

GENERATION DATA CLASSROOM COURSE ON USING SMART DATA FOR PROFIT



GENERATION DATA USING DATA FOR PROFIT

WHAT IS IT?

It is one of the products of the **Generation Data** project. It enables facilitators (lecturers, trainers and teachers) to deliver classroom and small group training to business/management students and start-up entrepreneurs on the topic of smart data. It is based on the **Generation Data Toolkit** and strongly connected with the **Generation Data Online Course**, the other outputs of the Generation Data project

AVAILABLE LANGUAGES: English – Danish – Polish

WHO CAN DELIVER THE COURSE?

The Curriculum and Course Materials have been designed to accommodate a range of teaching styles and cultures. The Course is designed to be delivered by HEI educators, VET teachers and trainers. Trainers can easily adapt our set of training materials and resources to design and deliver training sessions using high-quality content which has been developed, tested and reviewed in Poland, Ireland, Lithuania and Belgium. The pack includes a useful **Glossary** and a **Facilitator Guide** that will support trainers in the delivery of the course!

CONTENT OVERVIEW

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|-----------------------------------|------------------------------------------------------|
| Module 1 The Power of Data | Module 4 Data Technology |
| Module 2 Working with Data | Module 5 Data, Governance, Security & Privacy |
| Module 3 Data for Strategy | Module 6 The future of Data |

LEARNING OUTCOMES

- Comprehend the emerging role of big data and how it can be turned into smart data
- Craft and coordinate integrated data capture and analysis activities
- Carry out data interpretation to gain actionable insights into business performance and market opportunities
- Determine appropriate technological tools for data solutions based on cost-benefit analysis
- Understand the key regulatory and ethical aspects of data privacy and handling

INSTRUCTIONAL APPROACH *Each module is presented as follows:*



The **topic is introduced with a story** (a summarized case study in narrative format) to illustrate its importance to real-world business operations and profitability



Information and current best practice on the topic is presented, moving from general definitions to more detailed applications, enabling the scope of the topic to be understood



Knowledge is reinforced, and skills are developed as students participate in practical exercises or study questions

KEY REFERENCE FRAMEWORKS

- Entrepreneurship competence framework – **EntreComp**
- Digital Competence Framework version 2.0 - **DigComp**
- European Framework for Digitally Competent Educational Organizations **DigCompOrg**

WHERE TO ACCESS THE GENERATION DATA ONLINE COURSE

The Classroom Course can be accessed for free on the **project website**.

ARE THERE OTHER VERSIONS OF THE GENERATION DATA COURSE?

Generation Data has also designed an **Online Course on Smart Data**, clearly conceived for easy, flexible, self-led learning. In the Online Course, the content of the Classroom Course is presented in flexible bite-sized learning chunks, adapting to specific learning needs and allowing users to learn at their own pace and irrespective of time availability or geographic location.

WHERE CAN I FIND MORE BACKGROUND INFORMATION?

Download and read the **Generation Data Toolkit** to explore the increasing importance of smart data skills for current and future higher education students and gain knowledge about how to improve the teaching of smart data management.