



Digital Transformation Basics

An introduction to digital transformation for SMEs and entrepreneurs

Contents and Methodology

Objectives

Through this introductory course you will be able to

- understand the main **digital transformation** concepts and processes.
- Understand the need to establish a **digital strategy**
- identify innovation opportunities for your company based on digital technologies:
 - **Digital marketing**
 - **Mobile services**
 - **Cloud technologies**
 - **Internet of things**
 - **Big Data**





Target audience

This course is aimed at African women

- Entrepreneurs.
- Staff involved in improving the processes of small companies.
- Unemployed and students interested in improving their training and identifying new job opportunities.



Contents

Contents are structured in 8 topics

- The Digital Revolution
- Digital strategy
- Infrastructure
- Digital marketing
- Mobile services
- Cloud technologies
- Internet of things
- Big Data



Methodology

The course will be held online.

The theoretical knowledge will be complemented with practical exercises.

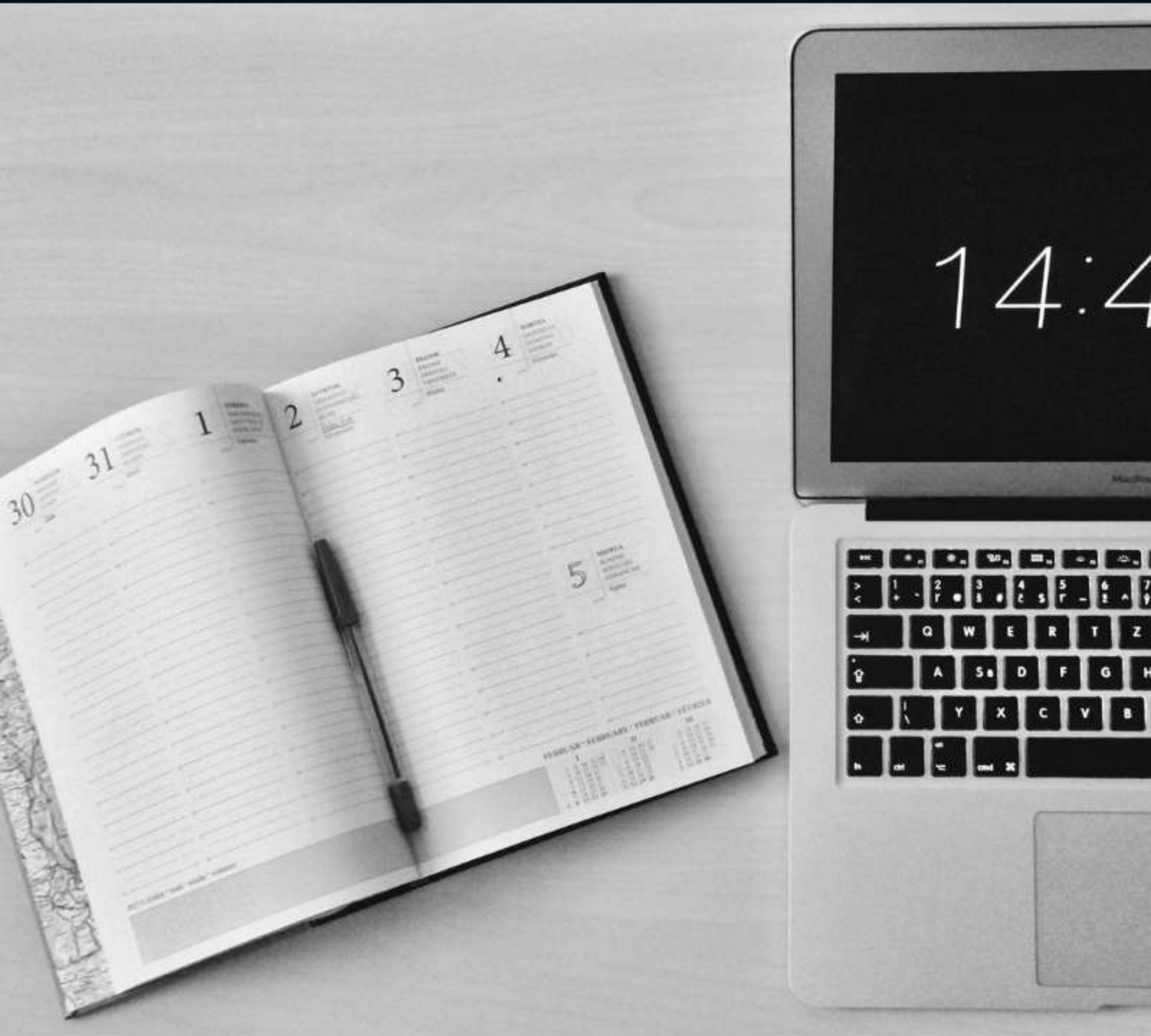
- Live lessons to present case studies, resolve doubts and promote exchange between instructors and students.
- Online lessons – Videos and presentations.
- Practical cases.
- Interactive tests and exercises to verify that the contents have been understood correctly.
- Complementary materials (articles, news, videos, guides,...)
- Exams.



Instructors

This course is tutored by staff from Canary Islands Institute of Technology, with extensive experience in innovation advising and training activities addressed to small companies and entrepreneurs.

The instructors have carried out the implementation of multiple digital tools to improve our own internal processes.



Time and effort

An effort of 10 - 15 hours is estimated to complete the course (5h per week).

The course will be available online for students to advance at their own pace during the 3 weeks.

There will be 3 live sessions

- Presentation of the course, instructors and methodology.
- Case studies/ practical cases and resolutions of doubts.
- Conclusions and recommendations.

Language

A basic knowledge (A2) of the language is highly recommended.

This course is available in

- English.
- Spanish.



Grading and certification

Students who pass the course will receive a diploma from the Canary Islands Institute of Technology (ITC) for the achievement of the course.

The logo consists of the lowercase letters 'itc' in a bold, white, sans-serif font.

INSTITUTO TECNOLÓGICO
DE CANARIAS



Gobierno
de Canarias

Canary Islands Institute of Technology

Innovation Department

<https://www.itccanarias.org/>
prospectiva@itccanarias.org