active listening skills; increased confidence; strengthened interpersonal relationships; improved conflict resolution; better nonverbal communication and improved writing skills, participants improved their communication skills, which will benefit them in both their personal and professional lives.

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**Price:** All expenses can be covered through a Knowledge Acquisition (KA) subsidy within the Erasmus+ initiative. This is a 5-day training course in which Mobility Friends imposes a fee of **450 euros per attendee**, in courses located in the cities of the continent. For the Madeira and Azores, the price will be **480 euros**.

**Duration:** 1 Week (5-Day)

**Language:** English

**Schedule:** The time of classes, whether in the morning or afternoon is determined by the provider. The schedule may vary considerably based on participants' preferences and the trainer's discretion regarding any modifications.

**Certificate:** A Certificate of Attendance will be awarded to participants who attend minimum of 80% of the course.

**Cultural Activities:** The participants will have the opportunity to visit the most emblematic cities of Portugal (Porto, Braga, Guimarães, Aveiro, Viana do Castelo, and others). The cultural activity program may differ according to the participant's choices (the cultural visit is not included in the course price).

# PLANNER

## DAY 1

- Definition of the digital future and its impact on society and the workforce.
- Overview of emerging technologies and trends, such as artificial intelligence, blockchain, and the Internet of Things.

## DAY 2

- Introduction to digital literacy and the importance of developing digital skills.
- Strategies for developing digital skills, such as online learning, professional development, and mentoring.
- Hands-on experience with digital tools and platforms, such as social media, cloud computing, and collaboration software.

## DAY 3

- Understanding the digital transformation process in organizations.
- Best practices for managing digital transformation projects and initiatives.
- Strategies for building digital culture and capabilities within organizations.
- Introduction to cybersecurity threats and risks.
- Best practices for protecting personal and organizational data.
- Understanding of data privacy laws and regulations.

## DAY 4

- Overview of digital marketing and communication strategies, such as social media marketing, email marketing, and content marketing.
- Hands-on experience with digital marketing tools and platforms, such as Google Analytics and Facebook Ads.

## DAY 5

- Understanding of ethical issues related to emerging digital technologies.
- Discussion of responsible use of digital technologies in society and organizations.
- Strategies for promoting digital citizenship and ethical behavior.
- Strategies for preparing for a career in a digital field.
- Feedback and evaluation course.

\*Please note that program content may be subject to change based on input from our trainers.



# Talk with Us


# We are waiting for You

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