

# ICDL Digital Leadership Certificate

Digital understanding for today's leaders



# ICDL Digital Leadership Certificate



**Organisations are being exposed to an increasingly dynamic and fast-paced technology landscape. The way businesses communicate, collaborate and maintain customer relationships are all being revolutionised by the advances in digital technology. Digital leaders have the unique opportunity to harness results, build trust and enable innovation. The ICDL Digital Leadership Certification will put the power of digital technology in the hands of leaders by equipping them with the insights and know-how to make informed decisions and execute a programme that meets the needs and goals of your organisation.**

Designed to address these requirements for current and future business leaders, the ICDL Digital Leadership Certificate comprises five modules. These modules provide the conceptual understanding to enable business leaders to consider the potential of these technologies and have informed conversations with IT professionals or specialists.

The certificate programme is supported by high-quality interactive e-learning materials that establishes core concepts, gives practical examples of implementation, and provides opportunities for critical thinking. The candidate will sit for an official test for each module to gain the certification. This learning can provide an excellent opportunity either to develop relevant competences for future career development, or to contribute to continuous professional development.

**Suitable for  
business leaders  
to gain a  
conceptual  
understanding  
of digital  
leadership and  
transformation.**

## AI



Unit 1 introduces the potential of Artificial Intelligence (AI), which is a form of intelligence demonstrated by machines whereby the machine perceives its environment and takes actions that maximises the chance of achieving specified goals.

This unit will provide key concepts, offer examples, and consider their implications and potential for business and organisations.

## Internet of Things (IoT)



Unit 2 introduces the Internet of Things, which extends Internet connectivity from computers and related devices to other physical devices or common objects and leverages from technologies such as embedded systems, wireless sensors, and automation.

Over the last few years, there has been an explosion in the scale of the Internet of Things. Homes, offices, factories and entire cities are being made "smart" by the proliferation of Internet-connected devices.

## Big Data



Unit 3 introduces the term 'Big Data' which is used to describe the massive volume of both structured and unstructured data that is so large it is difficult to process using traditional techniques.

Big Data is important not in terms of volume but in terms of what you do with the data and how you utilise it to make analysis in order to benefit your business and organisation. Big Data technologies are very beneficial to businesses in order to boost efficiencies and develop new data driven services.

## Cloud Computing



Unit 4 introduces the use of Internet-connected remote servers to store, manage, and process data, instead of using local servers or computers.

Cloud computing and cloud services are increasingly common technologies used by organisations to add flexibility, efficiency, and innovation. Many job roles in a range of sectors need to have an understanding of the potential of these technologies, as well as a grasp of the benefits and challenges associated with their adoption.

**Interactive  
eLearning**

**100 hours  
of content**

**Five  
Tests**

**International  
Certificate**

### Data Analytics



The Data Analytics module covers the main concepts and skills needed to analyse statistics, prepare data sets, summarise data, and create data visualisations.

This module is suitable for entrepreneurs, managers, or workers who need practical skills in data analysis so that they can deliver business intelligence and insights.

### Online Teamwork



Effective online teamwork requires a group of people to work together to complete a shared goal. Team members can communicate effectively with each other, plan and manage tasks, and store and share information and expertise, from one secure online location.

This module covers the main concepts and skills needed to work effectively in an online team using collaborative tools and platforms. It is suitable for any person who works in a team or is preparing to work in a team that uses collaborative tools to achieve their shared goals.

### Project Planning



The Project Planning module covers the main skills needed to use project management software when managing projects. This includes preparing, monitoring, and overseeing different elements of a project such as time, costs, tasks, resources, priorities, and collaborators.

Successful candidates develop the skills needed to use project management software for the successful delivery of projects.

### Digital Marketing



The Digital Marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimising content for search engines, using social media platforms, selling online, different types of advertising, as well as monitoring and improving campaigns using analytics.

Successful candidates develop the skills needed to plan, execute, and measure an effective digital marketing campaign.

# ICDL Digital Leadership Certificate

Digital understanding for business managers

## Emerging technologies



Cloud Computing



Big Data



Internet of Things



Artificial Intelligence

## Modules continued



Data Analytics



Online Teamwork



Project Planning



Digital Marketing

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