

WHO ARE THE PROJECT TEAM

EnDigiCom has 7 project partners from Austria, France, Germany, Belgium and Slovenia. With one exception, all are Businet members.

4 educational partners focusing on VET and HE business programmes. EWS Vienna, EBC Hamburg, IGS Lyon and DOBA Maribor

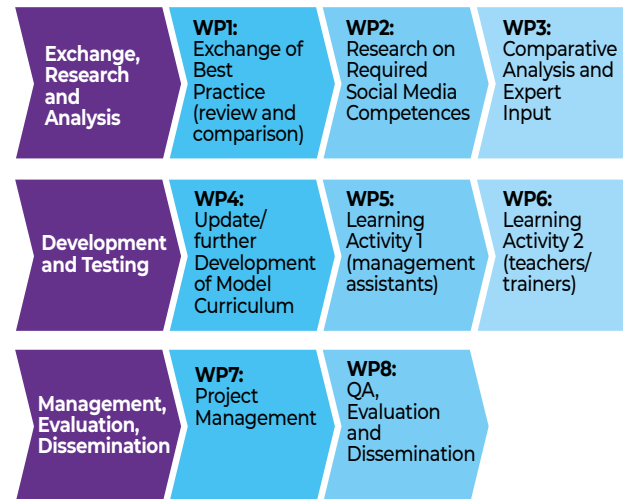
Businet as a network partner, primarily for quality assurance and dissemination purposes

2 Social Media experts, who focus on corporate consulting to implement SM strategies as well as staff teaching and training - Actuado from Ljubljana, Slovenia and Natascha Ljubic from Vienna, Austria



The EnDigiCom team with participants of the first "Learning Activity" (testing the curriculum) at DOBA Business School in Maribor, Slovenia.

THE PROCESS



WHERE CAN I GET MORE INFORMATION?

The project has been managed by EWS Vienna, a long standing Businet member. Project information can be found at www.ews-wien.at/endigicom/

A full presentation including the model curriculum can be found at

https://padlet.com/birgit_binnyei/EnDigiCom_Workshop

or

<https://www.slideshare.net/Endigicom/>

The individual managing the project is Birgit Binnyei, who can be contacted at birgit.binnyei@ews-wien.at

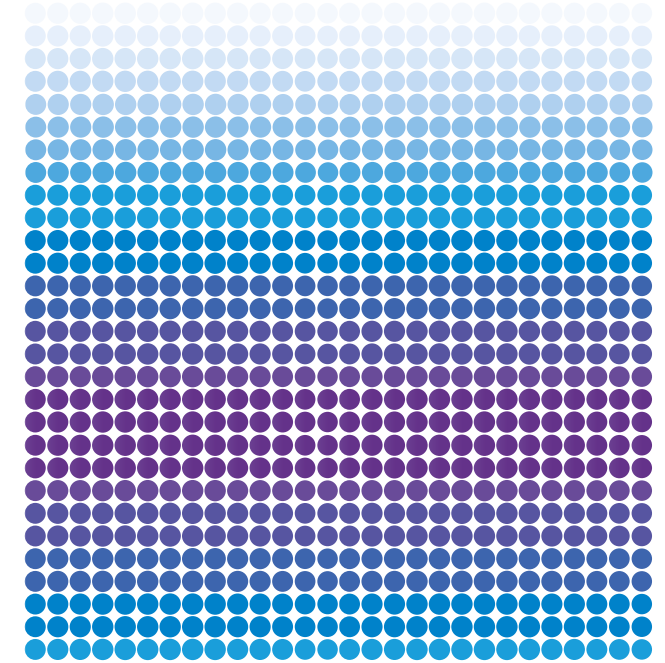
EN
DIGI
COM



businet
global business education network

EN DIGI COM

Enhanced Digital Competencies
for Business Usage



Co-funded by the
Erasmus+ Programme
of the European Union

WHAT IS IT?

Description

EnDigiCom is a co-funded ERASMUS+ KA 2 Vocational Training Strategic Partnership (2017-1-AT01-KA202-034999) which focuses on the exchange of good practices in the field of digital marketing and social media and the improvement of digital skills within companies. Enhancing employability is the goal of the project.

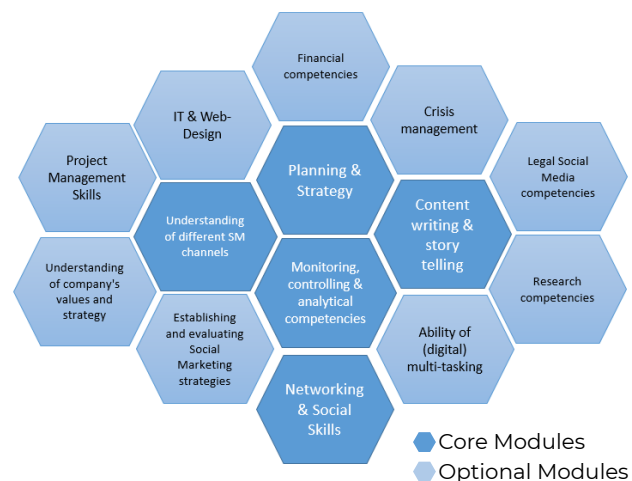
Context

The aim of the project was to identify existing good practices in terms of the professional use of digital marketing and social media before exploring the specific needs of business. The project partners researched the current position in businesses in relation to digital marketing and social media usage, which enabled the establishment of a robust set of key competencies necessary to handle the daily duties of staff members having responsibility for social media tools and platforms within a workplace business environment.

Results

A model curriculum was developed for the acquisition and enhancement of social media competencies required to effectively use social media tools in a professional context and against which existing programmes and short courses can be reviewed | extended | modernised.

The competencies are identified in the graphic below:



Who is it for?

The curriculum can be offered by educational institutions with suitable study fields for their students. These students are future employees. It can also be delivered directly to businesses for their current employees as part of staff or career development. It can also be delivered as a stand-alone programme for those in employment seeking career development.

How can my institution benefit?

It is in your hands. The project team has developed a model curriculum based on the research of business needs. This curriculum can be made available to companies for staff development, it can be promoted to individuals for personal development, or it can be made available to the student body as an additional course or in a programme of skill development.

We invite Businet members to consider how you and your students can benefit from the work of the project team.

Methods of delivery

This is totally flexible and only limited by you. It is envisaged that modules of the model curriculum can be offered as a short course, as part of a programme or in a series of one-day seminars. It can be delivered in the business environment, in a training environment, or in educational establishments. It can also be provided as a distance learning option.

What do the participants of the curriculum testing process say?



“The EnDigiCom Social Media workshop in Maribor was a valuable contribution to my awareness of the strengths of social media marketing for our institution. It was inspiring to see the strategic potential of integrating social media marketing into the marketing strategy of an institution”

Thomas Lung, EWS Vienna



“The intensive workshops on social media planning and strategy, on in-depth understanding of various social media platforms, and on understanding analytics for the needs of social media communication were of an exceptional quality. The analytics workshop dispelled my fears of this subject matter. Now, I have a good understanding of the entire concept of social networks and the associated activities.”

Nuša Lazar, DOBA Business School, Maribor

