Business Intelligence & Data · BI411

Digital and Data Literacy

Istanbul · 20 - 24 Dec 2026

Date	Venue	Duration
20 - 24 Dec 2026	**Istanbul**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**BI411**	**English**

Introduction

This comprehensive 5-day training course is designed to equip participants with the essential digital and data literacy skills required in today's technology-driven business environment. The course focuses on understanding digital technologies, managing and interpreting data, improving digital communication and collaboration, and developing data-driven decision-making capabilities.

Participants will gain practical knowledge of digital tools, data analysis concepts, cybersecurity awareness, data visualisation, and digital transformation trends that are increasingly shaping modern organisations.

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of digital literacy and digital transformation.
- Develop practical skills in handling, managing, and analysing data.
- Interpret data effectively for business decision-making.
- Use digital tools for communication, collaboration, and productivity.
- Understand data privacy, cybersecurity, and ethical data usage.
- Create basic data visualisations and reports.
- Improve critical thinking and problem-solving using data insights.
- Recognise emerging digital technologies and their impact on organisations.

Target Audience

This course is suitable for:

- Administrative Professionals
- Business Professionals
- Government Employees
- Finance & Accounting Personnel
- HR & Operations Staff
- Project Coordinators

- Team Leaders & Supervisors
- Entry-Level Data Users
- Professionals involved in digital transformation initiatives
- Anyone seeking to improve digital and data literacy skills

Course Outline

Day 1

Introduction to Digital Literacy

- Understanding Digital Literacy
- Digital Transformation in Organisations
- Digital Skills for the Modern Workplace
- Digital Communication & Collaboration Tools
- Cloud Computing Basics
- Digital Productivity Tools
- Online Research & Information Evaluation
- Digital Ethics & Responsible Technology Use

Day 2

Fundamentals of Data Literacy

- Introduction to Data Literacy
- Types of Data & Data Sources
- Data Collection Methods
- Data Quality & Data Integrity
- Understanding Databases & Data Structures
- Reading and Interpreting Data
- Introduction to Data-Driven Decision Making
- Common Data Challenges in Organisations

Day 3

Data Analysis & Visualisation

- Basics of Data Analysis
- Introduction to Spreadsheets & Data Tools
- Data Cleaning & Organisation Techniques
- Descriptive Statistics Fundamentals
- Identifying Trends & Patterns
- Creating Charts & Dashboards
- Data Visualisation Best Practices
- Presenting Data Effectively

Day 4

Cybersecurity & Data Protection

- Cybersecurity Fundamentals
- Identifying Cyber Threats & Risks
- Safe Internet & Email Practices
- Password Management & Access Control
- Data Privacy Principles

- Data Protection Regulations & Compliance
- Ethical Use of Data
- Managing Digital Risks in Organisations

Day 5

Emerging Technologies & Practical Applications

- Introduction to Artificial Intelligence & Automation
- Big Data & Business Intelligence Concepts
- Digital Innovation Trends
- Using Data for Strategic Decision-Making
- Practical Digital Problem-Solving Exercises
- Case Studies & Group Activities
- Building a Data-Driven Culture

Register or ask about this course online
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