



Building Digital Business Skills

boost skills – boost business



“The training helped us to connect with our customers online and win new business.”

Skills to Advance

Skills to Advance is a national Further Education and Training initiative which offers upskilling opportunities to employees and employers.

Building Digital Business Skills

This Skills to Advance programme is provided by Education and Training Boards (ETBs) to enable your business use digital technology to increase productivity, grow your customer base and improve your customer experience.

This highly subsidised training will support you and your teams to upskill digitally and transact business online.

Who is the programme for?

Employees will develop the digital skills they need to successfully use technologies for sales, marketing and business administration.

It is also designed for employers who want to use digital technology to communicate more effectively with their customers and to increase their business success through an online presence.

How are the programmes delivered?

- Training is available locally from ETBs
- Training is provided in person, online with tutor support, and/ or in a blended format
- Training delivery schedules are flexible to suit both business and employee requirements.

What are the benefits?

The training equips employees to optimise the application of digital technologies in the workplace through access to highly subsidised training.

Employer benefits

- Grow your online business
- Access highly subsidised flexible training
- Improve customer relations and win new customers online
- Identify and interpret customer data
- Manage change in the digital world
- Increase brand awareness and loyalty using social media.

Employee benefits

- Develop digital skills and make a difference in your career
- Avail of personalised learning to meet your needs
- Access new digital knowledge for a better future
- Enhance your contribution to the success of your company.

80%

of SMEs say the future success of Ireland's economy will depend on investment in the right digital skills.

(Source: Google / Amárach research)



Course Structure

Building Digital Business Skills consists of two micro-qualifications which can be taken together as part of an overall Special Purpose Award or as independent awards.

1. Digital Business Solutions

This micro-qualification will enhance the digital customer experience and improve business processes through the use of digital business solutions.

The micro-qualification focuses on:

- Understanding and meeting different customers' needs in a digital environment
- Improving the application of digital business tools in the workplace
- Developing a digital customer experience strategy.

2. Social Media for Digital Marketing

This micro-qualification will create and enhance the digital presence of a business through the use of social media.

The micro-qualification focuses on:

- Understanding the social media environment
- Using social media tools to communicate with customers
- Enhancing digital sales and marketing strategies.

How long is the training?

- Each micro-qualification involves 36 hours contact time with a tutor and additional time to complete work related projects and assignments.

Does the training lead to a qualification?

Each micro-qualification is accredited by Quality and Qualifications Ireland (QQI) and leads to a Level 5 qualification on the National Framework of Qualifications (NFQ).

How was the training developed?

This Skills to Advance micro-qualification was developed by SOLAS and the ETBs in consultation with enterprise, Chambers Ireland, ISME, SFA and the Regional Skills Fora.



“Digital skills can help progress my career.”

“As a business owner, you’ve got to adapt to the new ways of doing things and completing the Building Digital Business Skills micro-qualification programme gives your business that professional touch and a more competitive edge.”

Bridget Murphy - Bridget Murphy Interior Design

Contact your **local ETB** to find out more or visit **[skillstoadvance.ie](https://www.skillstoadvance.ie)**

Skills to Advance Co-ordinator:

