

Output 2: DIGA Curriculum Development

Digital Innovations for Growth Academy: Programme Aim and Outcomes

DIGA seeks to support the development of digitally-literate entrepreneurs, able to create and grow businesses through an integrated understanding of the potential of ICT/digital solutions which address their changing business needs.

DIGA accreditation provides entrepreneurship trainers/educators (ETE) with knowledge, skills and abilities across 5 key areas, which have been mapped to the (i) definition and (ii) understanding of Digital Competence, as well as the (iii) original DIGA outputs, to create the following 5 modules:

1. Enhancing Digital Awareness and Knowledge
2. The role and use of Digital Technologies and their benefits to Business
3. Making Digital Deliver for the start-up and small business
4. Enabling and Supporting the Development of an Entrepreneurial Digital Strategy
5. Designing Integrated (Digital Competence) Entrepreneur Support/Programmes

At the end of the programme, successful students, as ETE professionals will be able to:

1. Explain why entrepreneurs need to adopt a strategic long term perspective on the role and contribution of digital technologies to the next stage of business growth and development (*within the ever changing digital technology landscape (online, social, mobile, e-commerce, e-marketplace, ebusiness and multi-channel)*)
2. Articulate the potential and benefit of using enhanced ICT/digital competence to support sustained business success/growth
3. Demonstrate how Digital tools and Competence can deliver improved business success/growth
4. Identify the benefits of an integrated digital strategy in enhancing business performance
5. Design, plan, implement and deliver appropriate and effective digital ICT training courses

DIGA Pedagogy:

DIGA seeks to create a community of learners, working through collaboration and learning together during the DIGA programme in order to construct new knowledge and understand concepts.

DIGA will deploy a blended learning strategy, which utilises online experience together with co-creation, co-learning and supported group learning to create confident graduates as (E Trainers/Educators).

DIGA Assessment Strategy: DIGA contains formal assessment which records and supports progress through each of the 5 modules, as well as personal development planning.

Students are required to start the programme by completing a digital knowledge, language, skills and practices needs analysis, designed to identify both skills and confidence in the use and application of Digital technologies to identify where they are positioned in the Digital Technology Spectrum. This knowledge will allow the programme tutor to target the content of the various modules and the practical learning accordingly.

This emphasis on the Personal Development of the ETE will provide a framework and a personal development plan to focus on their digital development to ensure they recognise the requirement to continue to develop their skills across in digital technologies in order to work effectively with the existing or future demands of the digital native learner.

DIGA accreditation is awarded to successful students who have undertaken the full programme and evidenced their learning through self-assessment of their personal learning needs and the development of a personal development plan, as well as evidencing, through multiple choice/online review questions, their increased knowledge.

Module Learning Outcomes:

Module 1: Enhancing Digital Awareness and Knowledge

Overview: This module seeks to introduce the programme philosophy and approach, detailing the course requirements as well as developing the community of learners that underpins the DIGA programme. By first exploring the components of digital competence, this module will establish both the internal (firm) and external (international/national) context of digital innovation in order to provide stakeholder viewpoints and an appreciation of the impact of a digital strategy on the overall strategic vision of an enterprise.

Objectives: This module will explain why entrepreneurs need to adopt a strategic long term perspective on the role and contribution of digital technologies to the next stage of business growth and development. On completion of this module, successful students will be able to:

- Explain the importance, and individual components, of the 7 EU areas of Digital Competence
- Describe their national context (trends within the digital landscape)
- Indicate the range and variety of ICT (trends and innovations relevant to the entrepreneur and established small firm)
- Explain the internal context of the firm (stages of development) in relation to the potential impact of an integrated digital strategy
- Outline how digital has changed consumer behaviour and purchasing habits and how these impact on the requirements of the entrepreneurial business

Curriculum/ Indicative Programme Content will include

- Overview of the DIGA programme, its approach and requirements
- Explanation of the importance, and components, of 7 EU areas of Digital competence
- Establishing the context (external: such as trends and stakeholder views) in relation to Digital innovations
- Establishing the content (internal: strategic vision/stage of development of the enterprise) in relation to benefits of integrating a digital strategy
- Overview of the range and variety of ICT (including trends and innovations relevant to the entrepreneur and growing SME)
- Personal Development Planning:
- Self-Assessment/ Needs Analysis
 - Exploration of personal motivation to undertake DIGA (impact on professional development)
 - Understanding need for, and identifying needs, for continuing professional development (post DIGA)

Pedagogical Approach:

This module will establish the community of learning that underpins the whole programme. Typically this will establish the programme group through group work and networking before blended learning strategies are developed later in the programme.

Exposure to digital tools will be critical illustrating key learning points, in particular in exploring the 7 areas of Digital Competence that underpin the programme.

Assessment Strategy:

This module initially focuses upon the completion of a self-assessment needs-analysis, designed to support the personal development planning that underpins DIGA. This will shape the personal development plan, which is developed throughout the programme and reviewed at the end, to determine shifts in confidence and knowledge. The learning outcomes will be assessed through on-line review questions.

Module 2: The Role and Use of Digital Technologies and their benefits to Business

Overview:

This module seeks to clearly identify the benefits to business in establishing an integrated digital strategy. By exploring the potential of particular tools through scenarios that explore good practice, this module will introduce the range and variety of digital solutions and explore how they support business growth and development.

Objectives:

This module will introduce and familiarise students with the vast array of digital technologies and tools that exist and will clearly articulate the potential and benefit of using enhanced ICT/digital competence and or tools to support sustained business success/growth.

On completion of this module, successful students (as ETE professionals) will be able to:

- Illustrate knowledge of a range of tools and their potential benefits to business, within an integrated strategy
- Demonstrate the functionality of the (various) tools in order to how they can benefit the entrepreneur increasing sales, business efficiencies and being more competitive
- Determine the advantages and disadvantages of the various online media options and platforms for inclusion in a suitable digital media strategy
- Empathise with the learner and their context of ICT (barriers; fears; lack of understanding) through clear understanding of functionality of (various) tools
- Articulate the potential and benefit of a strategic use of (various) digital tools
- Demonstrate a practical understanding of the issues inherent with 7 areas of Digital Competence.

Curriculum/ Indicative Programme Content will include:

This module will establish the context of, and benefits of using a variety of tools, underpinned by a clear understanding and application of the 7 areas of Digital Competence. Students will be expected to explore and test the functionality of the (various) tools and how they can benefit the entrepreneur increasing sales, business efficiencies and being more competitive.

These benefits will be explored through a clear appreciation of business functions, which will allow the benefits to be recognised within the context of the enterprise. This module will use evidence, within integrated case studies or scenarios, to illustrate how benefits can be achieved across the 6 key business functions of HR / Staffing; Finance (cash flow); Marketing and Sales (Customer Focus); Process and Operations; Support/Network and Strategy and Development. This module, together with module 3, will build familiarity of (relevant) tools in practice through consideration of the benefits they can bring to each business function, and across the business as a whole.

Pedagogical Approach:

By exploring case examples and scenarios, this module seeks to identify good practice through an understanding of the individual tools and consideration of the benefit to business.

By addressing business problems/scenarios, suites of (relevant) tools can be explored (a la carte) to build confidence and knowledge in the tool itself, as well the impact it can provide when integrated into a digital strategy.

Assessment Strategy:

The learning outcomes of this module will be assessed on-line through multiple choice/review questions. (In addition, learning points for the development of a DIGA personal development plan will be identified by the learner for inclusion in their final plan).

Module 3: Making Digital Deliver for the Start-Up and Small Business**Overview:**

This module will focus upon the functionality and use of ICT/digital tools in order to develop skills, knowledge and confidence, as well as empathy for the entrepreneur as they integrate digital solutions.

Objectives:

This module will demonstrate how digital tools and competence can deliver improved business success/growth.

On completion of this module, successful students (as ETE professionals) will be able to:

- Identify the appropriate ICT tools which support improved performance within the 6 business functions
- Outline how (relevant ICT) skills developed
- Articulate how (relevant) skills/tools support can deliver for business
- Demonstrate a clear understanding of 7 areas of Digital Competence in determining appropriate solutions for business.

Curriculum/ Indicative Programme Content will include:

Through the exploration of business functions / growth scenarios, learners will be exploring digital solutions “a la carte” in order to build knowledge, confidence and skills in relevant ICT solutions/tools.

Students will be expected to understand how ICT can support collaboration; managing information and content; communication and sharing; and acquire the technical skills required. This practical module seeks to build confidence and experience within use of ICT/tools, underpinned by the application of the 7 areas of Digital Competence.

Pedagogical Approach:

By exploring case examples and scenarios, this module will practically illustrate how a digital strategy, and the tools within, can deliver for business. Good practice, through practical exposure to specific/ individual tools will be identified.

Assessment Strategy:

The learning outcomes of this module will be assessed on-line through multiple choice/review questions. (In addition, learning points for the development of a DIGA personal development plan will be identified by the learner for inclusion in their final plan).

Module 4: Enabling and Supporting the Development of an Entrepreneurial Digital Strategy
Overview:

This module seeks to bring together the practical learning to focus upon the creation of a digital strategy. By considering data handling, as well as performance management, this module will focus upon the need for a digital strategy and how to develop it.

Objectives:

This module will analyse the benefits of an integrated digital strategy in enhancing business performance. It will provide students with clear and coherent framework for producing a digital marketing strategy that supports enterprise objectives and stage of business development.

On completion of this module, successful students (ETE professionals) will be able to:

- Outline the benefits of an integrated digital strategy in enhancing business performance
- Explain how ICT tools can be used to process consumer, competitor and market information, building concepts and rules, and generating and testing hypothesis and thinking creatively
- *Articulate the need to develop a digital platform in business, and across business (consistent branding) *is this clear?*
- Formulate integrated digital strategies that support entrepreneurs and deliver business benefits
- Identify their own personal learning and development needs in relation to strategy design and evaluation.

Curriculum/ Indicative Programme Content will include:

This module will draw upon the practical work of modules 2 and 3 in order to create and test hypotheses and approaches to ICT business support/advice. By working together to explore scenarios, learners will be able to explore solutions, within the EU framework of Digital Competence. Learners will be asked to process and handle data, as well as manage and measure the benefits of an integrated digital strategy. Learners will explore case materials in order to understand the objectives that the organisation wants to achieve through digital campaigns (such as increase sales, increase brand awareness, demand generation, lead generation etc and how digital solutions to deliver).

Pedagogical Approach:

This module seeks to build upon the community of learners, by encouraging students to work together to test hypotheses and coach each other in order to solve business problems. Students will be invited to use role play and scenarios in order to build their confidence in integrating

Assessment Strategy:

The learning outcomes of this module will be assessed on-line through multiple choice/review questions. (In addition, learning points for the development of a DIGA personal development plan will be identified by the learner for inclusion in their final plan).

Module 5: Designing Integrated Digital Competence Support/ Programmes for Entrepreneurs
Overview:

This module seeks to explore how best to deploy ICT skills/knowledge within the business advice and support process. This module will focus upon programme design, recognizing how entrepreneurs learn and build their entrepreneurial capacity.

Objectives:

This module will demonstrate how to design, plan, implement and deliver appropriate and effective digital ICT training courses.

On completion of this module, successful students (ETE professionals) will be able to:

- Articulate how entrepreneurs learn and build their entrepreneurial capacity
- Propose solutions (programmes; course; interventions) to address business need
- Design strategic ICT responses that are appropriate interventions for clients
- Design interventions that are underpinned by the 7 areas of Digital Competence
- Identify future learning needs within a DIGA personal development plan

Curriculum/ Indicative Programme Content will include:

By first considering the needs and fears of entrepreneurs, this module will explore how entrepreneurs learn and seek to develop their entrepreneurial capacity. Through exploration of a range of programme design options, learners will coach and support each other in order to evaluate the potential approaches to creating an integrated digital solution for entrepreneurs.

Pedagogical Approach:

This practical module seeks to focus upon approaches currently used by ETE professionals and review and refine them. In order to do this, students will be invited to use role play and scenarios in order to build their confidence in integrating digital solutions into their current practice. Coaching and observing practice will form a key part of this module as learners develop personal confidence and capability.

Assessment Strategy:

A final multiple choice/online question assessment will be provided, which together with the completion of a DIGA personal development plan will complete all the course work.

The final personal development plan will be submitted as an individual action plan of future planned learning.

Disclaimer:

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