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**Accenture Digital Skills**

# Course Overview Guide

# Contents

# What courses are in Accenture Digital Skills?

Accenture Digital Skills is a series of **8 social learning courses** on different digital topics which will help learners compete and stand out from the crowd in **today's digital workplace**.

Introductory courses – start here!

### Digital Skills for Work and Life

Learn about the importance of digital, its impact on jobs and industries and how developing a growth mindset will help you to succeed in a digital age

Find out more here

### Reimagine Your Career

Discover how you can use your existing skills and develop other skills to help you successfully navigate job applications in today's workplace

Find out more here

### Social Media

Learn how social media is becoming an increasingly important tool used by businesses, from creating a social media presence to measuring success

Find out more here

### Digital Marketing

Delve into the different types of digital marketing strategies and how to choose the right strategy and content to resonate with specific target groups

Find out more here

### Mobile

Learn about the considerations for mobile design and development and the techniques businesses use to create a standout mobile experience

Find out more here

### Artificial Intelligence

Understand what artificial intelligence is and its growing potential to transform everyday life and reshape the way we work
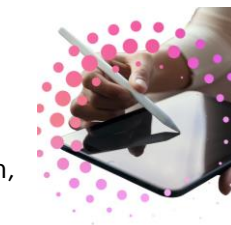
Find out more here

### User Experience

Discover the fundamentals of user experience (UX), the basics of visual design, and some of the tools used by those in UX design roles

Find out more here

### Web Analytics

Learn the importance of web analytics, and how businesses use different techniques to understand, assess and manage their performance

Find out more here

# Individual course slide structure

The Course Overview Guide can serve as a **quick reference guide for learners and advisors** to understand the content within each of the Accenture Digital Skills courses. Each course has their own slide, detailing:

- An overview of the course
- The learning objectives and content for the course
- Example follow up questions to facilitate advisor – learner engagement
- An overview of completion options (delivery (classroom) or independent learning) with respective completion times

**Estimated completion time**

**Delivery:** X hours

**Independent Learning:** ~X
(heavily dependent on learner choice)

| Course Overview | Learning objectives | Contents | Example follow up discussions |
|---|---|---|---|
| | | | |

# Digital Skills for Work and Life

Access the course [here](here)

## Estimated completion time

**Delivery:** ~3 hours

**Independent Learning:** ~2-3 hours
(heavily dependent on learner choice)

The '**Digital Skills for Work and Life**' course will help you to understand what digital means, how it's changing both our personal and professional lives, and how you can develop the skills to succeed in a digital age.

The first part of the course looks at how digital is integrated into our **everyday lives** and how digital changes have **impacted the world of work** across different sectors. The second part of the course looks at an in-demand skill in the digital workplace, the **growth mindset,** and how it could help you to **adapt to changing digital environments and setbacks**.

Overall, the course will help you **build the knowledge and confidence** to discuss basic digital concepts.

## Learning objectives

By the end of this course you will be able to:

- Describe what the term 'digital' means and understand how it's integrated into our day-to-day lives
- Explain the difference between digital and technical
- Understand how our lives and work are changing as a result of digital, including the impact on specific jobs and industries
- Understand the concept of a 'fixed mindset' and 'growth mindset'
- Identify the steps you can take to adopt a growth mindset and how this can enable you to recognise challenges and setbacks as opportunities to grow and improve

## Contents

**Section 1:**
Digital for life

**Section 2:**
Digital for work

**Section 3:**
How our brains help us learn

**Section 4:**
Different mindsets

**Section 5:**
Approaching setbacks

## Example follow up discussions

- What do you think of when you hear the word 'digital'?
- What are examples of people using digital in their jobs?
- What opportunities and challenges do you think we face as a result of digital changes in the workplace? What can we do to prepare ourselves for those opportunities/challenges?
- Think of a time you had a fixed mindset. What was the situation? If you could approach that situation now with a growth mindset, what would you say to yourself?
- Think about a time when you faced a challenge or setback. What did you learn from that experience?

# Reimagine Your Career

Access the course here

The '**Reimagine Your Career**' course will help you to discover how you can use your existing skillset and develop other skills to help you successfully navigate job applications in today's digital workplace.

The first part of the course explains how **technology** is impacting the way we work and how people can prepare for the **changes ahead**. The second part of the course looks at why skills such as **problem-solving** and **emotional intelligence** are so essential.

Overall, the course will help you to develop your **technical understanding**, build your skills in key areas, and **prepare you for a more digitally focused work environment**.

## Learning objectives

By the end of this course you will be able to:
- Explain how technology is changing the way we work and the opportunities and challenges this brings
- Identify how to develop your own growth mindset to navigate these changes and reach your full potential
- Demonstrate an understanding of in-demand skills such as problem solving and emotional intelligence
- Understand the steps you can take to prepare for the job application and onboarding process
- Identify the skills critical for success in a digital workplace
- Create and maintain an action plan for your career moving forward

## Contents

**Section 1:**
Embrace the changing world of work

**Section 2:**
Develop your mindset

**Section 3:**
Introducing the skills for success in a digital world

**Section 4:**
Develop your skills – problem solving

**Section 5:**
Develop your skills – emotional intelligence

**Section 6:**
Identify your transferrable skills

**Section 7:**
Preparing for next steps in your career

**Section 8:**
Creating your career plan

## Example follow up discussions

- What are some of the positive impacts of digital in your day-to-day life?
- What digital changes have you noticed in your working life throughout the years?
- What are some ways in which you have encouraged teamwork and improved team communication (if possible, in a virtual setting)?
- What are some of the steps you have taken in the past to develop your career plan?
- What are the next steps you are going to take to develop your growth mindset and skills to be able to adapt to the digital workplace?

**Course overview**

# Social Media

Access the course here

The **'Social Media'** course will introduce you to how social media is becoming an increasingly important tool used by businesses, from creating a social media presence to measuring success.

The first part of the course gives an introduction to **how businesses use social media**, including a look at some **social media platforms.** The second part of the course shows **how businesses manage their social media presence, build successful campaigns, and measure success.**

Overall, the course will help you to **build your existing social media skills** and apply them in a business context e.g. building a career or growing a business.

| Learning objectives | Contents | Example follow up discussions |
|---|---|---|
| By the end of this course you will be able to: <br><br>• Understand what social media is and why it is important for brands and businesses <br>• Understand the journey businesses take to create a social media presence including defining a strategy, setting objectives and what groups to target <br>• Understand examples of different social media platforms and some top tips for getting started on these <br>• Identify various Social Media Management tools and understand how and why you should measure the success of your social media efforts <br>• Understand a typical day in the life of a Social Media Manager | **Section 1:** Introduction to social media <br><br> **Section 2:** Social media journey <br><br> **Section 3:** Top tips for using social media platforms <br><br> **Section 4:** Measuring success <br><br> **Section 5:** Social media career | • Why is Social Media relevant to businesses? <br>• What social media posts have you seen posted by brands recently? <br>• Reflect on instances in your life where Social Media has influenced you to do something/take action? <br>• What do you think are the main benefits of different social media platforms and how do you plan on using them going forwards? <br>• What are the steps in the journey to create a social media presence? |

**Course overview**

# Digital Marketing

Access the course [here](#)

**Estimated completion time**

**Delivery:** ~3 hours

**Independent Learning:** ~2-3 hours
(heavily dependent on learner choice)

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The '**Digital Marketing**' course will help you to understand the different types of digital marketing strategies that businesses use and which techniques to choose to resonate with specific target groups.

The first part of the course provides a view of the various different **digital marketing strategies and techniques,** including banner advertising, PPC, content marketing, SEO, social media, and email marketing. The second part of the course shows the importance of **balancing and integrating these different digital marketing strategies** in order to grow a business.

Overall, the course will allow you to identify how **marketing is integrated into our lives** through every day activities.

## Learning objectives

By the end of this course you will be able to:

- Understand what digital marketing is and why it is important for businesses
- Understand some of the different digital marketing strategies and techniques that are available to target existing and potential customers
- Understand the importance of balancing and integrating the different digital marketing strategies that you use
- Describe the different types of digital marketing: banner advertising, pay per click advertising, content marketing, search engine optimisation, social media, email marketing and integrated digital marketing
- Understand key aspects of a career in digital marketing

## Contents

**Section 1:**
Introduction to digital marketing

**Section 2:**
Banner advertising

**Section 3:**
Pay per click advertising

**Section 4:**
Content marketing

**Section 5:**
Search engine optimisation

**Section 6:**
Social media

**Section 7:**
Email marketing

**Section 8:**
Integrated digital marketing

**Section 9:**
Digital marketing career

## Example follow up discussions

- What have been the best digital marketing campaigns you have seen and why?
- Which key words would be popular search terms for the BBC Sport website?
- What do you think are the most effective digital marketing strategies and why?
- Reflect on instances in your life where Digital Marketing has influenced you do something/take action?

# Mobile

Access the course [here](here)

## Estimated completion time

**Delivery:** ~3 hours

**Independent Learning:** ~2-3 hours
(heavily dependent on learner choice)

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The '**Mobile**' course will help you to learn about mobile design and development as you discover the techniques businesses use to create a standout mobile experience.

The first part of the course gives an introduction to mobile, its growth and the associated benefits. It also explores **key mobile concepts,** including what **mobile design is.** The second part of the course looks into how to **describe, promote and maintain an app** as well as looking into a day in the life of an app developer.

Overall, the course will show you how **mobile experiences can act as the 'glue' which brings other digital elements together**.

## Learning objectives

By the end of this course you will be able to:

- Understand what mobile technology is, its growth and the benefits associated with it
- Describe different wearable devices and their purpose
- Understand what mobile design is, including concepts such as wireframes and prototypes
- Understand the different development approaches for building mobile apps
- Understand what it takes to build a successful app from taking it to market to continuous development of features
- Describe what a typical day in the life of an app developer looks like

## Contents

**Section 1:**
Introduction to mobile technology

**Section 2:**
Mobile is everywhere

**Section 3:**
Mobile app design principles

**Section 4:**
Mobile app design process

**Section 5:**
App development

**Section 6:**
App maintenance and marketing

**Section 7:**
App development career

## Example follow up discussions

- What do you think mobile technology will be like 10 years from now?
- What is Wearable Tech?
- Choose a mobile app. Does the app follow any of the seven design principles? How could it be improved?
- What do you think are the key steps of making a successful app and taking it to market?

9

**Course overview**

# Artificial Intelligence

Access the course <u>here</u>

**Estimated completion time**

**Delivery:** ~3 hours

**Independent Learning:** ~2-3 hours
(heavily dependent on learner choice)

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The '**Artificial Intelligence**' **(AI)** course will help you to discover what artificial intelligence and generative AI are and their growing potential to transform and reshape both our professional and personal lives.

The first part of the course explains the **past, present and future** of AI, discusses the **emergence of generative AI** and **the role and impact it has within the workplace.** The second part of the course looks at the **relationship between AI and humans** and what skills you can develop to work with AI.

Overall, the course will help you to view **AI and Gen AI as a potential for growth and address some of the fears people have about it**.

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## Learning objectives

By the end of this course you will be able to:

- Describe the origins and advent of Artificial Intelligence and Generative AI
- Explain the relationship between Artificial Intelligence and Automation
- Identify key shifts in the workplace influenced by AI and Gen AI
- Assess the impact shifts that AI may have on roles and responsibilities
- Identify how the relationship has changed between AI and humans
- Identify future skills required to work and interact with AI and Gen AI

## Contents

**Section 1:**
What is Artificial Intelligence and Generative AI and where did they come from?

**Section 2:**
AI in action

**Section 3:**
What does this mean for me?

**Section 4:**
Impact on industries by AI

**Section 5:**
Impact of AI on individuals

**Section 6:**
What does it mean for me?

**Section 7:**
How has the relationship changed between AI and Humans

**Section 8:**
Imagining the future

**Course overview**

# User Experience

Access the course

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The '**User Experience' (UX)** course will cover the fundamentals of UX, the basics of visual design, and some of the tools used by those in UX design roles.

The first part of the course looks at what UX is, why it is important and the **key principles of UX design**. The second part of the course shows the importance of **designing a good experience** using different activities such as **user journeys, wireframes and prototypes**; and the importance of analysing user data.

Overall, the course will give you an **understanding of user centric design** and how to apply design and development concepts in different scenarios.

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## Learning objectives

By the end of this course you will be able to:

- Understand what UX is and why it is important
- Understand the foundations of UX design and the impact it can have on businesses
- Understand the design process, and how to design a good experience using different activities including user journeys, wireframes and prototypes
- Understand what user testing is and why it is an important part of the design
- Understand what interaction design and visual design are; and the importance of analysing user data when developing and releasing your design

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## Contents

**Section 1:**
UX – The basics

**Section 2:**
Understanding your users

**Section 3:**
Designing the experience

**Section 4:**
User testing

**Section 5:**
Developing and enhancing your design

**Section 6:**
User experience career

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## Example follow up discussions

- Why is it important for businesses to consider the user experience of their products or services?
- Why has UX become important to digital businesses?
- What factors affect 'good usability'?
- What role does User Research play in the UX design process?
- Why is prototype development recommended before building your website?
- What do you understand by user testing and why is analysing user data important?

**Course overview**

# Web Analytics

Access the course

**Estimated completion time**

**Delivery:** ~3 hours

**Independent Learning:** ~2-3 hours
(heavily dependent on learner choice)

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The '**Web Analytics**' course will help you to learn about the role of web analytics in business and how businesses use different techniques to understand, assess and manage their performance.

The first part of the course explains what **web analytics** is, and why it is important for businesses through looking at the impact of web analytics on a **successful online business.** The second part of the course looks at the **challenges we face** when trying to get 'clean' data, what **Google Analytics** is and why it is a useful tool.

Overall, the course will teach you that **every action has an impact on business performance**.

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| Learning objectives | Contents | Example follow up discussions |
|---|---|---|
| By the end of this course you will be able to: <br> • Understand what analytics is and why it is important for businesses <br> • Identify the different types of analytics including descriptive, diagnostic and prescriptive <br> • Describe the various web analytics processes and metrics used to measure online success <br> • Understand the challenges we face when trying to get 'clean' data <br> • Describe what Google Analytics is and why it is a useful tool | **Section 1:** <br> Introduction to analytics <br><br> **Section 2:** <br> Web analytics processes <br><br> **Section 3:** <br> Web analytics techniques <br><br> **Section 4:** <br> Analytics in practice | • What are the benefits associated with analytics? <br> • What are some of the key challenges businesses face when trying to get the right data? <br> • What are the key metrics businesses should monitor and assess when measuring online success? <br> • Can you list three key benefits of using Google Analytics? <br> • Choose a company you like. How do you think they might segment their customers? |

# Thank you!

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