



Table of Contents

| ΑI | bout the Digital4Business project | 2 |
|----|--|----|
| Τŀ | he Digital4Business Consortium | 3 |
| | ocument Control Information | |
| 1. | Introduction | 5 |
| 2. | . Collaboration with the DSJP | 5 |
| | Content development and publication | 6 |
| | Community building and partnership development | 15 |
| 3. | . Communications plan | 17 |
| | Campaign planning | 17 |
| | Roll-out Roadmap | 20 |
| | Campaign launch | 21 |



About the Digital4Business project

The DIGITAL4Business European Masters Programme aims to design and implement a highly innovative, effective, and sustainable European Masters Programme in Advanced Digital Skills. This contributes to the overall objectives of the DIGITAL Europe Programme by fast-tracking a high number of graduates through a dynamic pan-European stakeholder ecosystem. In the latter, HEIs, Research Centres, Employment Services, and Industry work together to design, promote, deliver and improve an innovative Master's Programme. It will focus on the practical application of Advanced Digital Skills within European Business, an entirely market-led academic programme driven and designed to meet the current and future (up)-skill needs of SMEs and Companies.

The Masters Course(s) will focus on the practical application of advanced Digital Skills within Business, including topics such as AI, cybersecurity, and the cloud. The latter skills are pivotal to European businesses' ongoing competitiveness and growth. Courses will blend academic and industry content to ensure that graduates are equipped with theoretical and employment-ready digital skills that will undoubtedly ensure career success for the candidates. Their degrees will be academically accredited by the hosting institutions and comprise industry certification through the key IT leading sector partners. DIGITAL4Business fosters the industry-recognized certifications as a critical element of the learning pathway.

Online teaching and learning environments will be used, combining in-house tools of the participating universities and a new 'Master's as a Service' central online platform to enhance learning opportunities for part time students and professionals already in employment. In addition, mentoring programmes with industry partners, hackathons, industry-focused project-based learning, and coaching on soft skills and job profiles will be offered during the programme.

The programme will be provided in three different formats to appeal to different cohorts of students, (1) A part time MSC EQF level 7 programme, (2) A full time MSC EQF level 7 programme and (3) Individual modules and courses. We aim to launch multiple part- and full-time cohorts within the 4-year project duration, with at least 1 part- and 2 full-time cohorts completed within the 4-year duration of the project. The initial part- and full-time cohorts will be deployed as pilots, with cyclical review and improvement after each year.



The Digital4Business Consortium

The DIGITAL4Business consortium is a partnership of 17 stakeholders led by National College of Ireland, bringing together key industry, technology, and education stakeholders in Europe. Its composition is presented in the following table.

| Partners | Acronym |
|---|--------------|
| NATIONAL COLLEGE OF IRELAND | NCI |
| ALMA MATER STUDIORUM – UNIVERSITE DI BOLOGNA | UNIBO |
| UNIVERSITY OF DIGITAL SCIENCE GGMBH | UDS |
| CONSORZIO INTERUNIVERSITARIO NAZIONALE PER L'INFORMATICA | CINI |
| AKKODIS ITALIA | Akkodis |
| ADECCO FORMAZIONE SRL | ADECCO |
| LEE HECHT HARRISON DEUTSCHLAND GMBH | LHH |
| SKILLNET IRELAND COMPANY LIMITED BY GUARANTEE | Skillnet Irl |
| UNIVERSITE PARIS 8 VINCENNES SAINT-DENIS | UP8 |
| LINKOPINGS UNIVERSITETET | LIU |
| TERAWE TECHNOLOGIES LIMITED | Terawe |
| MATRIX INTERNET APPLICATIONS LIMITED | Matrix |
| DIGITAL TECHNOLOGY SKILLS LIMITED | DTSL |
| UNIVERSIDADE NOVA LISBOA | UNL |
| SCHUMAN ASSOCIATES SCRL | Schuman |

| Associated Partners | Acronym |
|--|---------------|
| Certiport, A business of NCS Pearson Inc | Certiport |
| DIGITALEUROPE AISBL* | DIGITALEUROPE |



Document Control Information

| Project | Digital4Business (EC Grant Agreement 101084013) | |
|----------------------|---|--|
| Document Title | Online Learning Modules & Content on DSJP | |
| Work Package Number | WP5 | |
| Deliverable Number | D5.4 | |
| Lead Beneficiary | National College of Ireland | |
| Project Coordinator: | National College of Ireland | |
| Dissemination Level | Public | |
| Authors | Schuman Associates | |
| Reviewers | Adecco, LiU Terawe | |
| Description | Online Learning Modules & Content on DSJP | |
| Status | Revision | |
| Delivery Date | 30.09.2024 | |
| Due date | 20.09.2024 | |
| Approval Date: | 30.09.2024 | |

Revision history

| Version | Date | Modified by | Comments |
|---------|------------|--------------------|---|
| 1 | 30.05.2024 | Schuman Associates | |
| 2 | 18.09.2024 | Schuman Associates | Integrating the EC comments as part of the 1st interim report |





1. Introduction

A key element of our communications strategy of the DIGITAL4Business project is the development of content and online learning resources for the Digital Skills & Jobs Platform, (https://digital-skills-jobs.europa.eu/en) as well as engaging in collaborative efforts to support communications campaigns, webinars, and community building activities.

This also ensures an alignment with DG CNECTs communications activities in the areas of advanced digital skills and maximising the participation of the project in DSJP communication, community building and content development activities.

2. Collaboration with the DSJP

Digital4Business is collaborating closely with the Digital Skills & Jobs Platform team to create content and provide online learning resources that contribute to the platform's mission of fostering digital skills development. As part of our collaboration, we will adapt the master's programme educational modules to create free online learning resources for promotion to the Digital Skills community on the DSJP, ensuring they are available in English and further localised into at least three languages. Through this collaboration, we will enhance the visibility and accessibility of both the Digital4Business programme and the DSJP.

The table below presents the collaboration with the Digital Skills & Jobs Platform:

| Activity | Elements |
|---------------------|--|
| Content development | Work closely with the Digital Skills & Jobs Platform team to develop content for online learning resources |



| | Ensure that the content aligns with the platform's objectives and addresses the needs of the target audience | | |
|-----------------------------|---|--|--|
| Communications | Contribute to communications campaigns organised by the DSJP to promote D4B | | |
| campaigns | Participate in joint promotional activities and engage with the DSJP Community | | |
| | Participating in webinars | | |
| Community building | Participate in dedicated discussion thread | | |
| | Participate in community workshops focused on the master's | | |
| | Localise online modules into at least three languages, ensuring accessibility to a diverse range of students | | |
| Localisation and publishing | Publish localised content on the DSJP | | |
| | Promote the availability of the localised content through platform-wide announcements and targeted communications efforts | | |
| Partnership development | Liaise closely with the DSJP project team to facilitate partnerships with the National Coalitions and other key digital skills projects and stakeholders throughout Europe. | | |

Table 1. Collaboration with the Digital Skills & Jobs Platform

Content development and publication

Through collaboration with the Digital Skills & Jobs Platform, we aim to maximise the impact of the programme by making the online learning resources widely accessible and promoting them to a broader, yet targeted, audience.

To prepare for the launch of the master's programme in October 2024, the content of the 13 modules is currently being developed by the academic partners. The first 3 modules are ready and we have created 2 initial introductory online learning resources that will be uploaded and promoted on the DSJP Platform.

We have created 2 Training Opportunity pages that will be published on the DSJP platform shortly showcasing the highlights of each module, the learning objectives and the details of the training offer, with specific links to the landing pages for each module on the Digital4Business website where visitors will find further information about each module and the overall programme. From these module landing pages they will be able to directly access short educational videos on the 2



modules Cloud Computing for Business and Generative AI performed by the teachers of these courses. The videos are available in English and will include subtitles in French and German (performed by machine translation).

Additionally, they will be able to express their interest in DIGITAL4Business and we will collect the emails from the interested partners and keep them informed of the latest updates of the programme. Those who register their interest will be offered priority spaces on the upcoming cohorts of the D4B programme in October 2024.

We have published the following content on the Digital Skills and Jobs Platform, under Home > Opportunities > Trainings >.

1. Generative Al

Join our Generative AI programme, a module from the Digital4Business European Master's in Advanced Digital Skills.

The Generative AI module is part of the DIGITAL4Business European Master's programme, a €20m EU-funded project that is shaping the digital leaders and strategists of tomorrow. Generative AI is a cutting-edge programme that explores application across different sectors and activity domains and is designed for individuals aiming to leverage generative AI's transformative potential, driving forward-thinking and competitive advantage in the business landscape.

This innovative module is structured for both synchronous and asynchronous learning, integrating hybrid learning methodologies and featuring expert tutors who guide students throughout their learning journey. It employs advanced teaching strategies, including Problem Based Learning, Gamification, and the Flipped Classroom approach. Leveraging emerging technologies like Artificial Intelligence, the course aims to enrich the digital learning experience and apply these innovative teaching methods effectively.

Module highlights

The module provides a practical introduction to generative AI and its broad range of transformative applications. Using state-of-the-art models, it encompasses text, image, audio, video, and data generation. Students will master techniques like prompt engineering to control and customise generative model outputs. Responsible development practices and ethical considerations around synthetic media are emphasised. Case studies in marketing, medicine, and computer science showcase cutting-edge generative applications and their business value. The course encourages innovation by enabling students to identify opportunities for employing generative AI to devise novel business solutions.

Learning Objectives

Upon completing this module, participants will be able to:



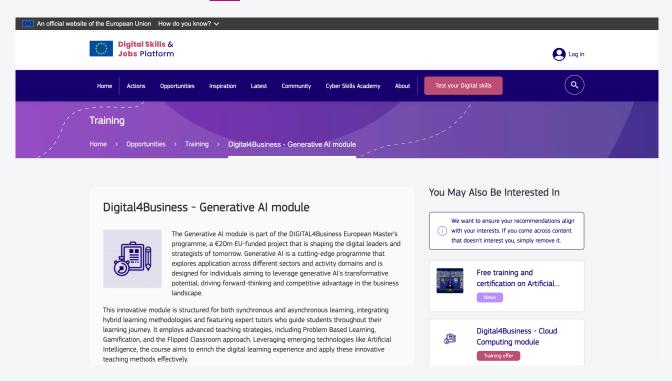
- Analyse and differentiate between the core principles and mechanisms of generative AI, focusing on text, image, video, and code generation technologies.
- Critically evaluate recent advancements in generative AI, including cutting-edge techniques, models, and applications, using academic and industry research.
- Design and implement effective prompt engineering strategies for optimising interactions with generative AI models.
- Develop competencies to architect and integrate generative AI models into complex realworld applications, assessing their potential impact and effectiveness.
- Innovate by identifying and exploiting opportunities to leverage generative AI to create novel business solutions across various sectors and activity domains.

| Training Offer Details | | |
|-------------------------------------|---|--|
| Training Otter Details | | |
| Website link | https://digital4business.eu/ | |
| Module page link | https://digital4business.eu/module/generative-ai/ | |
| Target audience | Business leaders, professionals and graduates from all across Europe | |
| Digital technology / specialization | Generative Al | |
| Geographic scope - Country | EU wide | |
| | Introduction to Generative AI | |
| | NLP Fundamentals | |
| | Transformers Architectures | |
| Industry - field of education and | Automating work with code and content generation | |
| training | The Creative Potential of Generative Art | |
| | Developing Responsibly with Generative Al | |
| | Generative AI in action | |
| | New Trends and Advances | |
| Target language | English | |
| Geographical sphere | EU initiative | |
| Typology of training opportunities | Online, synchronous lectures, asynchronous individual study activities, and laboratory activities | |



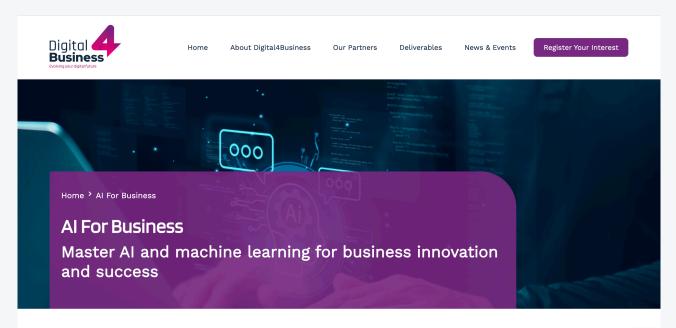
| Assessment type | Online |
|--------------------------------------|---|
| Training duration | 125 hours |
| Organisation | Digital4Business |
| Is this course free | No |
| Is the certificate / credential free | No |
| Effort | Full time, Part-time accelerated, Part-time |
| Self-paced course | No |

It can be found under this <u>link:</u>



Additionally, the introductory video can be found on the module landing page:





Transform processes with cutting-edge strategies and ethical AI practices





2. Cloud Computing for Business



Join our Cloud Computing for Business programme, a module from the Digital4Business European Master's in Advanced Digital Skills.

The module is part of the DIGITAL4Business European Master's programme, a €20m EU-funded project that is shaping the digital leaders and strategists of tomorrow.

The Cloud Computing for Business module, a cutting-edge program designed for individuals aiming to enhance their understanding of cloud technologies and their applications in digital business transformation. This innovative course is structured for both synchronous and asynchronous learning, integrating hybrid learning methodologies and featuring expert tutors who guide students throughout their learning journey.

This innovative module is structured for both synchronous and asynchronous learning, integrating hybrid learning methodologies and featuring expert tutors who guide students throughout their learning journey. It employs advanced teaching strategies, including Problem Based Learning, Gamification, and the Flipped Classroom approach. Leveraging emerging technologies like Artificial Intelligence, the course aims to enrich the digital learning experience and apply these innovative teaching methods effectively.

Module highlights

The Cloud Computing for Business module provides a thorough exploration of Cloud Computing technologies, focusing on their impact, challenges, and benefits in the realm of digital business transformation. Students will delve into the fundamental aspects of Cloud Computing, assessing key principles, frameworks, and methodologies necessary for effective implementation. The course also addresses governance and security challenges, guiding students to evaluate various cloud security architectures and deployment strategies. Additionally, the module covers a wide range of cloud services, including storage, machine learning, compute, analytics, and quantum computing. Students will learn to critically assess these services and develop strategies to harness their potential for driving business transformation.

Learning Objectives

Upon completing this module, participants will be able to:

- Assess core principles, frameworks, development methodologies, and tools for adopting Cloud Computing solutions to support digital business transformation.
- Critically analyze the governance and security challenges associated with cloud-based systems and evaluate potential cloud security architectures and deployment strategies.
- Evaluate the intersection and impact of Fog and Edge Computing in relation to Cloud Computing.

11



• Critically appraise a wide range of existing and emerging cloud services (e.g., storage, machine learning, compute, analytics, quantum computing) and develop strategies to leverage these services for digital business transformation.

| Training Offer Details | | |
|--|---|--|
| Website link | https://digital4business.eu/ | |
| Module page link | https://digital4business.eu/module/cloud-computing/ | |
| Target audience | Business leaders, professionals and graduates from all across Europe | |
| Digital technology / specialization | Cloud Computing for Business | |
| Geographic scope - Country | EU wide | |
| | Cloud Computing Introduction | |
| | Enterprise Digital Architecture & Digital Transformation | |
| | Cloud Strategy for Digital Transformation | |
| | Cloud Adoption | |
| | Cloud Security | |
| Industry - field of education and training | Cloud Native | |
| J | Capacity Assessment and Optimisation | |
| | Cloud services | |
| | Fog & Edge Computing | |
| | Cloud governance | |
| | Emerging topics | |
| Target language | English | |
| Geographical sphere | EU initiative | |
| Typology of training opportunities | Online, synchronous lectures, asynchronous individual study activities, and laboratory activities | |
| Assessment type | Online | |
| Training duration | 250 hours | |
| Organisation | Digital4Business | |



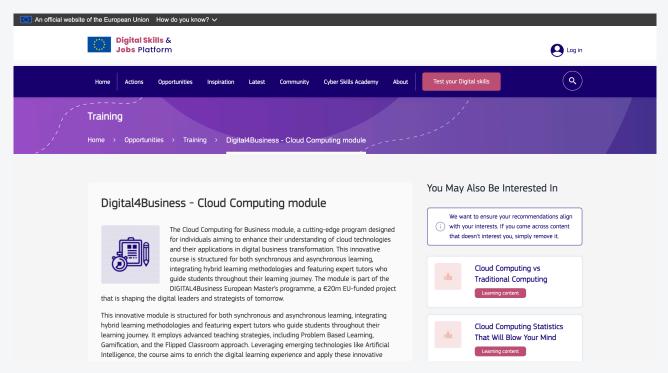
Is this course free No

Is the certificate / credential free No

Effort Full time, Part-time accelerated, Part-time

Self-paced course No

It can be found under this link.

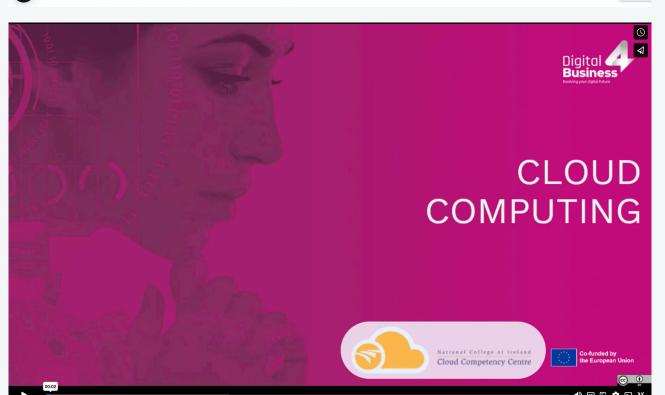


Additionally, the <u>introductory video</u> can be found at the bottom of the <u>module landing</u> <u>page.</u>





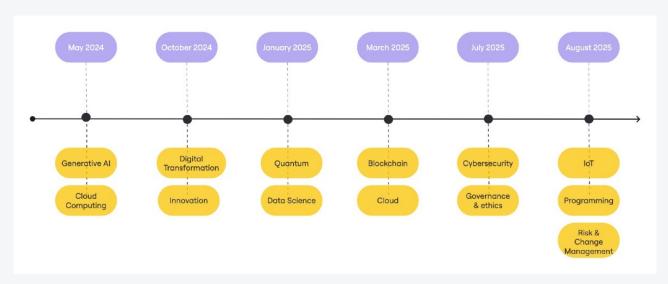
A cutting-edge programme for digital business transformation



Remaining modules



We will publish the outline of the remaining 11 modules on the DSJP on a regular basis, to ensure a build-up of D4B's reputation throughout time. The timeline will be the following:



This timeline aligns with the communications strategy, ensuring that prospective students interested in the program receive regular updates about D4B and have all the necessary information before enrolling in the September 2025 cohort.

Community building and partnership development

We sustain our relationship with the DSJP on a regular basis via different channels:

- **Webinars and regular updates**: We are in close contact with the members of the Digital Skills and Jobs Platform on a regular basis to exchange about our collaboration and upcoming events. Also, we attend the webinars and events relating to digital skills regularly, as well as initiate conversations to get their insights on certain topics.
- **EU/DEP projects network:** Besides DIGITAL4Business, we are working with the DSJP on different EU projects (for instance DIGITAL4Security, CloudCamp4SMEs), which reinforces the regular contact and relationship. Also, this gives us the opportunity to work on synergies with the other projects and reinforce each other.
 - In addition to that, we have been heavily involved in the <u>LeADS Project</u>, initiated by HaDEA and DG CNECT. It aims to provide insights into the evolving demands for Advanced Digital Skills (ADS) in a rapidly changing technological landscape and ongoing digital transformation, offering roadmaps and guidelines to support the education and training communities. Their activities relate to the monitoring of the progress of the SPECIALISED projects and deliver insights into the changing Advanced Digital Skills demands and gaps in the market. We are very active on their Communications working group, in which we presented our work and received insights and tips not only from the LeADS leaders, but also from other Digital Europe Programme projects. Additionally, this platform gave us the opportunities to exchange and expand our network.



- Advanced Digital Skills Events: Thanks to our close relationship with the DSJP and their network, we regularly attend and take on important role during in-person events related to Advanced Digital Skills. For instance, DIGITAL4Business was not only present as an exhibitor but also speaking during the 20x30 Digital Skills Summit in Madrid on the 16th of May 2024; as well as during the Digital Assembly event in Stockholm on 15-16 June 2023.



3. Communications plan

The consortium agreed to implement internal communication processes to facilitate the implementation and reporting of the communication and outreach activities. The below sections present these processes and their strategic value.

Campaign planning

Starting from May 2023 (M5d), the promotional strategy is translated into a clear **campaign plan** — an actionable document defining the communication and dissemination activities planned to be performed.

Nine iterations in total are foreseen:

| | Forecast of the strategic plans | | |
|--------------------|---------------------------------|---|---|
| Delivery phase | Active period | Campaigns | Indicative contents & activities |
| Phase 1 Q2 2023 | 01/04/2023- 31/05/2023 | Launch of D4B branding and website aligned with the European Year of Skills launch. | D4B Launch campaignBrand launchWebsite and landing page launch |
| Phase 2 Q1 2024 | 01/03/2024- 30/10/2024 | Launch of Digital4Business and campaign to maximise enrolment for D4B1 and D4B2 October 2024. | EU-wide campaign focused on recruiting students and senior staff from SMEs/companies. Teaser Campaign Social media campaign Email marketing campaign |



| Phase 3 Q2 2024 | 31/05/2024- 01/07/2024 | Launch and promotion of online learning modules and content on the Digital Skills & Jobs Platform | Liaise closely with DSJP to develop content and online learning resources for the platform Publish online modules and content localised into at least 3 languages. Promotion of the training resources and the Masters Programme via DSJP channels |
|-------------------------|---------------------------|---|--|
| Phase 4 Q4 2024 | 30/10/2024- 15/12/2024 | Campaign to maximise enrolment for D4B3 full-time Programme in January 2025. | EU-wide campaign focused on recruiting students and senior staff from SMEs/companies. Teaser campaign Social media campaign Email marketing campaign |
| Phase 5 Q1&2 2025 | 01/02/2025- 30/04/2025 | EU-wide campaign focused on industry and education | EU-wide campaign focused on industry and education Webinars and hybrid online/offline networking events, highlighting key outputs, activities and case studies. |
| Phase 6 Q3 2026 | 01/08/2025- 30/10/2025 | Campaign to maximise enrolment for D4B4 & D4B5 full-time and part-time intakes in January 2026. | EU-wide campaign focused on recruiting students and senior staff from SMEs/companies. Teaser campaign Social media campaign Email marketing campaign |



| Q2 -Q4 foc | Webinars and hybrid online/offline networking events, highlighting key outputs, activities and case studies. Showcase the 'best practice' case studies from partners and the 'template' for a successful European online masters programme in advanced digital skills that can be adopted by other mid-size HEIs. |
|------------|--|
|------------|--|

Table 2. Forecast of the strategic planning

Campaign planning loop

To create and validate the quarterly strategic plannings, the following cycle will be observed:

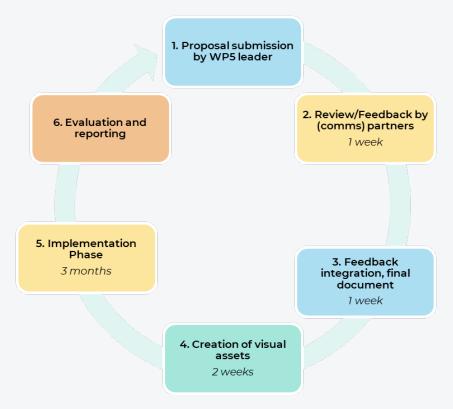


Figure 1. Campaign planning loop



- Phase 1: WP5 leader delivers the campaign proposal in M-2 of its effective start date.
- Phase 2: Partners review and give feedback on the proposal. They should add any other elements that they deem important — including completing the event mapping and speaking opportunities.
- Phase 3: WP5 leader integrates the feedback received and liaises with the relevant partners to finalise the campaign planning. If any event and/or speaking opportunities are listed, WP5 leader will contact the potential speakers/contributors within the consortium.
- Phase 4: WP5 leader creates the supporting visual assets, in English. Partners can themselves choose to localise these assets. In the latter case, they can ask the WP5 leader for the designer files.
- Phase 5: During the 3-month campaign period, all partners commit to implementing the strategic planning through their own communication tools and channels.
- Phase 6: Partners report on their past 3-month activities at the end of each cycle. Example: In Feb 2024, partners will report on the past 3-month implementation phase, covering the period from 01/11/2023 to 31/01/2023.

Roll-out Roadmap

To gather the first inputs and define a clear timeline for the programme launch, we organised a joint WP5-WP6 workshop which helped us prepare a detailed timeline for the launch and rollout of the first iterations of the master's. This roll-out roadmap has been presented to the partner in the consortium meeting in Lisbon in March.

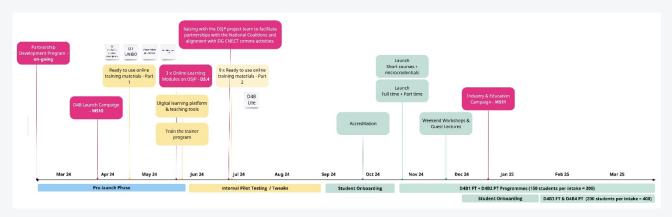


Figure 2. Roll-out roadmap



Campaign launch

As our first cohort will be launched in October 2024, our most important communications campaign will take place between August and September 2024 – and the DSJP will be an important actor during this campaign. Indeed, we will go forward following different steps:

Launch of the campaign Finalisation and publication of the DSJP teaser modules

Launch of the campaign: based on the process explained above, WP5 will plan and launch the campaign in August 2024 to maximise dissemination and registrations to the different programmes.

Finalisation and publication of teaser modules: in August, not only will the modules be ready, but the pilot programme will also be finalised and the teaching methods reviewed accordingly. Also, the pilot programme will reveal the most important assets of the teaching identified by the testers. These will be highlighted in the teaser modules that will be developed by the teachers for all modules.

Publication on the DSJP: During this period, we will be in close contact to the DSJP to make sure descriptions of all the modules are being published and promoted by the platform. Indeed, the platform's audience encompasses our target groups and can provide great added value for dissemination. On top of the module descriptions, we will be publishing key announcements like the launch of the applications, the conditions to apply, and the assets of the programme.

Deliverable disclaimer: this deliverable will be updated once the content of each module is finalised, and additional instructional videos are available and published on DSJP.



| Work Package No/Name | WP5 Dissemination & European Impact | | | | | | |
|---|--|--------------|-------------------------|----------------|-----------------------------|--|--|
| Deliverable Name | D5.4 Online Learning Modules & Content on DSJP | | | | | | |
| Partners involvement | Schuman Associates | | | | | | |
| Submission deadline | 30.09.2024 | | | | | | |
| Rate | 1 | 2 | 3 | 4 | 5 | | |
| Quality Parameter | very low/strongly disagree | low/disagree | moderate/neither nor | high/ agree | very high/strongly agree | | |
| 1. The work performed corresponds to the requirements and methodological standards of the project. | | | | | | | |
| | | | | | | | |
| 2. The drafting and structuring of each deliverable include the contribution of all relevant experts. | | | | | | | |
| | | | | | | | |
| 3. Deliverables use clear and easily understandable language in the text and the design is professional and in line with the project brand identity, guidelines, and document template. | | | | | | | |
| | | | | | | | |
| 4. The output is in line with the standards adopted by the European Commission. | | | | | | | |
| | | | | | | | |
| Name of the WP Leader | Schuman Associates | | | | | | |
| Submission Date | 18/09/2024 | | | | | | |



Legal Disclaimer

The European Commission's support to produce this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project 101084013 — Digital4Business — DIGITAL-2021-SKILLS-01
Copyright © 2024 by Digital4Business Consortium
All rights reserved.