



A Student's Guide to Digital Skills for The World of Work

Discover the digital skills you need to close your skill gaps, learn about the top applications and platforms used in the workplace, and explore career opportunities in each digital skill area.

Bridgia

Supported by

**THE EDUCATION
COLLABORATIVE**



What is in this Guide?

- 01** The Case for Digital Skills
- 02** Digital Skills for Work Framework
- 03** Skills and Learning Resources
- 04** Related Applications and Platforms
- 05** Career Opportunities for Graduates
across Digital Skill Areas
- 06** 8 Tips for Taking and Completing
Online Courses to Develop your Skills

The Case for Digital Skills in the Workplace

90%+

Digital technologies have become dominant in the workplace, with more than 90% of graduate jobs requiring digital skills.

Whether you are a student preparing to enter the workforce, a recent graduate, or an aspiring entrepreneur, this e-book is your trusted companion on the path to understanding the skills that matter in the world of work.

From understanding the basics of digital communication to unleashing the power of data analytics, from harnessing the potential of social media, to embracing remote collaboration tools. Our aim is to empower you with the knowledge and confidence needed to thrive in an increasingly digital-centric environment.

As you navigate the world of digital skills through this e-book, get ready to take your digital prowess to new heights.



The Digital Skills for the Workplace Framework



Digital Identity and Wellness

The ability to create an online identity and reputation that aligns with your career goals, while protecting yourself in a digital world.



Productivity & Collaboration

The ability to find information, create documents; spreadsheets; presentations; web pages, work with collaboration tools, and automate repetitive tasks.



Digital Communications

The ability to create, distribute and manage multimedia content to inform, educate, inspire and drive action using communication channels such as emails, web pages, social media, and apps.



Data Literacy

The ability to work with data to read, understand, communicate, collect, visualise, and analyse to make informed decisions.



Digital Innovation

The ability to create analysis, models, simulations, digital experiences, and applications using computer codes or visual tools.





Digital Identity and Wellbeing

This is the ability to create an online identity and reputation that aligns with your career goals, while protecting yourself in a digital world.

Areas include:

- Online Reputation Management
- Personal Wellbeing
- Online Relationship with Others
- Privacy and Security

Applications and Platforms



Career Opportunities

- Online reputation manager
- Social media consultant
- Influencer



Learning Resources for Digital Identity and Wellbeing

Introduction to Digital Wellbeing

Google
Applied Digital Skills
(Free)

19 Minutes

[Learn More](#)

Digital Networking Strategies

LinkedIn Learning
(Free)

40 Minutes

[Learn More](#)

Understanding Your Digital Footprint

Google
Applied Digital Skills
(Free)

90 Minutes

[Learn More](#)

Personal Branding

coursera
(Free Access,
Payment for Certification)

6 Hours

[Learn More](#)

Create a Professional Online Presence

coursera
(Free Access,
Payment for Certification)

7 Hours

[Learn More](#)

Professional Brand Identity on LinkedIn and Twitter

udemy
(Paid)

60 Minutes

[Learn More](#)



Productivity & Collaborative Tools

This is your ability to find information, create documents; spreadsheets; presentations; web pages, and work with collaboration tools, and automate repetitive tasks.

Areas include:

- Use of Email
- Use of Search Engines to Find Information
- Use of Generative AI Tools
- Document Management
- Use of Spreadsheet
- Use of Presentation Packages
- Form Creation Tools
- Document Collaboration
- Cloud Storage
- Use of Virtual Meeting Tools
- Use of Calendar/Scheduling Tools
- Use of Maps
- Automation of Tasks

Applications and Platforms



Career Opportunities

- Virtual Assistant
- IT Support
- IT Service Management



Learning Resources for Productivity and Collaboration Tools

Increasing Productivity at Work



Applied Digital Skills
(Free)

18 Minutes

[Learn More](#)

Essential Google Tools



Applied Digital Skills
(Free)

40 Minutes

[Learn More](#)

Office Productivity Software



(Free Access,
Payment for Certification)

60 Hours

[Learn More](#)

Gmail Calendar for Business Masterclass



(Free Access,
Payment for Certification)

3 Hours

[Learn More](#)

Microsoft Office 365 End User



(Paid)

2 Hours

[Learn More](#)

Complete Google Workspace



(Paid)

20.5 Hours

[Learn More](#)



Digital Communications

This is your ability to create, distribute and manage multimedia content to inform, educate, inspire and drive action using communication channels such as emails, web pages, social media, and apps.

Areas include:

- Instant Messaging
- Social Media
- Email and SMS
- Visual Design
- Blog and Websites
- Customer Relationship Management (CRM) Tools

Applications and Platforms



Career Opportunities

- Graphics Design
- Content Creation
- Digital Marketing
- Digital Publishing
- Social Media Management
- Lifestyle Blogging/Vlogging



Learning Resources for Digital Communications

Social Media
Mastery

Canva

(Free)

30 Minutes

[Learn More](#)

Create video, audio
and infographics
for online learning

coursera

(Free Access,
Payment for Certification)

19 Hours

[Learn More](#)

Canva Design
School

Canva

(Free)

3 Hours

[Learn More](#)

Use Mailchimp to
Build an E-mail
Marketing Campaign

coursera

(Free Access,
Payment for Certification)

2 Hours

[Learn More](#)

Introduction to
CRM with
HubSpot

coursera

(Free Access,
Payment for Certification)

9 Minutes

[Learn More](#)

Create a Website
Using WordPress:
Free Hosting &
Sub-domain

udemy

(Paid)

2 Hours

[Learn More](#)



Data Literacy

This is your ability to work with data to read, understand, communicate, collect, visualise, and analyse data to make informed decisions.

Areas include:

- Data Extraction & Collection
- Data Cleaning & Validation
- Data Exploration
- Data Analysis
- Data Visualisation
- Predictive Models
- Data Presentation
- Dashboards

Applications and Platforms



Career Opportunities

- Database Administration
- Data Analysis/Analytics/Science
- Business Analytics/Intelligence
- Machine Learning/Artificial Intelligence



Learning Resources for Data Literacy

**Excel Skills for Data
Analytics and
Visualization**

coursera

(Free Access,
Payment for Certification)

20 Hours

[Learn More](#)

**Introduction to
Data Analytics**

 **Alison**

(Free Access,
Payment for Certification)

3 Hours

[Learn More](#)

**The Complete
Power BI Practical
Course**

 **udemy**

(Paid)

18 Hours

[Learn More](#)

**SQL for
Data Science
with R**

coursera

(Free Access,
Payment for Certification)

28 Hours

[Learn More](#)

**The Ultimate
MySQL
Bootcamp**

 **udemy**

(Paid)

37 Hours

[Learn More](#)

**Data Analyst
Professional
Certificate**

coursera

(Free Access,
Payment for Certification)

80 Hours

[Learn More](#)



Digital Innovation

This is your ability to create models, simulations, digital experiences, and applications using computer codes or low-to-no-code tools.

Areas include:

- Modelling & Simulation
- Prototyping
- No/Low Code Tools
- Coding

Applications and Platforms



Career Opportunities

- User Experience/ Product Design
- Computer-Aided-Design
- Modelling and Simulation
- Programming
- App Development
- Web Development
- Software Engineering



Learning Resources for Digital Innovation

AutoCAD:
2D And 3D
Modelling


(Paid)

19 Hours

[Learn More](#)

Fundamentals of
Simulation
Modelling


(Paid)

10 Hours

[Learn More](#)

Introduction to
User Experience
Design



(Free Access,
Payment for Certification)

6 Hours

[Learn More](#)

The Bubble Course -
Create Complete
Web Apps


(Paid)

5 Hours

[Learn More](#)

Introduction to
Python
Programming



(Free Access,
Payment for Certification)

27 Hours

[Learn More](#)

Introduction to
Application
Development



(Free Access,
Payment for Certification)

40 Hours

[Learn More](#)

8 Tips for Taking and Completing Online Courses to Develop your Skills

1. Set Clear Learning Goals

Define specific skills you aim to learn from the course. Break these goals into smaller milestones, and track your progress as you achieve them.

2. Establish Systems

This can be as simple as setting up a desk and a table or taking up membership in a library or workplace for taking online courses. Find the necessary adjustment that you can make to support your learning.

3. Create a Study Schedule

Designate regular study sessions and stick to them. Having a consistent routine helps build discipline and ensures steady progress.

4. Get an Accountability Partner

Pair up with a friend or classmate who's also taking an online course. Share your goals and progress regularly to motivate each other. Alternatively, you can decide to share your progress on social media platforms.

5. Work on Real Projects

Whenever possible, align course assignments with projects you are passionate about. This makes the learning experience more real and enjoyable to boost your commitment.

8. Reflective Journaling

Keep a reflective journal where you jot down key takeaways after each study session. This practice aids in internalizing concepts.

9. Teach What You Learn

Share your newly acquired knowledge with others, whether it's friends, family, or even online communities.

10. Celebrate Progress

Acknowledge and celebrate milestones, be it completing a course module or finishing a challenging project. Recognizing your progress keeps you motivated.



Acknowledgements

Special thanks to The Education Collaborative for providing the grant to support the development of the digital skills awareness and assessment tool and this complementary guide.

Many thanks for the contribution, inputs and support of the following people:

- Professor Anne Adams, Open University UK
- Nkiru Ukachukwu, Pan Atlantic University's Career and Internship Office.
- Maurice Gnamatsi, ISLA International Language and Business School.
- Tomisin Aruleba, Bamidele Olumilua University of Education, Science and Technology,
- Aravinda Ram, Botho University.

About Bridgia

Bridgia works with higher institutions to support student preparation for the world of work. These are achieved through widened access to career resources, industry information, programmes, and services delivered through institutional and industry partners.

Email: hello@bridgia.africa

About The Education Collaborative

The Education Collaborative leverages collaboration and mentorship to build a network of higher education institutions that are uncompromising in achieving excellence in quality student outcomes in Africa. Our vision is to improve educational systems and outcomes on the African continent through an institutional and collective effort to achieve systemic transformation.

Email: education.collaborative@ashesi.edu.gh