

DIGITAL ENTREPRENEURSHIP FOR YOUTH

KA220-YOU - Cooperation Partnerships in Youth

WP3

DigEnYou curriculum

Module 2

**“Digital Competences for
Entrepreneurship”**

V4 prepared by
Mozaik
Date: 13/03/2024



DigEnYou Blended Training Course

Module 2 – Digital Competences for Entrepreneurship

Learning Unit 1: Digital Literacy

Learning Unit 2: Technology for Digital
Businesses

Learning Unit 3: Creative Thinking & Idea
Generation by using
artificial intelligence (AI)

CONTENTS

Aim of Module 2 – Digital Competences for Entrepreneurship	4
Learning Unit 1 - Digital Literacy	5
Topic 1: Internet Online Safety Skills	7
Topic 2: Digital Research Skills & Effective communication & collaboration & netiquette	9
Glossary of Terms	11
Exercise 1: Quiz on Digital Literacy	12
Checklist: Your Learning Outcomes	13
Resources for M2-LU2	14
Videos on M2-LU2	14
Learning Unit 2 - Technology for Digital Businesses	15
Glossary of Terms	19
Exercise 2: Quiz on Technology for Digital Businesses	19
Checklist: Your Learning Outcomes	20
Resources for M2-LU2	20
Videos on M2-LU2	20
Learning Unit 3 - Creative Thinking & Idea Generation by using artificial intelligence (AI)	21
Glossary of Terms	24
Exercise 3:	24
Checklist: Your Learning Outcomes	26
Resources for M2-LU3	26
Videos on M2-LU3	26
Bibliography – discover more	26

Aim of Module 2 – Digital Competences for Entrepreneurship

It's crucial for young entrepreneurs to be proficient in using technology and online platforms to reach customers, manage operations, and analyse data. The module units address digital challenges and adaptation to new technologies to equip young individuals with digital skills for entrepreneurship, which is essential for fostering innovation, economic growth, and empowering the next generation of business leaders.

Module 3 is divided into the following Learning Units:

Learning Unit 1: Digital Literacy

Learning Unit 2: Technology for Digital Businesses

Learning Unit 3: Creative Thinking & Idea Generation by using AI

Learning Unit 1 - Digital Literacy:

- To understand issues such as cyberbullying, and digital rights.
- To develop critical thinking skills for analysing and interpreting digital media, including images, videos, and news sources, to identify bias and misinformation
- To foster adaptability to new digital technologies and trends, as well as the ability to learn independently and stay updated with evolving digital tools and platforms.

Learning Unit 2 - Technology for Digital Businesses:

- To understand customer expectations in the digital age, which is crucial for businesses to build long-term relationships with their customers.
- To teach strategies on effective communication channels for different stakeholders and to learn more about cross-cultural communication.

Learning Unit 3 – Creative Thinking & Idea Generation by using AI:

- To get information on creative thinking and idea generation.
- To understand the AI tools for problem-solving, idea validation, and decision-making in creative projects and initiatives.

Learning Unit 1 - Digital Literacy

In today's digital world, having basic digital literacy skills has become a fundamental requirement to thrive in everyday life. Digital literacy is an individual's ability to find, evaluate, and communicate information using typing or digital media platforms. It is a combination of both technical and cognitive abilities in using information and communication technologies to create, evaluate, and share information.



Digital Literacy – Searching for information online

See video on: [Digital Literacy](#)

Here are some reasons why digital literacy is so important for youngsters:

Access to information: With the internet at our fingertips, we have access to an incredible amount of information. Being digitally literate means that youngsters can use search engines and other digital tools to find the information they need quickly and efficiently on the labour market and job hunting.

Communication: Digital technology has revolutionized the way we communicate with each other. From email to social media to video conferencing, digital literacy allows them to communicate with people from all over the world in a variety of ways.

Creativity: Digital technology has opened up new avenues for creativity. From creating digital art to writing blogs to making videos, being digitally literate allows you to express yourself in new and exciting ways.

Safety and security: Digital literacy also includes understanding online safety and security. Knowing how to protect yourself and your information online can help you avoid scams, identity theft, and other digital dangers.

Finding and consuming digital content	<ul style="list-style-type: none"> • Motivation to learn • Curiosity • Capacity to identify required digital skills • Learning digital skills for
Creating digital content	<ul style="list-style-type: none"> • Ability to adapt and willingness to learn • Basic techno-practical skills • Occupation-related digital skills • Critical understanding of digital technologies • Readiness to learn
Ability to evaluate data, information, and digital content as essential digital skills for employability	<ul style="list-style-type: none"> • Ability to critically evaluate information • Ability to understand the flow of information • Information required for decision-making • Digital skills and media literacy

By developing these skills and practices, individuals can navigate the digital world safely, efficiently find and evaluate information, engage in critical thinking, communicate effectively, collaborate with others, and maintain positive online interactions following netiquette principles.

Digital literacy consists of equipping people with Internet Online Safety Skills, Digital Search Skills ability to find and select information, Digital Critical & Evaluation, Effective communication & collaboration& netiquette.

Topic 1: Internet Online Safety Skills

Internet e-safety skills are essential for keeping yourself safe and secure online. Here are some key internet safety skills:

<p>Strong password management: Create and use strong, unique passwords for every online account.</p>	<p>Tips to create a strong and unique password:</p> <ul style="list-style-type: none"> • At least 12 characters long, but 14 or more is better. • A combination of uppercase and lowercase letters, numbers and symbols. • Not a word found in a dictionary or the name of a person, character, product or organisation. • Significantly different from your previous passwords.
<p>Phishing awareness: Recognising phishing attempts, such as deceptive emails, messages or websites that try to trick users into revealing sensitive information such as passwords, credit card numbers or personal details.</p>	<p>Tips for phishing awareness:</p> <ul style="list-style-type: none"> • Check the sender: Carefully check the sender's email address or phone number. • Before clicking on links in emails or messages, hover over them to preview the destination URL. Check that the URL matches the official website of the organisation or service. • Avoid providing personal information: Be cautious about giving out sensitive information such as passwords, credit card numbers, or social security numbers in response to unsolicited emails or messages.
<p>Privacy settings: Understanding and configuring privacy settings on social media platforms, web browsers and online services to control what information is shared and who can access it.</p>	<p>Tips for Privacy settings:</p> <ul style="list-style-type: none"> • Always check for HTTPS in the URL before entering sensitive information or conducting online transactions. Avoid entering sensitive information on websites that use only HTTP. • Be cautious when visiting unfamiliar or suspicious websites. Stick to reputable websites that use HTTPS for secure data transmission. • Ensure that your web browser, operating system, and security software are up to date with the latest security patches and updates to protect against vulnerabilities.

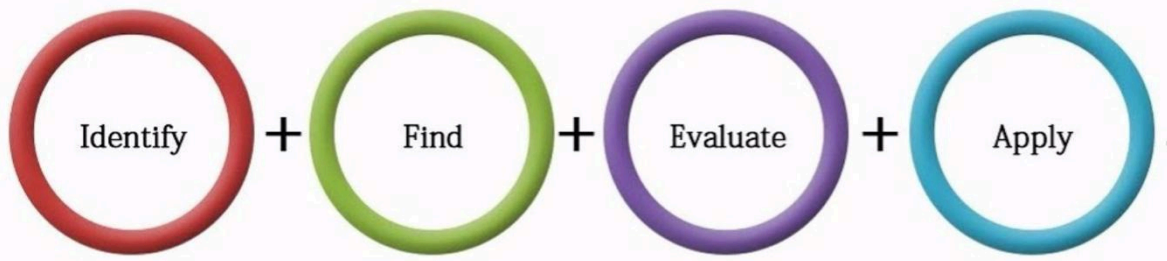
<p>Data backup: Regularly backing up important data and files to external drives, cloud storage services or backup solutions to prevent data loss in the event of device theft, hardware failure or cyber attack.</p>	<p>Tips for data backup</p> <ul style="list-style-type: none"> • Cloud backup services, such as Google Drive, Dropbox, OneDrive, and iCloud, allow you to store your data securely in remote servers maintained by the service provider. • Regularly test your backup and recovery processes to ensure that your data can be successfully restored when needed. This helps identify any issues or gaps in your backup strategy.
<p>Two-factor authentication requires you to provide two forms of verification to access your account. Typically, this involves something you know (your password) and something you have (a verification code sent to your phone or generated by an authentication app).</p>	<ul style="list-style-type: none"> • Visit the security or account settings section of the website or app for the account you want to secure. • Look for the option to enable two-factor authentication or multi-factor authentication. • Choose the method you prefer for receiving verification codes: via SMS (text message), authenticator app, or hardware token. • Follow the on-screen instructions to complete the setup process, which may involve verifying your phone number or scanning a QR code with your authentication app. • Once 2FA is enabled, you'll need to enter a verification code in addition to your password whenever you log in from a new device or browser.

Topic 2: Digital Research Skills & Effective communication & collaboration & netiquette

Digital Research Skills

They refer to the ability to effectively locate, evaluate and select information from digital sources such as search engines, databases, online libraries and websites. Developing strong digital research skills is essential in today's information-rich environment. Here are some key tips and strategies for improving your digital research skills:

- Identify- Determining information needed.
- Find- Accessing needed information effectively and efficiently.
- Evaluate- Critically evaluation information found
- Apply- Using information for a specific purpose



Tips for Digital Search Skills

Use specific keywords: When searching for information online, use specific keywords and phrases related to your topic. Avoid vague or broad terms that may return irrelevant results.

Use search operators: Learn and use advanced search operators to refine your search results. For example, you can use quotation marks (") to search for exact phrases, the minus sign (-) to exclude certain terms, or the site: operator to limit results to a specific website or domain.

Use search filters: Use search engine filters to narrow results based on criteria such as date, location, file type, and relevance. These filters can help you find the most recent and relevant information for your needs.

Evaluate search results: Evaluate the credibility and reliability of search results before selecting information.

Be critical: Develop critical thinking skills to question and analyse the information you find. Consider the source's bias, credibility, objectivity, and relevance to your

research or inquiry.

Effective communication & collaboration & netiquette

Netiquette is derived from the word "etiquette," which refers to the general rules or conventions of correct and polite behaviour in social settings and situations. Netiquette, or internet etiquette, is crucial when it comes to email. Following netiquette guidelines ensures clear communication, professionalism and respect in digital correspondence.

<p>Composing Email</p>	<ul style="list-style-type: none"> • If you are applying for a job or sending an email to a business, create and use a professional email. • Include a subject line, a proper opening and a closing line • Know your audience - for formal emails to colleagues or prospective employers, use polite and professional language • Be concise and proofread the text to make sure there are no grammatical or spelling mistakes
<p>Sending and Responding to Email</p>	<ul style="list-style-type: none"> • Address all of the sender's questions or concerns • Confirm that the email of the recipient is correct • Be careful using the Reply to All button • If necessary, protect privacy of recipients by using the blind carbon copy (bcc) field
<p>DON'T make these mistakes:</p>	<ul style="list-style-type: none"> • Writing in capital letters that MAKE IT SEEM LIKE YOU ARE SHOUTING • Opening emails or attachments from unknown or suspicious senders • Overusing the priority, high importance or receipt settings • Sending or forwarding personal or private information without the original sender's consent • Including unnecessary information or diverging from the purpose of the email • Using emoticons or abbreviations i.e. :) or "lol" unless writing informally to friends or family

Glossary of Terms

Term	Definition ¹
Digital literacy	Digital literacy is an individual's ability to find, evaluate, and communicate information using typing or digital media platforms.
Data backup:	In information technology a backup, or data backup is a copy of computer data taken and stored elsewhere so that it may be used to restore the original after a data loss event.
Two-factor authentication	Multi-factor authentication (MFA; two-factor authentication, or 2FA, along with similar terms) is an electronic authentication method in which a user is granted access to a website or application only after successfully presenting two or more pieces of evidence (or factors) to an authentication mechanism.
HTTPS	Hypertext Transfer Protocol Secure (HTTPS) is an extension of the Hypertext Transfer Protocol (HTTP). It uses encryption for secure communication over a computer network, and is widely used on the Internet.
URL	A uniform resource locator (URL), colloquially known as an address on the Web is a reference to a resource that specifies its location on a computer network and a mechanism for retrieving it
Netiquette	Netiquette, a colloquial portmanteau of network and etiquette or Internet and etiquette, is a set of social conventions that facilitate interaction over networks, ranging from Usenet and mailing lists to blogs and forums.

¹ Resource: Wikipedia

Exercise 1: Quiz on Digital Literacy

1. Which of the following is an example of an effective subject line for a job application email?

- a) "Hello
- b) "Job application
- c) "Experienced marketing professional seeking new opportunities".
- d) Blank subject line

2. When searching for job opportunities, what is the purpose of a professional LinkedIn profile?

- a) To showcase professional skills, experience and achievements
- b) Connect with friends and family
- c) To share personal photos and social activities
- d) To share political opinions

3. Which of the following is an example of a strong password?

- a) "password124
- b) "ilovegogs
- c) "1234567"
- d) "P@ssw0rd!2023"

4. What does 'networking' mean in the context of job search and career development?

- a) Playing online games with friends
- b) Attending industry-related events and conferences
- c) Posting personal photos on social media
- d) Watching films on streaming platforms

5. What steps should you take to protect your online privacy and security during a job search?

- a) Enable two-factor authentication on your email and job search accounts
- b) Use the same password for all your online accounts
- c) Share your personal information freely on all job search platforms

d) Respond to unsolicited emails asking for sensitive information

6. Which of the following is an example of effective communication in a professional email?

- a) Using slang and informal language
- b) Including attachments without explanation
- c) Proofreading for spelling and grammatical errors
- d) Ignoring the recipient's name or title

Answers:

- 1. question: c) "Experienced Marketing Professional Seeking New Opportunities"
- 2. question: a) To showcase professional skills, experience, and accomplishments
- 3. question: d) "P@ssw0rd!2023"
- 4. question: b) Attending industry-related events and conferences
- 5. question: a) Enable two-factor authentication on your email and job search accounts
- 6. question: c) Proofreading for spelling and grammar errors

Checklist: Your Learning Outcomes

What I know on the subject of "Digital Literacy"		
#	Theme/Question	YES / NO
1	I am aware of needed Internet- Safety Skills	
2	I know how to find and select valid information in the Internet	
3	I know about the importance of critical choice and evaluation of sources	
4	I am aware of effective communication, collaboration & netiquette	

Resources for M2-LU1

<https://www.twinkl.com.tr/teaching-wiki/digital-literacy#:~:text=Digital%20Literacy%20is%20the%20ability%20and%20skill%20to%20find%2C%20evaluate,%2C%20writing%2C%20grammar%20and%20syntax>

<https://www.learning.com/blog/what-is-digital-literacy-definition-and-uses-in-daily-life/>

<https://www.econstor.eu/bitstream/10419/175334/1/18129-71709-1-PB.pdf>

<https://www.webwise.ie/teachers/online-safety-skills/>

<https://academy.itu.int/itu-d/projects-activities/research-publications/digital-skills-insights/digital-skills-insights-2020>

Videos on M2-LU1

<https://www.youtube.com/watch?v=ZugGDmneVJ4>

Learning Unit 2 - Technology for Digital Businesses

In today's fast-paced and interconnected world, digital technology has become an integral part of running a successful business. From small start-ups to large corporations, leveraging digital technology has numerous benefits that can significantly impact the growth and efficiency of a business. Digital technology encompasses various tools, software, and platforms that utilize digital components to enhance business operations.

Digital business is the process of **applying digital technology to reinvent business models and transform a company's products and customer experiences—innovating products that create new value and connecting people with things, insights and experiences.**

Understanding Customer Expectations in the Digital Age

Understanding customer expectations in the digital age is crucial for businesses to deliver exceptional experiences and build long-term relationships with their customers. Here are the key factors to consider:

The Design Thinking methodology can be used as it focuses on understanding customer needs and creating solutions that effectively address those needs. Here's how design thinking aligns with understanding customer needs:

Empathize	Design thinking starts with empathy, which involves understanding customers' perspectives, emotions, motivations and challenges.
Define	Based on empathy and user research, define the problem statement from the customer's perspective. Clearly articulate the specific needs, goals and aspirations of customers.
Ideate	Generate creative ideas and potential solutions that address defined customer needs. Encourage brainstorming sessions, ideation workshops and cross-functional team collaboration.
Prototype	Create tangible prototypes or representations of proposed solutions for visualisation and testing with customers.

Test	Test prototypes with real customers to gain feedback, insight and validation. Conduct usability tests, user interviews and co-creation sessions to understand how well solutions meet customer needs.
-------------	---

However the following tips can be followed to understanding customer expectations in the Digital Age:

Personalisation: Customers expect personalised experiences based on their preferences, behaviours and previous interactions with the brand. This includes personalised product recommendations, targeted offers and relevant content.

Convenience: In the digital age, customers value convenience and seamless experiences. They expect easy and quick access to products/services, smooth navigation through websites and apps, and hassle-free transactions.

24/7 Availability: With digital channels, customers expect companies to be available around the clock for inquiries, support and purchases. This includes responsive customer service across multiple communication channels such as chat, email and social media.

Transparency: Customers want transparency in pricing, policies and product information. They expect clear and honest communication about product features, pricing structures, delivery times, return policies and privacy practices.

Fast response times: Whether it's a customer enquiry, complaint or feedback, customers expect a prompt response and resolution. They value companies that are responsive and attentive to their needs.

Continuous innovation: Customers value companies that innovate and adapt to changing trends and technologies. They expect companies to offer new features, products and services that enhance their experience and meet their evolving needs.

Effective Communication Channels for Different Stakeholders

Effective communication channels for different stakeholders depend on factors such as the nature of the message, the preferences of the stakeholders, the urgency of the

communication and the context of the interaction.

Collaboration tools: Use collaboration platforms and tools (e.g., Slack, Microsoft Teams) to facilitate seamless communication. Social media tools such as Facebook can be used effectively in organizations to communicate between locations, divisions, departments, and employees.



Remote Work Support: Benefit from resources, training and technology solutions to support remote working arrangements and ensure to collaborate effectively from anywhere.

Continuous Feedback: Implement AI-powered chatbots for instant customer support, FAQs, and assistance, enhancing the efficiency of customer interactions. Example for AI-powered chatbots, ChatGPT is OpenAI's conversational chatbot powered by GPT-3.5 and GPT-4. It uses a standard chat interface to communicate with users, and its responses are generated in real-time through deep learning algorithms, which analyze and learn from previous conversations.

Learning and Development: Benefit from opportunities for continuous learning, skills development and career growth to increase employee engagement and retention.

Transparent communication: Be open and transparent communication channels to keep employees informed of company updates, goals and initiatives.

Cross-cultural communication

It plays a crucial role in global markets where businesses interact with different cultures, languages, customs and norms. Effectively navigating cross-cultural communication can lead to successful relationships, partnerships and business outcomes.



See video on: [Effective Cross Cultural Communication](#)

Here are key strategies for intercultural communication in global markets:

Use clear and simple language, avoiding jargon, slang, idioms or culturally specific expressions that may be misunderstood.

Avoid assumptions and stereotypes, and approach communication with an open mind and curiosity to learn about other cultures

Consider the language preferences and proficiency levels of the audience, and provide translated materials or interpreters when necessary.

By implementing these communication strategies, digital businesses can enhance their brand presence, customer satisfaction, employee engagement, and overall business success in today's digital landscape

Glossary of Terms

Term	Definition ²
Cross-cultural communication	Cross-cultural communication is a field of study investigating how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures.
Design Thinking	Design thinking refers to the set of cognitive, strategic and practical procedures used by designers in the process of designing , and to the body of knowledge that has been developed about how people reason when engaging with design problems

Exercise 2: Quiz on Technology for Digital Businesses

Select the appropriate response for the quiz focused on digital business:

1. What is a digital business?

- a) A business that operates entirely online
- b) A business that uses digital technologies to improve its operations and offerings
- c) A business that only sells physical products
- d) A business that does not use any digital tools

2. Which of the following is an example of a digital business model?

- a) A traditional bricks-and-mortar store with no online presence
- b) A consulting firm that uses paper-based processes for client interactions
- c) A local grocery store that only accepts cash payments
- d) An e-commerce platform selling handmade crafts

3. Which of the following is NOT an advantage of digital business?

² Resource: Wikipedia

- a) Limited ability to personalise customer experience
- b) Reduced operating costs due to automation
- c) Increased customer reach and market penetration
- d) Increased agility and responsiveness to market changes

4. True or False: Digital business strategies often prioritise innovation and experimentation to remain competitive in the marketplace.

Answers:

- 1. question: b) A business that uses digital technologies to enhance its operations and offerings
- 2. question: d) To showcase professional skills, experience, and accomplishments
- 3. question: a) Limited ability to personalise customer experience
- 4. question: True

Checklist: Your Learning Outcomes

What I know on the subject of "Technology for Digital business"		
#	Theme/Question	YES / NO
1	I know Digital business process	
2	I understood the Design Thinking Method for a better understanding of customer expectations	
3	I know Effective Communication Channels for Different Stakeholders	
4	I understood Cross-cultural communication	

Resources for M2-LU2

<https://infrastructuremagazine.com.au/2021/08/13/7-ways-to-effectively-communicate-with-your-stakeholders/>
<https://smart-advise.com/digital-age/>
<https://www.ada-asia.com/insights/consumer-behaviour-in-digital-era>
<https://ecampusontario.pressbooks.pub/profcommsontario/chapter/cross-cultural-communication/>
<https://www.poppulo.com/blog/cross-cultural-communication-strategies>

Videos on M2-LU2

<https://www.youtube.com/watch?v=IMplUEgo5YQ>

Learning Unit 3 - Creative Thinking & Idea Generation by using artificial intelligence (AI)

Creative thinking is all about developing innovative solutions to problems. Creative thinkers brainstorm not only a large number of ideas but also a variety and range of them.

Creativity is a mindset, not an output!

Once they've brainstormed their ideas, creative thinkers will experiment with them. They look at ideas from **multiple perspectives** and examine how their solutions fit into the scope of what they're working on.

Creative thinkers **aren't afraid to take risks** and try new ideas. In fact, this ability to develop, test, and implement original solutions makes them a valuable asset to just about any workplace.

At work, **creative thinking** may look like:

- Holding an **interactive brainstorm** to gather initial thoughts on a project
- **Evaluating a current process and offering suggestions on how to improve it.**
- Researching other ways to market a product and leading experiments on

new marketing channels.

- **Developing an innovative way** to reach out to prospective clients



See video on: [What is Creativity?](#)

After watching the video, solve test to evaluate [How creative are you?](#)

“Many employers seek candidates that are **analytical and outside-the-box thinkers** which are iterations of creative thinking skills,”. “Thus, creative thinking, creative problem solving, innovative thinking, and analytical skills are all valuable in the current workplace — these skills are especially important in our ever-changing workplaces with new emerging technologies.”

Foster creative thinking, it is advisable to consistently participate in creative exercises such as mind mapping, journaling, or ideation. Engaging in these exercises stimulates critical thinking that transcends the apparent.

Idea generation is a creative process businesses use to generate new ideas, whether **they're tangible or intangible**. It involves gathering ideas, research, testing, editing or revising, and ultimately implementing the plan.

It is advisable to actively pursue a range of diverse experiences. Gain new insights and a broader perspective by volunteering, travelling, or working in various industries

or locations. Collaborate with others on initiatives and tasks. Collaborative settings frequently engender innovative resolutions by virtue of the convergence of diverse perspectives.

- It is imperative to remain well-informed regarding emerging trends, technological advancements, and global issues. This information can assist youngsters in identifying prospective innovation areas in your selected field.
- Embracing Failure: Failing should not be feared. Many innovations are the result of failure-driven learning. It is imperative to engage in strategic risk-taking.

Emphasise the development of problem-solving abilities. Employers highly regard individuals who possess the ability to recognise challenges and devise efficacious resolutions. This requires innovation and creative thought. Idea generation is most successful when it is focused on the challenges your organisation faces and/or on your business goals and strategy.

The IDEAS Method is a method of transformation for individuals, team leaders and executives in charge of organizations. It shows individuals how to identify and leverage eight key strengths based on the theory of multiple intelligences.

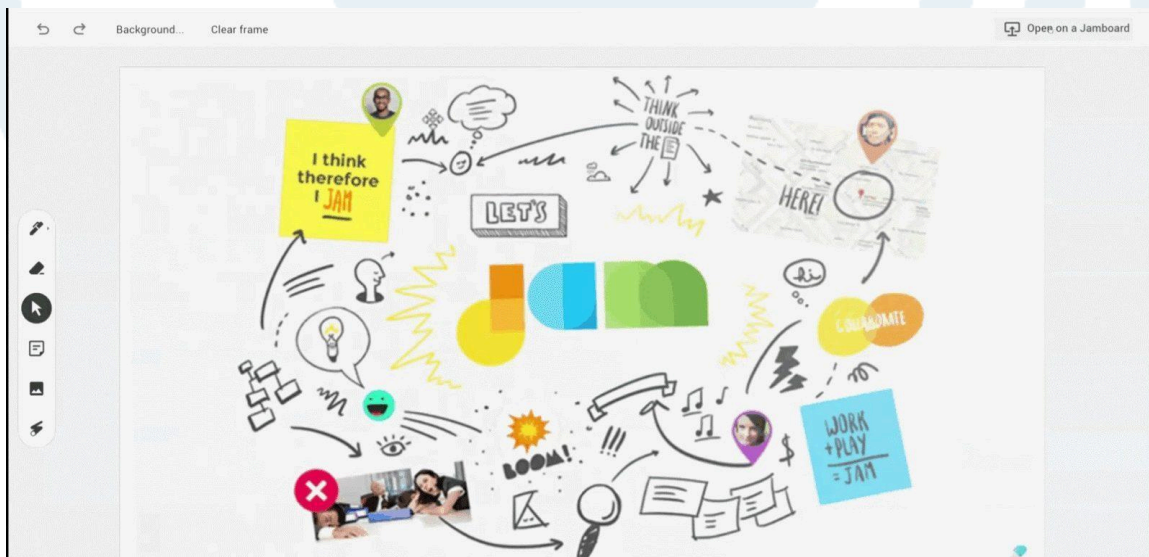
Submission	Asking the right questions at the right time can provide the answers you need to overcome business challenges and set you on the path to achieving your business goals. and is important to fine tune this to make the process as efficient and relevant to your business and its challenges as possible
Collaboration	Once an idea is submitted there is still a long way to go before it is implemented. An important part of the idea generation process is to have your employees collaborate to grow and shape an idea to boost its chance of implementation.
Implementation	At this stage, you now have a shortlist of ideas that represent real opportunities for your business and solutions to your challenges. It is now time to dive deeper into the idea and plan for its implementation.

Glossary of Terms

Term	Definition ³
Creativity	Creativity is a characteristic of someone or some process that forms something new and valuable
AI	Artificial intelligence (AI), in its broadest sense, is intelligence exhibited by machines, particularly computer systems , as opposed to the natural intelligence of living beings
IDEAS Method	The IDEA Methodology is a comprehensive approach to the design of information systems.

Exercise 3:

Use the IDEA method to visualize the ideas in a new way and use [Jamboard](#)



Develop a strategy the question "How can we improve customer engagement on our

³ Resource: Wikipedia

e-commerce platform?"

Write down key insights, observations and data related to the identified challenge or opportunity.

Step1: Submission (10 minutes):

Clearly and concisely define the problem statement or opportunity statement. For example, "Our goal is to increase customer engagement and conversion rates on our e-commerce platform by implementing innovative strategies.

List the specific objectives or outcomes you want to achieve through this exercise.

Step2: Collaboration (20 minutes):

Brainstorm and explore a wide range of ideas, solutions and strategies to address the defined problem or opportunity. Encourage participants to be creative, open-minded and collaborative.

Use techniques such as mind mapping, brainstorming, ideation workshops and role-playing to generate ideas.

Consider different aspects of the problem, including user experience, technology integration, marketing strategies and business models.

Step3: Implementation (15 minutes):

Select the most promising ideas or solutions from the exploration phase.

Develop action plans for implementing these ideas, including timelines, responsibilities, resources required and potential challenges.

Prioritise ideas based on feasibility, impact and alignment with business objectives.

Create a roadmap or implementation strategy for testing and iterating the selected

ideas.

Checklist: Your Learning Outcomes

What I know on the subject of "Technology for Digital business"		
#	Theme/Question	YES / NO
1	I know Digital business process	
2	I understood the Design Thinking Method for a better understanding of customer expectations	
3	I know Effective Communication Channels for Different Stakeholders	
4	I understood Cross-cultural communication	

Resources for M2-LU3

<https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwioxKoyP6EaxWBVfEDHdsNCfkQFnoECAgQAQ&url=https%3A%2F%2Fjamboard.google.com%2F&usq=AOvVaw0EqDDaZBUUBBy4HSJ-68pEw&opi=89978449>
https://link.springer.com/content/pdf/10.1007/3-540-63107-0_1.pdf
<https://www.betterup.com/blog/creative-thinking>

Videos on M2-LU3

- <https://www.youtube.com/watch?v=sMpLtJUte2c>

Bibliography – discover more

- [Creative Thinking](#)
- <https://www.linkedin.com/advice/0/what-best-practices-creating-managing-platform>

