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for Youth

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**NEW GENERATION DIGITAL  
ENTREPRENEURSHIP CURRICULUM  
RECOGNITION TOOLKIT**



## New Generation Digital Entrepreneurship Curriculum Recognition Toolkit

### 1. MODULE 1 – DIGITAL BUSINESS

#### 1.1. Aim

The most critical goal of any company's digital transformation is to better meet customers' needs. On the way to achieving this goal, companies can generate more revenue and profit margins. Courses sit at the intersection of management and data science which covers topics such as Digital Marketing and Platform Business.

The Programme focuses on digital innovation in business, marketing, and communication strategies to be carried out through digital platforms and social media, start-up processes, algorithms behind IT and technological networks, financial intermediation processes, new electronic payment methods and e-government.

#### 1.2. ECTS Table

|          | <b>Module -1: Digital Business</b>                    | ECTS: 1                  |
|----------|---|--------------------------|
| <b>N</b> | <b>Courses</b>  | Classroom (Hours/Minute) |
| 1        | Digital Firm in a Digital Economy                     | 50min                    |
| 2        | Knowledge Management, Big Data, Business Intelligence | 1 Hour                   |
| 3        | E-business, Mobile Commerce                           | 30min                    |
| 4        | Social Media & Business-PROs                          | 40 min                   |
| 5        | Social Media & Business-CONS                          | 20min                    |
| 6        | eMarketplaces & eBusiness Strategy                    | 30min                    |
| 7        | Issues in Digital Business                            | 30min                    |
| 8        | ERP & Beyond  | 40min                    |
| 9        | IS/IT Strategy Competitive Advantage                  | 30min                    |
| 10       | Cloud Computing in the Enterprise                     | 30min                    |

#### 1.3. Total Workload (Hours):

6 Hours

## 1.4. Course Details

### 1.4.1. Digital Firm in a Digital Economy

The aim of this course is;

- to draw attention to digital businesses,
- to embrace digital business processes,
- to understand the importance of information systems and technologies and
- to prioritize emerging technologies.

#### 1.4.1.1. Learning outcomes of the course:

- Learns the structure of the digital business.
- Gain general knowledge about digital execution of business processes
- Learn general information about IS/IT
- Gain knowledge about emerging technologies and adaptation

| Number | Duration (min.) | Activity description   | Intended outcome  |
|--------|-----------------|--|---|
| 1      | 10              | <b>What is a Digital Firm?</b>                                     | General information about digital companies will be given.                    |
| 2      | 10              | <b>The role of information technology (IT) in the organization</b> | Information about the use of technology in the organization will be obtained. |
| 3      | 10              | <b>The role of information systems (IS) in the organization</b>    | Information about the use of system in the organization will be obtained.     |
| 4      | 20              | <b>Emerging technology</b>   | Information about the definition of new technology will be obtained.          |

#### 1.4.1.2. Follow-up activity

Students can move on to the next course.

### 1.4.2. Knowledge Management, Big Data, Business Intelligence

The aim of this course is to ensure the use of the business intelligence method by adopting the value of data retention and analysis of the data held.

#### 1.4.2.1. Learning outcomes of the course:

- to have general knowledge about knowledge management
- to learn the logic and importance of BI.

- to learn BI tools
- to identify data collection sources
- to have general knowledge about DBMS
- to learn the benefits of big data analysis

| Activity | Duration (min.) | Activity description   | Intended outcome  |
|----------|-----------------|--|---|
| 1        | 10              | <b>What is Knowledge Management?</b>                                 | Learn about information management                                    |
| 2        | 5               | <b>Business Intelligence</b>   | General information about BI will be obtained                         |
| 3        | 15              | <b>How Business Intelligence Works:</b>                              | Information about BI usage areas and BI examples will be obtained.    |
| 4        | 5               | <b>Why companies benefit from using business intelligence tools:</b> | You will be informed about the advantages of BI                       |
| 5        | 15              | <b>Different Sources of Data for Data Analysis</b>                   | Information about data collection sources will be obtained.           |
| 6        | 10              | <b>Database Management Systems</b>                                   | Information about data management systems will be obtained.           |
| 7        | 10              | <b>Big Data and Analytics</b>  | General information about big data and its analysis will be obtained. |

#### 1.4.2.2. Follow-up activity

Students can move on to the next course.

#### 1.4.3. eBusiness & Mobile Commerce

This course aims to teach use of e-commerce methods and tools in case of starting a business.

##### 1.4.3.1. Learning outcomes of the course:

- Acquiring the ability to distinguish between e-business and e-commerce
- Understanding the difference between traditional businesses and e-businesses
- Having knowledge about e-business infrastructure elements

- Gaining the ability to harness the power of mobile technology
- Having knowledge about mobile marketing methods and processes

| Activity | Duration (min.) | Activity description  | Intended outcome  |
|----------|-----------------|---|---|
| 1        | 5               | <b>eBusiness vs eCommerce</b>                                 | Learn about e-business and e-commerce.  |
| 2        | 5               | <b>How is e-business different to a traditional business?</b> | Information about the differences between e-business and traditional business will be obtained. |
| 3        | 5               | <b>How viable is an e-business?</b>                           | Information about e-business applicability will be obtained.                                    |
| 4        | 5               | <b>eBusiness Infrastructure</b>                               | Information about e-business infrastructure will be obtained.                                   |
| 5        | 5               | <b>The growing role of mobile technology</b>                  | Information about the usage areas and importance of mobile technologies will be obtained.       |
| 6        | 5               | <b>Mobile Sales &amp; Marketing Technology</b>                | Information about the place of mobile technologies in marketing activities will be obtained.    |

#### 1.4.3.2. Follow-up activity

Students can move on to the next course.

#### 1.4.4. Social Media & Business – PROs

The aim of this course, directing the effective use of social media by adopting social media management.

##### 1.4.4.1. Learning outcomes of the course:

- Learning social media advertising tools
- Gaining knowledge of SEO activities
- Learn to use social media to network
- Learning social media sales strategies

| Activity | Duration (min.) | Activity description      | Intended outcome   |
|----------|-----------------|---------------------------|--|
| 1        | 5               | <b>Advertising</b>        | Information about the power of advertising in electronic media will be obtained.   |
| 2        | 5               | <b>Cost-effectiveness</b> | Information about cost advantages will be obtained.  |
| 3        | 10              | <b>Community</b>          | Information about the importance of community building for businesses will be obtained.  |
| 4        | 10              | <b>Networking</b>         | You will learn about networking.   |
| 5        | 10              | <b>Growth</b>             | Information about the contribution of the social environment on the internet to businesses in terms of magic will be obtained. |

#### 1.4.4.2. Follow-up activity

Students can move on to the next course.

#### 1.4.5. Social Media & Business – CONs

The aim of this course, adopting the disadvantages of using social media for businesses.

##### 1.4.5.1. Learning outcomes of the course

- The points to be considered while using social media are learned.

| Activity | Duration (min) | Activity description | Intended outcome  |
|----------|----------------|----------------------|---|
| 1        | 2              | <b>Restrictions</b>  | You will be informed that there are restrictions on social media sharing. |
| 2        | 5              | <b>Privacy</b>       | Information about the importance of confidentiality will be obtained.     |



| Activity | Duration (min) | Activity description     | Intended outcome   |
|----------|----------------|--------------------------|--|
| 3        | 5              | <b>Reputation damage</b> | Information will be obtained about the reputational damage that businesses operating in e-media may experience as a result of their sharing. |
| 4        | 3              | <b>Tracking ROI</b>      | Information about ROI will be obtained through e-ads.  |
| 5        | 3              | <b>Trolls</b>            | Information about troll management will be obtained.   |
| 6        | 2              | <b>Time-consuming</b>    | Information about the balanced execution of social media management will be obtained.  |

#### 1.4.5.2. Follow-up activity

Students can move on to the next course.

#### 1.4.6. eMarketplaces & eBusiness Strategy

The aim of this course is to teach strategies for customer acquisition, loyalty and sales returns through e-commerce activities.

##### 1.4.6.1. Learning outcomes of the course

- Learning the differences between sales strategies and choosing the appropriate sales model
- Learning strategies that can be used in e-commerce activities

| Activity | Duration (min) | Activity description              | Intended outcome                                  |
|----------|----------------|-----------------------------------|---|
| 1        | 5              | <b>B2B - Business to Business</b> | Information about the B2B model will be obtained. |
| 2        | 5              | <b>B2C - Business to Consumer</b> | Information about the BC2 model will be obtained. |
| 3        | 5              | <b>C2C - Consumer to Consumer</b> | Information about the C2C model will be obtained. |

| Activity | Duration (min) | Activity description                         | Intended outcome  |
|----------|----------------|--|---|
| 4        | 15             | <b>eBusiness Strategy &amp; Applications</b> | Information about the strategies that businesses can implement in e-commerce activities will be obtained. |

#### 1.4.6.2. Follow-up activity

Students can move on to the next course.

#### 1.4.7. Issues in Digital Business

The aim of this course is to promote the adoption of secure digital commerce.

##### 1.4.7.1. Learning outcomes of the course:

- Learning the necessary certificates for a safe business
- Embracing the importance of infrastructure security
- Learning the importance of privacy for businesses

| Activity | Duration (min.) | Activity description  | Intended outcome  |
|----------|-----------------|---|---|
| 1        | 15              | <b>Taking Steps to Secure Digital Experiences</b>                       | You will be informed about the steps to be taken for secure e-commerce.                 |
| 2        | 15              | <b>Thinking and working ethically and in a socially responsible way</b> | Information about the importance of ethical activities for businesses will be obtained. |

##### 1.4.7.2. Follow-up activity

Students can move on to the next course.

#### 1.4.8. ERP & Beyond

The aim of this course is to teach the importance of using enterprise resource planning applications in digital business focus.



#### 1.4.8.1. Learning outcomes of the course

- Having general knowledge about ERP
- Learning the benefits of ERP
- Being aware of the difficulties in ERP integration processes
- Having information about the ERP transition period
- Having general knowledge about other resource management applications

| Activity | Duration (min.) | Activity description                             | Intended outcome   |
|----------|-----------------|--|--|
| 1        | 5               | <b>ERP Capabilities &amp; Benefits</b>           | General information about ERP will be obtained.  |
| 2        | 5               | <b>What business functions benefit from ERP?</b> | Information will be obtained about which areas can benefit from ERP.                       |
| 3        | 5               | <b>ERP Capabilities &amp; Benefits</b>           | Learn about ERP capabilities and benefits.   |
| 4        | 5               | <b>Key Features of ERP Systems</b>               | Information about ERP key features will be obtained.                                       |
| 5        | 5               | <b>SCM and CRM</b>                               | Incoming information about customer and supply chain management software will be obtained. |
| 6        | 15              | <b>ERP</b>                                       | Information about the installation and details of the ERP system will be obtained.         |

#### 1.4.8.2. Follow-up activity

Students can move on to the next course.

#### 1.4.9. IS/IT Strategy & Competitive Advantage

The aim of this course is prioritizing the establishment of information systems and technologies.

#### 1.4.9.1. Learning outcomes of the course:

- Gaining knowledge of IT and IS

- Having detailed information about IS and IT installation steps

| Activity | Duration (min.) | Activity description   | Intended outcome   |
|----------|-----------------|--|--|
| 1        | 5               | <b>What is an information systems strategy?</b>                | Information systems strategies will be acquired.   |
| 2        | 5               | <b>Why do I need an effective information system strategy?</b> | Information about the necessity of information systems will be obtained.                     |
| 3        | 10              | <b>Developing &amp; Designing IS/IT Strategy</b>               | Information about IS and IT installation stages will be obtained.                            |
| 4        | 10              | <b>IS &amp; Competitive Advantage</b>                          | Information will be gained about the competitive advantages provided by information systems. |

#### 1.4.9.2. Follow-up activity

Students can move on to the next course.

#### 1.4.10. Cloud Computing in the Enterprise

The aim of this course is increasing productivity by teaching the importance of cloud technologies.

##### 1.4.10.1. Learning outcomes of the course:

- Basic knowledge of cloud science
- Gain the ability to decide between cloud computing types

| Activity | Duration (min.) | Activity description                                | Intended outcome  |
|----------|-----------------|---|---|
| 1        | 5               | <b>What is Cloud Computing</b>                      | General information about cloud computing will be obtained.                     |
| 2        | 5               | <b>Cloud Computing Characteristics and Features</b> | Information about cloud computing qualifications and features will be obtained. |
| 3        | 5               | <b>Types of Cloud Services</b>                      | Basic information about cloud computing service types will be acquired.         |

| Activity | Duration (min.) | Activity description                  | Intended outcome  |
|----------|-----------------|---------------------------------------|---|
| 4        | 10              | <b>Types of Cloud Delivery Models</b> | Information about cloud computing distribution models will be obtained. |
| 5        | 5               | <b>How does Cloud Security Work?</b>  | Information about cloud computing security systems will be obtained.    |

#### 1.4.10.2. Follow-up activity

Students can move on to the next course.

## 2. MODULE 2- EXISTING DIGITAL BUSINESS TECHNOLOGY & SOLUTIONS

### 2.1. Aim

The aim of this module is to make young entrepreneurs to achieve goals in the modern world, by being courageous, curious, and having a solid grasp on digital transformation topics. In this module, they start from the basics to build their deep knowledge and understanding of entrepreneurial digital transformation, and they will get up-to-date, efficient, and justified digital transformation techniques and knowledge from a digital practitioner. These skills and knowledge will help them to land a job in the digital transformation domain and also help them to grow their ongoing knowledge of the digital sphere. The participants will get the essential points and how to apply them and help them master digital transformation.

### 2.2. ECTS Table

|          | <b>Module -2: Existing Digital Business Technology &amp; Solutions</b>       | ECTS: 1                  |
|----------|--|--------------------------|
| <b>N</b> | <b>Courses</b>   | Classroom (Hours/Minute) |
| 1        | CRM – Customer Relationship Management                                       | 45 min                   |
| 2        | Resilient business models  | 45 min                   |
| 3        | BPM – Business Performance Management  | 45min                    |
| 4        | Supply Chain Management  | 45 min                   |
| 5        | e-Invoicing  | 45 min                   |
| 6        | Digital HRM (remote workforce management, employee motivation and wellbeing) | 45 min                   |
| 7        | Collaborative platforms  | 45 min                   |
| 8        | Fintech  | 45 min                   |

### 2.3. Total Workload (Hours)

6 Hours

### 2.4. Course Details

#### 2.4.1. Customer Relationship Management (CRM)

Customer relationship management is an approach to managing a company's interaction with current and potential customers.

### 2.4.1.1. Learning outcomes of the course:

By the successful completion of this course, the participant will be able to explain the importance of the strategic, technological and organization aspects of CRM, define and analyze the core elements of CRM that optimize profitability, revenue and customer satisfaction and excellence.

| Number | Duration (min.) | Activity description                   | Intended outcome  |
|--------|-----------------|--|---|
| 1      | 15              | <b>What is a CRM Software?</b>         | An introduction to the idea of CRM Software   |
| 2      | 30              | <b>CRM Software &amp; the Pandemic</b> | The general information about CRM and the bilateral effect of the pandemic in business life |

### 2.4.1.2. Follow-up activity

Students can move on to the next course.

## 2.4.2. Resilient Business Models

Business resilience is the ability of an organization to quickly adapt to disruptions while maintaining continuous business operations and safeguarding people, assets and overall brand equity. Those who take this course will learn this ability.

### 2.4.2.1. Learning outcomes of the course

By the end of the course, the participants will gain the skill of developing resilience to overcome challenges, such as those resulting from difficult relationships, disrupted work-life balance, and stressful or tragic events. Cultivating resilience can also contribute to increasing your ability to accept and respond constructively to criticism.

| Activity | Duration (min.) | Activity description                                      | Intended outcome  |
|----------|-----------------|---|---|
| 1        | 10              | <b>Building a More Resilient Business</b>                 | General information about building a resilient business |
| 2        | 10              | <b>The Challenge of Measuring and Managing Resilience</b> | The skill of the challenge of managing resilience       |

| Activity | Duration (min.) | Activity description                          | Intended outcome                        |
|----------|-----------------|---|---|
| 3        | 10              | <b>Building Resilient Enterprises</b>         | The skill of resilient enterprises      |
| 4        | 15              | <b>How to Become a More Resilient Company</b> | The ability to create resilient company |

#### 2.4.2.2. Follow-up activity

Students can move on to the next course.

#### 2.4.3. Business Process Management (BPM)

Business Process management is a management discipline that ensures the continuous improvement of an institution's performance and accepts processes as a fundamental "asset". A process is a series of events and movements that are unified or repeated in a certain order or time, progressing, and developing.

##### 2.4.3.1. Learning outcomes of the course

After finalizing the course, the participant will get the skill of minimizing duplication, dated information to help the teams get organized. The participant will be empowered to bridge the gaps and regain control of information, whether on the customers or the organization itself.

| Activity | Duration (min.) | Activity description                         | Intended outcome  |
|----------|-----------------|--|---|
| 1        | 10              | <b>What is business process management?</b>  | The general idea of business process management                 |
| 2        | 10              | <b>Types of BPM</b>                          | The information of types of the BPM                             |
| 3        | 10              | <b>Business process management lifecycle</b> | General information about BPM mechanism                         |
| 4        | 15              | <b>Business Process Management Benefits</b>  | General information about the BPM and the skill of operating it |

#### 2.4.3.2. Follow-up activity

Students can move on to the next course.



## 2.4.4. Supply Chain Management

Supply Chain Management is the integrated management of material, information and money flow that ensures that the right product reaches the customer at the right time, at the right place, at the right price, at the lowest possible cost for the entire supply chain. Those who take this course will learn supply chain management.

### 2.4.4.1. Learning outcomes of the course:

After completing successfully, the course, the participant will gain the skills of;

- Understanding fundamental supply chain management concepts.
- Applying knowledge to evaluate and manage an effective supply chain.
- Understanding the foundational role of logistics as it relates to transportation and warehousing.
- Understanding how to align the management of a supply chain with corporate goals and strategies.
- Analyzing and improve supply chain processes.

| Activity | Duration (min.) | Activity description                    | Intended outcome  |
|----------|-----------------|---|---|
| 1        | 15              | <b>What is Supply Chain Management?</b> | The general information upon Supply Chain Management          |
| 2        | 30              | <b>Supply Chain Management Software</b> | The information and skill of Supply Chain Management Software |

### 2.4.4.2. Follow-up activity

Students can move on to the next course.

## 2.4.5. E- Invoicing

E-Invoicing is a system that enables invoices to be issued, shared and monitored electronically using an internet connection. Those who take this course will learn E- Invoicing system.

### 2.4.5.1. Learning outcomes of the course:

After completing the course, the participant will gain the skill of data reconciliation and accuracy during manual data entry. It allows interoperability across businesses and faster processing and an increased likelihood that the company get paid earlier.

| Activity | Duration (min.) | Activity description        | Intended outcome                                   |
|----------|-----------------|-----------------------------|--|
| 1        | 45              | <b>e-Invoicing Overview</b> | The general information upon E-Invoicing Processes |

### 2.4.5.2. Follow-up activity

Students can move on to the next course.

## 2.4.6. Digital Human Resource Management (HRM)

Digital HR is a process optimization in which software technologies and especially cloud technologies are used to make Human Resources more efficient, effective and communication high. In other words, it is the evolution of Human Resources processes and ways of working with digital transformation.

### 2.4.6.1. Learning outcomes of the course

The participant will learn about employee relations, including how to lead negotiations, manage grievances, deal with strikes and lockouts, and stay within the bounds of the law when working with unions, employees, managers, and government officials with a digital transformation.

| Activity | Duration (min.) | Activity description                                 | Intended outcome  |
|----------|-----------------|--|---|
| 1        | 10              | <b>What is Digital HR?</b>                           | The general information upon digital HRM                                |
| 2        | 15              | <b>What is Remote Workforce Management Software?</b> | The skill on remote workforce management software                       |
| 3        | 20              | <b>Employee Wellbeing vs performance?</b>            | The skill of overall employee experience that affects the business life |

### 2.4.6.2. Follow-up activity

Students can move on to the next course.

### 2.4.7. Collaborative Platforms

A Collaborative Platform is a category of business software that adds broad social networking capabilities to work processes. In this course, you will learn how to access and use collaboration platforms.

#### 2.4.7.1. Learning outcomes of the course:

After completing the course, the participant will gain not only the skills of investigating the relations between perceptions of peer interactions, perceived learning and satisfaction with collaborative activities but also positive interdependence, individual accountability, and interpersonal skills

| Activity | Duration (min.) | Activity description                                  | Intended outcome                                     |
|----------|-----------------|---|--|
| 1        | 10              | <b>What is a Collaboration Platform?</b>              | The general information upon Collaboration Platforms |
| 2        | 20              | <b>What Are the Types of Collaboration Platforms?</b> | The information about the varieties of the CPs       |
| 3        | 15              | <b>Collaboration Platform Features</b>                | The information of CP features                       |

#### 2.4.7.2. Follow-up activity

Students can move on to the next course.

### 2.4.8. Fintech

Fintech is a technology and innovation that aims to compete with traditional financial methods in the delivery of financial services. Fintech is an emerging industry that uses technology to improve operations in finance.

#### 2.4.8.1. Learning outcomes of the course

After completing the course, the participant will gain the skills of understanding of the overall role and importance of the fintech function and finance management knowledge on a basic level. Also, the course will help the participant to communicate effectively using standard business terminology.

| Activity | Duration (Min.) | Activity description          | Intended outcome   |
|----------|-----------------|-------------------------------|--|
| 1        | 10              | <b>What is Fintech?</b>       | The general information about Fintech                    |
| 2        | 20              | <b>How does fintech work?</b> | The information about the operational process of Fintech |
| 3        | 15              | <b>Fintech Examples</b>       | Some examples of working areas of Fintech                |

### 2.4.8.2. Follow-up activity

Students can move on to the next course.

### 3. MODULE 3 - CURRICULUM IN DIGITAL MARKETING & COMMUNICATIONS

#### 3.1. Aim

The general purpose of this module is to enable participants with a set of knowledge and skills concerning how to use interactive digital communication technologies and how to effectively manage of these digital resources by organizations and companies to improve their businesses.

#### 3.2. ECTS Table

| Module-3: Digital Marketing & Communications |  | ECTS: 1                  |
|--|--|--------------------------|
| N  | Courses                                      | Classroom (Hours/Minute) |
| 1  | The internet. The web – A short presentation | 1 Hour                   |
| 2  | Social Media and Social Media for Business   | 1 Hour                   |
| 3  | Digital Champaigns                           | 1 Hour                   |
| 4  | Chatbots                                     | 1 Hour                   |
| 5  | Data Analytics                               | 1 Hour                   |
| 6  | Digital Communications                       | 1 Hour                   |

#### 3.3. Total Workload (Hours)

6 Hours

#### 3.4. Course Detail

##### 3.4.1. The internet. The web – A short presentation

The aim of this course, to understand the basic concepts and differences between concepts, to know the differences between web types.

##### 3.4.1.1. Learning outcomes of the course

- Understanding the basic concepts of internet and web.
- Knowing the characteristics between different types of web (web 1.0, 2.0, 3.0).

| Number | Duration (min.) | Activity description   | Intended outcome   |
|--------|-----------------|--|--|
| 1      | 30              | <b>What is the internet? How does the internet work?</b><br><b>What does the web mean?</b> | A short presentation about internet and web will be given. |

| Number | Duration (min.) | Activity description  | Intended outcome  |
|--------|-----------------|---|---|
| 2      | 30              | <b>What are the types of web and their characteristics?</b> | Information about the differences between types of web will be given. |

#### 3.4.1.2. Follow-up activity

Students can move on to the next course.

### 3.4.2. Social Media and Social Media for Business

Understanding of the benefits of social media for business. Developing effective management skills of using social media resources for business in participants.

#### 3.4.2.1. Learning outcomes of the course

General information about social media interactive technologies will be given.

| Activity | Duration (min.) | Activity description   | Intended outcome  |
|----------|-----------------|--|---|
| 1        | 15              | <b>What is social media?</b>   | General information about social media interactive technologies will be given.                            |
| 2        | 15              | <b>What are the benefits of social media for business?</b>             | Information about benefits for businesses that use social media will be given.                            |
| 3        | 15              | <b>What are the most used social media platform used for business?</b> | Information about which social media platform is best for business and how they operate will be obtained. |
| 4        | 15              | <b>How can be effectively manage the social media resources?</b>       | Information on the use of social media will be obtained.  |

#### 3.4.2.2. Follow-up activity

Students can move on to the next course.

### 3.4.3. Digital Campaigns

With this course, awareness will be raised about the benefits of digital marketing campaigns for businesses and general information about these concepts will be obtained.



### 3.4.3.1. Learning outcomes of the course

Acquiring of the strategies of effectively using of the digital champains as resources for business.

| Activity | Duration (min.) | Activity description  | Intended outcome   |
|----------|-----------------|---|--|
| 1        | 20              | <b>What is a digital champain?</b>                                | General information about digital champains will be given.   |
| 2        | 20              | <b>What are the benefits of digital champains for business?</b>   | Information about benefits for businesses that use digital champains will be given.                      |
| 3        | 20              | <b>How can be effectively manage digital marketing champains?</b> | Information about what are the best strategies of using digital champains for business will be obtained. |

### 3.4.3.2. Follow-up activity

Students can move on to the next course.

### 3.4.4. Chatbots

The aim of this course, understanding of the benefits of using chatbots as resources for business.

#### 3.4.4.1. Learning outcomes of the course

General information about chatbots and their utility will be given.

| Activity | Duration (min.) | Activity description   | Intended outcome  |
|----------|-----------------|--|---|
| 1        | 20              | <b>What is a chatbot?</b>                                    | General information about chatbots and their utility will be given. |
| 2        | 20              | <b>What are the benefits of using chatbots for business?</b> | Information about of using chatbots for business will be taught.    |

| Activity | Duration (min.) | Activity description                          | Intended outcome  |
|----------|-----------------|---|---|
| 3        | 20              | <b>How a chatbot can help in my business?</b> | Information about what are the best strategies of using chatbots for business will be obtained. |

### 3.4.4.2. Follow-up activity

Students can move on to the next course.

### 3.4.5. Data Analytics

The aim of this course, to understand data analytics as a form of business intelligence.

#### 3.4.5.1. Learning outcomes of the course

General information about data analytics process will be given.

| Activity | Duration (min.) | Activity description   | Intended outcome  |
|----------|-----------------|--|---|
| 1        | 30              | <b>What is a data analytics process?</b>                                 | General information about data analytics process will be given.   |
| 2        | 30              | <b>What are the benefits of big data solutions for small businesses?</b> | Information about using data analytics as a form of business intelligence, wins and opportunities will be obtained. |

### 3.4.5.2. Follow-up activity

Students can move on to the next course.

### 3.4.6. Digital Communications

The aim of this course, awareness the importance of the digital communications in business and companies.

#### 3.4.6.1. Learning outcomes of the course (2 hours seminar)

Knowing the most effective digital tools for communication with customers and employees.

| Activity | Duration (min.) | Activity description   | Intended outcome   |
|----------|-----------------|--|--|
| 1        | 20              | <b>What is digital communication?</b>  | General information about the concept and importance of digital communications nowadays will be given.   |
| 2        | 20              | <b>What is business communication? What are the digital channels for communication with employees?</b> | Information about the most efficient digital channels for communication with employees will be given.    |
| 3        | 20              | <b>What are the digital channels for communication with customers?</b>                                 | Information about the most efficient digital channels for communication with employees will be obtained. |

### 3.4.6.2. Follow-up activity

The courses in module 3, will continue with the midterm exam.

## 4. MODULE 4 - CURRICULUM IN DIGITAL DATA & CURRENT TECHNOLOGY

### 4.1. Aim

The module aims to give a deeper explanation of the importance of digital data in business, as well as the increasing value of collecting and analyzing it. Companies at the forefront of technological advancements understand that data analytics should be a key driver of business decisions. Understanding their data has critical to every aspect of their businesses.

In addition to growing importance of data for business a technical solution such as “Data Storage”, “Cloud Technologies”, “Databases”, “As-a-Service Technology” and “Sentiment Analysis” are explained in a way to support collecting and preserving data.

### 4.2. ECTS Table

|          | <b>Module-4 Digital Data &amp; Current Technology</b> | ECTS: 1                  |
|----------|---|--------------------------|
| <b>N</b> | <b>Courses</b>  | Classroom (Hours/Minute) |
| 1        | <b>The Value of Data</b>                              | 1 Hours                  |
| 2        | <b>Data Storage</b>                                   | 1 Hours                  |
| 3        | <b>Cloud Technologies</b>                             | 1 Hours                  |
| 4        | <b>Databases</b>                                      | 1 Hours                  |
| 5        | <b>As-a-Service Technology</b>                        | 1 Hours                  |
| 6        | <b>Sentiment Analysis</b>                             | 1 Hours                  |

### 4.3. Total Workload (Hours)

6 Hours

### 4.4. Module Details

#### 4.4.1. The Value of Data

The aim of this course is understanding of the increasing value of data in digital business.

##### 4.4.1.1. Learning outcomes of the course:

- Basic understanding on data.
- The importance of data in digital business.
- How to create business value from data.

| Number | Duration (min.) | Activity description                               | Intended outcome   |
|--------|-----------------|--|--|
| 1      | 30              | <b>The Value of Data</b>                           | Information about potential of data                      |
| 2      | 30              | <b>The Goal: Creating Business Value from Data</b> | Data analytics can be a key driver of business decisions |

#### 4.4.1.2. Follow-up activity

Students can move on to the next course.

#### 4.4.2. Data Storage

What are the media that records and preserves digital information for ongoing or future operations. How do this media work. This course will introduce these concepts.

##### 4.4.2.1. Learning outcomes of the course:

- Knowledge of magnetic, optical or mechanical media that records and preserves digital information.
- How Data Storage Works

| Number | Duration (min.) | Activity description          | Intended outcome                          |
|--------|-----------------|-------------------------------|---|
| 1      | 30              | <b>Data Storage</b>           | Knowledge of record and preserve of data  |
| 2      | 30              | <b>How Data Storage Works</b> | Knowledge of foundations to data storage. |

#### 4.4.2.2. Follow-up activity

Students can move on to the next course.

#### 4.4.3. Cloud Technologies

Knowledge about the advantages of cloud computing technology, including cost savings, increased productivity, speed and efficiency, performance and protection will be gained through this deck.

#### 4.4.3.1. Learning outcomes of the course:

- The essence of cloud technology.
- Number of advantages of cloud technology

| Number | Duration (min.) | Activity description                  | Intended outcome   |
|--------|-----------------|---------------------------------------|--|
| 1      | 30              | <b>Cloud computing</b>                | Information about cloud computing tools such as data storage, servers, databases, applications, and networks   |
| 2      | 30              | <b>Advantages of Cloud Technology</b> | Information about the advantages of CT:<br>Cost Optimization, Scalability and Resource Utilization, Data Security, Collaboration and Ease of Use, Fast Software Updates of Resources<br>High Speed and Flexibility, Rapid Deployment |

#### 4.4.3.2. Follow-up activity

Students can move on to the next course.

#### 4.4.4. Databases

The aim of this course is to teach how data can be structured and categorized in databases in accordance with the needs of the institution and how to create and manage the database.

#### 4.4.4.1. Learning outcomes of the course

- How to use database in helping a company to know about its present performance, estimating and making plans for further operations.
- Popular Database options for SMEs



| Number | Duration (min.) | Activity description                     | Intended outcome   |
|--------|-----------------|--|--|
| 1      | 30              | <b>Understanding Databases</b>           | General information about databases  |
| 2      | 30              | <b>Popular Database options for SMEs</b> | Oracle Database<br>PostgreSQL – free<br>Microsoft SQL Server (SQL pronounced sequel) |

#### 4.4.4.2. Follow-up activity

Students can move on to the next course.

#### 4.4.5. As-a-Service Technology

Explanation of the essentials of as-a-service model and how is revolutionizing the way businesses compute and compete. Information about different as-a-service models.

##### 4.4.5.1. Learning outcomes of the course:

- Knowledge about as-a-service model and how to achieve greater agility, flexibility, speed, and more.
- Knowledge of different as-a-service models and their advantages.

| Number | Duration (min.) | Activity description                      | Intended outcome  |
|--------|-----------------|---|---|
| 1      | 15              | <b>As-a-Service Technology</b>            | General information about As-a-Service Technology         |
| 2      | 15              | <b>Infrastructure as a Service (IaaS)</b> | Information about the use of Infrastructure as a Service  |
| 3      | 15              | <b>Platform as a Service (PaaS)</b>       | Information about the use of Platform as a Service (PaaS) |
| 4      | 15              | <b>Software as a Service (SaaS)</b>       | Information about the use of Software as a Service (SaaS) |

#### 4.4.5.2. Follow-up activity

Students can move on to the next course.

#### 4.4.6. Sentiment Analysis

Explanation of Sentiment Analysis in business, also known as opinion mining, as a process of identifying and cataloging a piece of text according to the tone conveyed by it to adjust to the present market situation and satisfy customers in a better way.

##### 4.4.6.1. Learning outcomes of the course:

- Knowledge on the increasing importance of sentiment analysis for digital business.
- How to use sentiment analysis in business intelligence build-up

| Number | Duration (min.) | Activity description  | Intended outcome  |
|--------|-----------------|---|---|
| 1      | 20              | <b>Sentiment analysis for Business</b>                      | General information about sentiment analysis                                  |
| 2      | 20              | <b>The Role of Sentiment Analysis in Business</b>           | Information how sentiment analysis in business can prove a major breakthrough |
| 3      | 20              | <b>Sentiment Analysis in Business Intelligence Build-up</b> | How to use sediment analysis to make better decisions.                        |

##### 4.4.1.1 Follow-up activity

Students can move on to the next module.

## 5. MODULE 5 - CURRICULUM in EMERGING & DIGITAL TRANSFORMATION TECHNOLOGY

### 5.1. Aim

There are certain innovative digital technologies that emerge into prominence and already have a great impact on people's lives. Module 5 aims to explain the most progressive, prospective and innovative digital technologies which surely will be used by digital business next years.

These Emerging & Digital Transformation Technologies will no doubt form digital business environment following years. A successful digital company without using these technologies is unthinkable, so they have their place in curriculum.

### 5.2. ECTS Table

|          | <b>Module-5 Emerging &amp; Digital Transformation Technology</b> | ECTS: 1                   |
|----------|--|---------------------------|
| <b>N</b> | <b>Courses</b>   | Classroom (Hours/Minutes) |
| 1        | Artificial Intelligence (AI)                                     | 1 Hour                    |
| 2        | Virtual Reality/Augmented Reality                                | 1 Hour                    |
| 3        | Blockchain & Cryptocurrency                                      | 1 Hour                    |
| 4        | Internet of Things/Edge Computing                                | 1 Hour                    |
| 5        | Industry 4.0   | 1 Hour                    |
| 6        | Robotics   | 1 Hour                    |

### 5.3. Total Workload (Hours)

6 Hours

### 5.4. Course Details

#### 5.4.1. Artificial Intelligence (AI)

Information about the essence of Artificial intelligence and how it can be used. Artificial Intelligence as a service and tools that can be used to support digital business.

##### 5.4.1.1. Learning outcomes of the course:

Students will have information about artificial intelligence and how to use it.

| Number | Duration (min.) | Activity description                | Intended outcome  |
|--------|-----------------|-------------------------------------|---|
| 1      | 60              | <b>Artificial Intelligence (AI)</b> | Information about artificial intelligence and how to be used. |

#### 5.4.1.2. Follow-up activity

Students can move on to the next course.

#### 5.4.2. Virtual Reality/Augmented Reality

This course is explaining what Virtual Reality, Augmented Reality, and differences between them are.

##### 5.4.2.1. Learning outcomes of the course:

Students will know what virtual Reality and augmented Reality and differences between them are.

| Number | Duration (min.) | Activity description                        | Intended outcome                                 |
|--------|-----------------|---|--|
| 1      | 20              | <b>Virtual Reality (VR)</b>                 | Explanation of Virtual Reality                   |
| 2      | 20              | <b>Augmented Reality</b>                    | Explanation of Augmented Reality                 |
| 3      | 20              | <b>Augmented Reality vs Virtual Reality</b> | Comparison between virtual and augmented reality |

#### 5.4.2.2. Follow-up activity

Students can move on to the next course.

#### 5.4.3. Blockchain & Cryptocurrency

This course has Definition and explanation of blockchain and cryptocurrency. How blockchain works. Similarities and differences between blockchain and cryptocurrency.

##### 5.4.3.1. Learning outcomes of the course:

Students will learn cryptocurrency and its basis blockchain, so to know how to use cryptocurrency in digital business.

| Number | Duration (min.) | Activity description  | Intended outcome   |
|--------|-----------------|---|--|
| 1      | 10              | <b>Blockchain</b>   | Information about blockchain   |
| 2      | 10              | <b>How does blockchain work?</b>                            | Information about how blockchain works   |
| 3      | 15              | <b>Blockchain &amp; Cryptocurrency (e.g., Bitcoin)</b>      | Blockchain as a ledger for cryptocurrency  |
| 4      | 15              | <b>Similarities Between Blockchain &amp; Cryptocurrency</b> | Information why Blockchain & Cryptocurrency are Intangible, advanced, interdependent.  |
| 5      | 10              | <b>Differences Between Blockchain and Cryptocurrency</b>    | Explanation of differences Between Blockchain and Cryptocurrency such as Inherent Nature, Monetary Value Usage, Mobility, Transparency |

#### 5.4.3.2. Follow-up activity

Students can move on to the next course.

#### 5.4.4. Internet of Things/Edge Computing

The aim of this course is knowledge about internet of things and edge computing.

##### 5.4.4.1. Learning outcomes of the course:

The way the devices can be connected to the Internet so they can sense, gather, receive and send data and communicate with each other as well as bringing computing as close to the source of data as possible.

| Number | Duration (min.) | Activity description      | Intended outcome                      |
|--------|-----------------|---------------------------|---------------------------------------|
| 1      | 30              | <b>Internet of Things</b> | Information about Internet of Things. |

| Number | Duration (min.) | Activity description           | Intended outcome                  |
|--------|-----------------|--------------------------------|-----------------------------------|
| 2      | 30              | <b>What is edge computing?</b> | Information about edge computing. |

#### 5.4.4.2. Follow-up activity

Students can move on to the next course.

#### 5.4.5. Industry 4.0

Information about Industry 4.0 - the fourth industrial revolution: the digitization and automation of manufacturing.

##### 5.4.5.1. Learning outcomes of the course:

Knowledge about advances in networking, machine learning, data analytics, robotics, 3D printing, and other technologies.

| Number | Duration (min.) | Activity description | Intended outcome  |
|--------|-----------------|----------------------|---|
| 1      | 60              | <b>Industry 4.0</b>  | Information about industrial revolutions and the fourth industrial revolution |

#### 5.4.5.2. Follow-up activity

Students can move on to the next course.

#### 5.4.6. Robotics

Knowledge about robotics and how are moving into the business world in a big way.

##### 5.4.6.1. Learning outcomes of the course:

What is robotics and how businesses can see massive savings and cost-effective changes using them.

| Number | Duration (min.) | Activity description | Intended outcome           |
|--------|-----------------|----------------------|----------------------------|
| 1      | 20              | <b>Robotics</b>      | Information about Robotics |



| Number | Duration (min.) | Activity description        | Intended outcome  |
|--------|-----------------|-----------------------------|---|
| 2      | 20              | <b>Robotics in Business</b> | Information about Robotics in Business and RaaS (Robots-as-a-Service) |
| 3      | 20              | <b>Robots-as-a-Service</b>  | Information how robots can provide productivity boosts                |

#### 5.4.6.2. Follow-up activity

Students can move on to the next module.

## 6. MODULE 6 - CURRICULUM IN GOVERNANCE, RISK AND COMPLIANCE (GRC) & TRUST, SECURITY AND PRIVACY (TSP)AIMS

### 6.1. Aim

The main aim of this module is to introduce the concepts of Governance, Risk & Compliance (GRC) from a digital data and technology viewpoint. The importance of GRC is linked to Trust, Security & Privacy (TSP) which are the most prominent challenges for modern digital businesses.

This module covers Governance, Compliance, Risk, Contingency Planning, Business Continuity & Disaster Recovery, Data Protection (GDPR), Computer Security, Privacy and Trust in the digital Age.

### 6.2. ECTS Table

|          | <b>Modul-6 Governance, Risk and Compliance (GRC) &amp; Trust, Security and Privacy (TSP)Aims</b> | ECTS: 1                  |
|----------|--|--------------------------|
| <b>N</b> | <b>COURSES</b>   | Classroom (Hours/Minute) |
| 1        | I.T Governance   | 30 min.                  |
| 2        | Compliance   | 30 min                   |
| 3        | Risk   | 30 min                   |
| 4        | Contingency Planning   | 40 min                   |
| 5        | Business Continuity & Disaster Recovery  | 30 min                   |
| 6        | Computer Security  | 30 min                   |
| 7        | GDPR   | 30 min                   |
| 8        | Privacy & Trust in the Modern Age  | 20 min                   |

### 6.3. Total workload (Hours)

6 Hours

### 6.4. Course Details

#### 6.4.1. I.T Governance

The topic provides learners with an understanding of the purpose, drivers and key elements of I.T Governance in all types of organizations. This includes the structure, importance and challenges to this vital element of governance in general.

### 6.4.1.1. Learning outcomes of the course

The learner should understand the concepts of I.T Governance, why it is important and who is involved.

| Number | Duration (min.) | Activity description                    | Intended outcome  |
|--------|-----------------|---|---|
| 1      | 10              | <b>What is I.T Governance?</b>          | Inform students what I.T governance is.                         |
| 2      | 5               | <b>High level goals</b>                 | Inform students what are the high-level goals of I.T governance |
| 3      | 5               | <b>Why is I.T Governance Important?</b> | Outline why I.T Governance is important                         |
| 4      | 5               | <b>Stakeholders</b>                     | Detail who the stakeholders are in I.T governance               |
| 5      | 5               | <b>Concerns</b>                         | Highlight the concerns of I.T Governance                        |

### 6.4.1.2. Follow-up activity

Students can move on to the next course.

## 6.4.2. Compliance

This topic introduces learners to the concept of compliance and the requirement to adhere to relevant mandatory or best practice standards for operating a digital business.

### 6.4.2.1. Learning outcomes of the course

The learner should assess compliance with relevant mandatory and best practice standards a digital world.

| Number | Duration (min.) | Activity description                | Intended outcome                        |
|--------|-----------------|-------------------------------------|---|
| 1      | 4               | <b>What is Compliance?</b>          | Inform students what I.T compliance is. |
| 2      | 4               | <b>Why is Compliance Important?</b> | Outline why compliance is important     |

| Number | Duration (min.) | Activity description                              | Intended outcome   |
|--------|-----------------|---|--|
| 3      | 4               | <b>Information Security Compliance</b>            | Inform students why information security compliance is paramount |
| 4      | 4               | <b>Relevant Standards and legislation</b>         | Introduce briefly relevant standards and legislation             |
| 5      | 4               | <b>Chief Compliance officer</b>                   | Outline the role of CCO  |
| 6      | 5               | <b>Compliance Risk</b>                            | Highlight how risk and compliance are linked                     |
| 7      | 5               | <b>What are the penalties for non-compliance?</b> | Introduce the types of penalties for non-compliance              |

#### 6.4.2.2. Follow-up activity

Students can move on to the next course.

#### 6.4.3. Risk

This topic introduces learners to the concept of risk within digital business, including the requirement for risk assessments, risk mitigation and risk appetite. Learners will gain understanding that risk is a factor that must be addressed iteratively and repeatedly to ensure good governance and proper compliance whilst operating a digital business.

##### 6.4.3.1. Learning outcomes of the course

The learner should comprehend the concept of Risk in digital business

| Number | Duration (min.) | Activity description            | Intended outcome                                 |
|--------|-----------------|---------------------------------|--|
| 1      | 4               | <b>What is Risk?</b>            | Inform students what Risk is in a digital world. |
| 2      | 5               | <b>What is Risk Assessment?</b> | Introduce the concept of a risk assessment       |
| 3      | 5               | <b>Risk Assessment Steps</b>    | Outline the steps in a risk assessment           |
| 4      | 5               | <b>What is Risk Management?</b> | Learn what the concept of risk management is.    |

| Number | Duration (min.) | Activity description                            | Intended outcome                                     |
|--------|-----------------|---|--|
| 5      | 5               | <b>Risk Management Strategies and Processes</b> | Highlight the most common risk management strategies |
| 6      | 5               | <b>Risk Management Approaches</b>               | Describe the main risk management approaches         |
| 7      | 5               | <b>Why Risk Management often fails?</b>         | Learn why risk management is often unsuccessful.     |

### 6.4.3.2. Follow-up activity

Students can move on to the next course.

### 6.4.4. Contingency Planning

Learners will be introduced to the concept of contingency planning which provides assurance in a time of crisis. Contingency planning can help businesses plan for the unexpected to ensure business continuity and continuation of daily operations in periods of crisis.

#### 6.4.4.1. Learning outcomes of the course

The learner should be able to describe what is digital contingency planning and what are the possible steps to digitally prepare for a crisis.

| Number | Duration (min.) | Activity description                     | Intended outcome                                     |
|--------|-----------------|--|--|
| 1      | 4               | <b>What is Contingency?</b>              | Inform students what is a contingency                |
| 2      | 4               | <b>What is Contingency planning?</b>     | Introduce the concept of a risk contingency planning |
| 4      | 4               | <b>Contingency priorities</b>            | Outline the priorities in terms of Tier 1, 2 and 3   |
| 5      | 4               | <b>4 levels based on time to recover</b> | Introduce the concepts of time to recover            |
| 6      | 6               | <b>NIST 800-34 contingency plan</b>      | Briefly describe NIST 800-34 contingency plan steps  |
| 7      | 6               | <b>Key tangible elements?</b>            | Comprehend the real elements of a contingency plan   |

| Number | Duration (min.) | Activity description                   | Intended outcome                          |
|--------|-----------------|--|---|
| 8      | 6               | <b>Contingency planning priorities</b> | List the priorities in a contingency plan |
| 9      | 6               | <b>Entergy contingency plan</b>        | Introduce real world example              |

#### 6.4.4.2. Follow-up activity

Students can move on to the next course.

### 6.4.5. Business Continuity and Disaster Recovery

Learners will be introduced to the concept of business continuity and its relationship with contingency planning and disaster recovery. Businesses that mitigate risk through strong planning for business continuity and disaster recovery have a better chance of survival in the event of a crisis.

#### 6.4.5.1. Learning outcomes of the course

The learner should be able to describe what is digital contingency planning and what are the possible steps to digitally prepare for a crisis.

| Number | Duration (min.) | Activity description  | Intended outcome   |
|--------|-----------------|---|--|
| 1      | 3               | <b>What is Business Continuity?</b>                                   | Inform students what business continuity is.   |
| 2      | 3               | <b>3 key elements</b>   | Introduce the three key elements of resilience, recovery and contingency                           |
| 3      | 3               | <b>Why we need a business continuity plan?</b>                        | Highlight why such a plan may be needed  |
| 4      | 4               | <b>Who should participate in business continuity planning?</b>        | List who should be involved in contingency planning exercises                                      |
| 5      | 5               | <b>Where to execute a business continuity plan during a disaster?</b> | What are the options as regard physical location from which to execute a business continuity plan? |

| Number | Duration (min.) | Activity description                       | Intended outcome   |
|--------|-----------------|--|--|
| 6      | 6               | <b>DIY or use a service provider?</b>      | Evaluate whether a company can do it themselves or do they need external services? |
| 7      | 6               | <b>Business continuity planning phases</b> | Discuss the phases in planning for business continuity.                            |

### 6.4.5.2. Follow-up activity

Students can move on to the next course.

### 6.4.6. Computer Security

Learners are introduced to the basic principles of computer security that will provide an insight into the importance of keeping a digital business system secure against various types of breaches. Cyber-attacks are a real and common threat to all businesses and could unexpectedly cause a major business crisis. Understanding the basis of computer security will help to mitigate cyberthreats.

#### 6.4.6.1. Learning outcomes of the course

The learner should be able to comprehend at a high level the importance of computer and data security. They should also have basic familiarity with the most common types of cyber security attacks.

| Number | Duration (min.) | Activity description             | Intended outcome   |
|--------|-----------------|----------------------------------|--|
| 1      | 5               | <b>Case Study?</b>               | Introduce major computer security example                                |
| 2      | 5               | <b>Data Security</b>             | Highlight the importance and scale of data security attacks and breaches |
| 3      | 10              | <b>Types of threats</b>          | Briefly describe the main cyber security threats                         |
| 4      | 10              | <b>Why does security matter?</b> | Outline the possible impacts of a computer security breach.              |

### 6.4.6.2. Follow-up activity



Students can move on to the next course.

### 6.4.7. General Data Protection Regulations (GDPR)

GDPR was introduced in the European Union in 2018 and its introduction has greatly impacted the way in which personal data can be managed, processed, and stored. Learners will be given insight into the principles of GDPR, its importance and impact via a case study.

#### 6.4.7.1. Learning outcomes of the course

The learner should gain an understanding of why personal data is so important and how this relates to GDPR

| Number | Duration (min.) | Activity description | Intended outcome   |
|--------|-----------------|----------------------|--|
| 1      | 10              | <b>GDPR</b>          | Give an overview of the EU's General Data Protection Regulations               |
| 2      | 10              | <b>Personal data</b> | Increase the understanding of what is personal data and why it is so important |
| 3      | 10              | <b>Case Study</b>    | Describe the impacts of a multinational company breaking GDPR                  |

#### 6.4.7.2. Follow-up activity

Students can move on to the next course.

### 6.4.8. Privacy and Trust

Privacy and Trust are very importance issues in a digital world and largely linked with the concepts of computer security. Learners will be introduced to the basic concepts of privacy and trust and discover when/how these are important in all types of digital business.

#### 6.4.8.1. Learning outcomes of the course

The learner should know the difference between privacy and trust and understand how they are linked to computer security. Should understand why customers digital privacy is so important and why they data is potentially so lucrative to business and criminals alike.

| Number | Duration (min.) | Activity description                        | Intended outcome   |
|--------|-----------------|---|--|
| 1      | 8               | <b>Data Privacy and why does it matter?</b> | Outline what data privacy is and why it is important   |
| 2      | 7               | <b>Data protection versus data privacy</b>  | Comprehend the differences between data protection and data privacy  |
| 3      | 5               | <b>Trust in the modern age</b>              | Describe what Trust is and outline the four relevant types of trust that are relevant when using digital technologies. |

#### 6.4.8.2. Follow-up activity

The courses in module 6, will continue with the final exam.