



*Digital and Data Literacy*

*Qatar -*

*19-07-2026*

# Digital and Data Literacy

Course code: BI411 From: 19-07-2026 Venue: Qatar - Course Fees: 3550 £

## 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 visualization, and digital transformation trends that are increasingly shaping modern organizations.

## 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 analyzing 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 visualizations and reports.
- Improve critical thinking and problem-solving using data insights.
- Recognize emerging digital technologies and their impact on organizations.

## 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 Organizations
- 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 Organizations

## Day 3

### Data Analysis & Visualization

- Basics of Data Analysis
- Introduction to Spreadsheets & Data Tools
- Data Cleaning & Organization Techniques
- Descriptive Statistics Fundamentals
- Identifying Trends & Patterns
- Creating Charts & Dashboards
- Data Visualization 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 Organizations

## 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