

European Certification in Digital Business – Core Competencies (Nov. 2014)

0 Basics

- *Data Security: security culture; ensuring personal data security; treatment of financial (payment) and health data information*
- *Customer orientation: customer behaviour; customer demands; customer expectations,*

1 Strategy & Concept

- Basic understanding of the relevant underlying technology
- Understanding the digital ecosystem: technologies, customers and relationships
- *Understanding, tracking, analyzing the rapidly changing customer behaviour in relationship with digital technology*
- *Interaction of customers with social media*
- The value chain in a digital environment
- Emerging e-commerce business models (m-Commerce, social commerce, e-Marketplaces)

2 Main Topics

- Reengineering the digitalization of business processes (research, purchasing, marketing & sales, logistics & fulfillment, customer service)
- Financial management in a digital enterprise
- Marketing management in a digital enterprise
- Human resources management in a digital enterprise
- Customer experience management in a digital enterprise
- Corporate government in a digital enterprise
- Change management (culture, processes)
- Innovation and entrepreneurship

3 Strategies & Tools

- Developing a digital marketing strategy
- Developing a digital communications & contact strategy
- Developing an e-Commerce Strategy (B2B and B2C)
- Online reputation management
- Community management
- Social media management
- Mobile & proximity marketing
- *Real-time Marketing and advertising*
- *Impact of mobile technology on business models*
- *Lean approaches to start-up creation and management*
- Creating, executing and managing a Digital Marketing Plan
- *How to develop a customer driven business plan*
- Creating, executing and managing a Digital Communications & Media Plan
- Managing a Start-Up (Business Idea, Business Plan, Financing)

4 Enabling Technologies

- Digital project management
- Online payment systems
- Digital content management

5 Analytics

- Metrics and analytics 360°
- Data driven segmentation and targeting
- Research, analytics, testing and financials, and how not to confuse the three
- Basics of analytics for direct marketing such as response rate, conversion rate, cost analysis, cost per response, cost per lead, cost per sale, and how to calculate maximum allowable costs per lead and per sale.
- Basic analytics for digital marketing, such as click through rates, landing page performance analysis, traffic flow analysis and the basic metrics for display advertising, contextual advertising and e/mail marketing.
- Introduction to some more advanced analytics, such as cluster analysis, regression analysis and advanced web analytics

6 Legal

- Legal implications of e-business
- Relevant issues and legislation regarding privacy and security

7 Cases

- Business models in a digital environment