

Digital culture e-learning channel

by XOS

Practical course - 1d - 04h05 - Ref. 8DC

Price : 105 CHF E.T.

How to post a "Like"? Why webmarketing? What is a webdesigner? If you're asking yourself these questions, it's because your digital culture can be enriched by following this course divided into 12 themes. The digital revolution has changed our daily habits, both personally and professionally. It's not always easy to keep up. Having a digital culture can help you better understand those around you and your colleagues.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Explain what digital is and its advantages.
- ✓ Weave your web by knowing the rudiments of digital.
- ✓ Define the new ways of working brought about by digital technology.
- ✓ Identify the main uses of the 2.0 consumer.

Intended audience

Anyone wishing to improve their digital culture.

Prerequisites

No particular prerequisites.

PARTICIPANTS

Anyone wishing to improve their digital culture.

PREREQUISITES

No particular prerequisites.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Practical details

Digital activities

La structure soft skills : vidéos d'experts, exercices, cas pratiques et fiches de synthèse. 09h05 de ressources complémentaires issus d'agrégations de contenus permettant un mix parfait entre conception et agrégats.

Mentoring

L'option tutorat propose un accompagnement personnalisé par un formateur référent ORSYS, expert du domaine. Adapté aux besoins, aux capacités et au rythme de chaque apprenant, ce tutorat combine un suivi asynchrone (corrections personnalisées d'exercices, échanges illimités par message...) et des échanges synchrones individuels. Bénéfice : une meilleure compréhension, le développement des compétences et un engagement durable dans la formation.

Pedagogy and practice

Bénéficiez des conseils et des retours d'expériences des meilleurs experts. Découvrez leurs astuces et les raisons de leurs succès au travers de témoignages concrets. Les apprenants participent à un exercice de découverte active pour compléter et/ou renforcer les apports notionnels de l'expert et bénéficier d'un retour adapté en fonction de leur réponse. Durant chaque cours, découvrez des cas opérationnels réalisés par des experts pour aider les apprenants à mettre en pratique ce qu'ils viennent d'apprendre. Retrouvez une fiche synthèse complète et efficace ! Chaque apprenant pourra conserver une trace écrite de ce qu'il a appris et des conseils qu'il a reçus.

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Course schedule

1 Digital awareness

- It's time to go Digital!
- The main consumer uses.
- Specific new consumer behaviors linked to digital.
- Internet and Web: what are the differences?
- Raising awareness.
- Collaborative tools.

2 Digital essentials

- Being digital is also a job.
- Customer relations: how do you weave your web?
- Digital social: a question of reputation.
- Webmarketing explained in a few words.
- Talk to a developer for 5 minutes and understand everything!
- The legal framework.

3 RGPD

- Understanding and complying with the RGPD.
- Protect and secure personal data.
- Responding to data breaches.

4 Cybersecurity

- Panorama of cybersecurity.
- Best practices to avoid risks.

5 Using AI in business

- Understand the impact of AI in business.
- Master the art of the prompt.
- Use AI responsibly.

6 Acculturation to generative AI

- Working with generative AI: the express guide.

7 Webinar replay: Mastering the potential of AI (01h00)

- AI is a design problem.
- AI can make mistakes and cannot reason.
- Use the COSTAR method to make good prompts.
- Discover the square of competitiveness applied to AI.

8 Webinar replay: Innovation and digital transformation (01:05)

- Disruption trajectories.
- New innovation procedures.
- Selling before producing.
- Innovative product features.
- Is it necessary to be scientifically accurate?

9 Additional resources (1:30 pm)

- The RGPD: Protect your personal data / Impacts in business.
- Cyber security and cyber surveillance.
- Cybersecurity: Guides and best practices.
- ChatGPT.
- Gemini.
- Microsoft Copilot.
- Le Chat de Mistral AI.
- DeepSeek.
- Llama 4.
- MidJourney.