



**UNIVERSITY  
GREEN DIGITAL  
HUB**

# DIGITAL, GREEN & ENTREPRENEURIAL UPSKILLING PROGRAM



#### **Duration**

4 Months  
Oct 23 - Feb 24



#### **Format**

Online with  
accompanying live  
lectures



#### **Language**

English, Spanish, Dutch  
Croatian & German



#### **Certification**

European Digital  
Credentials (EDCs)

Digital, Green and Entrepreneurial Upskilling Program is a comprehensive educational e-learning program designed to equip students with the essential skills and knowledge needed to thrive in the digital age while promoting sustainability and entrepreneurship. The program is divided into five distinct modules, each focusing on a specific aspect of digital entrepreneurship and sustainable practices. This program is tailored to promote holistic development, fostering both technical expertise and a deep understanding of sustainable principles.



## Module 1: Digital content creation

The objective of this module is to empower students with essential skills required in today's digital business environment. The concepts covered include design thinking as one of the leading examples of non-linear problem solving, digital content creation and an introduction to programming:

- Digital skills for entrepreneurship
- Digital sharing & collaboration platforms and their differences
- Digital content
- Introduction to programming

Zoom live session - // - 19.10.23, 17:00 - 19:00h



## Module 2: Acting for sustainability

This module offers a comprehensive exploration into the multifaceted world of sustainability, bridging theoretical foundations with real-world applications. The course embarks on a journey from the foundational concepts of sustainability, encompassing its three pillars: social, economic, and environmental. It delves deep into the role of governments, scrutinizing public policies and their global implications, while highlighting the dynamic interplay between businesses and sustainable operations.

Participants will be encouraged to introspect, identifying personal habits to mold a sustainable lifestyle. Further, the course throws light on the power of collective action, tracing the lineage of global sustainability movements and their ripple effects on society and policy.

Zoom live session - // - 23.11.23, 17:00 -19:00h



## Module 3: Envisioning sustainable futures

Navigating the complex landscape of sustainability requires effective decision-making under uncertainty. This module introduces the VUCA model as a framework and explores the Sustainable Development Goals (SDGs) 2030. Students will gain insights into decision-making dynamics in ambiguous contexts, and how the current environment intersects with sustainability goals.

- Characteristics of the current environment for decision-making.
- Dimensions of the environment and their link to ambiguity, uncertainty, and risk.
- Methods and tools for decision-making under conditions of uncertainty.
- The current environment and its relationship with sustainability. - The 2030SDGs-

Zoom live session - // - 07.12.23, 17:00 -19:00h





## Module 4: Entrepreneurial Edge: Mastering Resources for Sustainable Ventures

This module aims to improve the entrepreneurial skills of students and provide them with a framework to apply during their entrepreneurial journey.

- How to achieve sustainable growth
- Human Resources: how to attract and keep talent
- Basic Financials
- Types of funding for startups and how to obtain them

Zoom live session - // - 20.12.23 / 03.01.24 / 10.01.24 / 17.01.24, 17:00 -18:00h



## Module 5: Participatory science and Data Visualization for Social Purposes

The general objectives of this course are to understand and resolve conceptual problems in the domain of participatory (citizen) science, and related problem situations in digital environments for data analysis and reporting for social purposes.

- Citizen Science: from a learner to a “producer”
- Visualizing Data For Social Purposes with Tableau Public

Zoom live session - // - 15.01.24, 17:00 -19:00h

