# Digital Skills and Soft Skills

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In today’s liquid, heterarchical and increasingly “phygital” society, in which hierarchy is shrinking, organisations are increasingly horizontal and places of interaction and communication are multiple (from the physical to the digital), people are responsible for their own work and that of their colleagues, they exchange information by multiple means, they co-create, they actively participate in achieving the objectives of the team/s, cooperating and collaborating, with an awareness of how our communication changes and adapts to the different technologies.

This course is organised into two complementary modules, i.e. module A and module B, with the aim of providing the necessary tools for developing respectively applied digital and soft skills.

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the basic concepts to design and structure the creation of strategic communication plans to be released on digital channels, including editorial and branded content. More specifically, the course aims to develop the skills necessary for initiating and guiding on-line communication action: from the characteristics of the digital panorama to the creation of specific competences for the construction of content strategy also in the case of a communication crisis. Moreover, participants will acquire knowledge and understanding of the main cross-cutting competences of coordination and guidance in order to observe their own behaviour and that of others with a view to establishing relationships based on trust and mutual respect within complex organisations; interact and collaborate within groups and be able to communicate effectively through understanding of the main public-speaking techniques.

Regarding module A, by the end of the course students will be able to:

* design a strategic digital communication plan for companies and organizations;
* manage a communication crisis on digital channels;
* measure and evaluate corporate narrative results on digital platforms.

Regarding module B, by the end of the course students will be able to:

* recognise and understand the main soft skills necessary for management and communication within teams;
* students will acquire the basic tools and structures for speaking effectively in public, coordinating a working group, managing time and giving constructive feedback to resources and colleagues, as well as delivering a speech;
* the course also aims to enhance the personal skills of listening, empathy, creativity and trust.

***COURSE CONTENT***

*Module A – Digital Skills*

The module A focuses on digital communication skills and, particularly, the topics covered by this module are the digital listening process, corporate narratives for content strategies, the content management models, issues and crisis communication management in digital environment, and measurement and evaluation of narratives results.

There will be a particular focus on the creative and organisational component in all its forms in the digital sphere. In this regard, students will be involved in teamwork, brainstorming, modelling and presentation activities.

*Module B – Soft Skills*

As for the module B, delivered over six sessions, the course use theatrical action training to teach students some of the main soft skills relevant to those entering working life: teamwork, people management, public communication, complaints handling, the ability to give and receive feedback, assertiveness, active listening, flexibility and creativity.

***READING LIST***

The course bibliography will be provided at the beginning of the lessons. The course materials will be made available on BlackBoard. For non-attending students an alternative program will be prepared and communicated in BlackBoard.

***TEACHING METHOD***

As for the module A, the course will be delivered by means of frontal lectures, discussions and examination of case studies, guest lecture with industry experts such as digital communication managers.

The module B adopts the theatrical action-training method: games, simulations and training will enable students to learn through experience, reflection, sharing and cooperation. Learning becomes an individual journey within a group: the group serves as an environment in which individuals can mirror, compare, communicate and receive stimulation to enhance and develop themselves and the team. Students will also be asked to discuss course topics via social learning.

Lectures will be taken in-person; at least 75% attendance is required.

***ASSESSMENT METHOD AND CRITERIA***

The evaluation will consider the completeness of knowledge and practical skills; the ability to put to work what has been learned on concrete projects and case studies; the ability to communicate project objectives and results; the partecipations in activities promoted during the lessons.

More specifically, the overall evaluation will be expressed on the basis of a final test aimed at verifying the understanding and knowledge of the contents discussed during the lessons and of the materials supporting the module A (40%), of the project work presentation (30%) and of the competences learned through the module B (30%), which consists of ongoing works and a final performance whose presentation methods will be defined during the module.

***NOTES AND PREREQUISITES***

Regarding the module A, students require basic communication and marketing knowledge. Students who for good reason are unable to attend the course must contact the lecturer at the beginning of the year to arrange a possible supplementary or replacement exam programme.

As for the module B, there are no prerequisites for this course in terms of contents. However, students are expected to demonstrate interest in and intellectual curiosity about the themes to be touched on in the sessions, and, above all, will benefit from a willingness to get involved beyond their comfort zones.

Students who for good reason are unable to attend the course must contact the lecturer at the beginning of the year to arrange a possible supplementary or replacement exam programme.

Further information can be found on the lecturers’ webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.