

NUMBER OF STUDENTS	20-40
COURSE NAME	Digital transformation basics
DURATION	15 hours (theory, practice and work of the student)
DATES	October 2025
PLACE / CLASSROOM	Online. ITC Campus
CONTENTS	
The course will be held online and in English with the following contents: <u>TOPICS:</u> Digital transformation basics Online training This online course is an introductory course to understand the main digital concepts and processes to implement a successful digital transformation in SMEs and for entrepreneurs. The online training is divided into nine modules and a case study: 1. Introduction 2. The Digital Revolution 3. Digital Strategy 4. Digital Infrastructure 5. Digital Marketing 6. Mobile Services 7. Cloud Technologies 8. Internet of Things 9. Big Data 10. Artificial Intelligence Format The insights are communicated in three formats: 1. Tutorials presenting the key aspects of each module with visual support 2. Case studies. 3. Interactive exercises. <u>TRAINERS:</u> Innovation Department, Canary Islands Institute of Technology <u>PLACE::</u> Online e-learning platform. Canary Islands Institute of Technology https://innovacion.itccanarias.org/ <u>METHODOLOGY:</u> Online training with access to the contents through presentations, videos and a case study. Students will be able to adapt their connection schedule, and they will be asked to complete tests per module, and a final one, in order to pass the course. The training will include three live tutoring sessions via Zoom between students and tutors, for the presentation of content, problem solving and sharing of results, as well as to learn about real examples of entrepreneurial initiatives.	