Course : Developing a digital culture

optional DiGiTT® remote certification
Practical course - 1d - 7h00 - Ref. QQS
Price : 740 CHF E.T.

Digital technology is profoundly transforming the economic landscape and human behavior. This training course will give you the keys to understanding the ongoing digital revolution and developing your digital culture.

Teaching objectives

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

- Defining digital culture and its impact on the economy
- Sharing a common vocabulary around digital and Web technologies
- Understanding the transformation of businesses and organizations
- Identify digital tools and their added value
- Identify new uses and behaviors in the digital world

Intended audience
All audiences.

Prerequisites
No special knowledge required.

Certification
DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.returnchariot

PARTICIPANTS
All audiences.

PREREQUISITES
No special knowledge required.

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.

Practical details

Hands-on work
Theoretical input, discussion, exercises and case studies.

Teaching methods
Active teaching based on exchanges, examples, practical exercises and evaluation throughout the course.

Course schedule

1 Embracing the digital revolution

- Digital: definition, key figures and target.
- Web and key players: GAFA, NATU and BATX.
- Social media: X (formerly Twitter), Facebook...
- Picture Marketing: Instagram, Pinterest...
- Instant messaging: Messenger, WhatsApp, SnapChat...
- Collaborative tools: forums, blogs, wikis, Cloud...
- Major digital trends: 3D printing, VR, AI, IoT, Big Data, Machine Learning...

Exercise
Quiz on digital trends, definitions and figures. Take stock of your practices: where do you stand with digital?

2 Understanding the impact of digital on work and the economy

- E-business and digital business: Crowdfunding, marketplace, social commerce, French Tech...
- Focus on the major players in French Tech: Deezer, OVH, BlaBlaCar, Doctolib.
- Product marketing (buzz, channel, inbound marketing, brand content, social brand...).
- E-reputation, Sharing Economy, employee advocacy.
- Regulations and risks: data protection, net neutrality...

Case study
Digital transformation of a company. Videos on digital and corporate culture.

3 Identify the main digital professions

- Chief Digital Officer (CDO) and growth hackers (e.g. Dropox).
- Lead Generation Manager, traffic manager.
- Chief Hapiness Manager.
- Community Manager and Social Media Manager.
- Data Scientist, Big Data Architect.
- Web and Mobile Product Manager and Mobile Application Developer.
- Brand content manager and UX Designer.
- IT Systems Security Manager and Data Protection Officer.

Exercise
Game "Who is it?" about digital professions.

4   **Digitizing the way we work and learn**

- Information system transformation: Cloud Computing, BYOD, dematerialization...
- Workspace design: telecommuting, shared offices, nomadization, FABIAB, Hackaton...
- Distance and alternative learning: LMS, e-learning, Serious Game, mobile learning...
- Sharing tools and media: social networks, Cloud, mobile, tablet...
- Coaching and new management methods.
- Safety and regulations: right to disconnect, charter for the use of digital tools.

Case study
How do you support employees in their digitalization process?

Dates and locations

REMOTE CLASS
2026 : 26 June, 14 Oct.