DS21

DIGITAL SKILLS INSTITUTION

100 DIGITAL SKILLS

BS21

International Certificate
for Digital Business Skills
in the 21st Century

100 DIGITAL SKILLS

DS21

International Certificate
for Digital Skill in the
21st Century.

DIGITAL SKILLS INSTITUTION

DS21

99992362

WHO WE ARE ?

Digital Skills for the 21st Century Foundation is a non-profit scholarly foundation.
It works on the digital development of individuals, institutions, and governments, increases digital knowledge to bring about digital transformation, achieve business success and build a comprehensive knowledge-based digital economy.

We aim to :
1. Provide studies on the importance of acquiring digital skills in the 21st century.
2. Presenting studies on future digital skills and their importance.
3. Providing studies on the digital skills needs of each institution in the 21st century.
4. Submit studies to explore the links between emerging technologies and the development of digital skills and capabilities.
5. Presenting studies on the different types and types of digital skills in the 21st century.
6. Presenting studies on the complete scientific structure of the digital skills system in the 21st century.
7. Presenting studies on policies, programs, and initiatives on digital skills in the 21st century, and examples of their application in some countries.
8 . Presenting studies on the impact of digital transformation on capacity and skills development.
9. Presenting studies on the digital skills needs of each institution in the 21st century.
10. Provide studies to support institutions to take advantage of employees' digital capabilities to achieve their goals and adapt them in planning their digital transformation strategies.
11 . Assisting the private sector in planning human capital requirements and skills development in order to maintain its competitiveness in a rapidly changing digital environment.
12 . Presenting studies to decision makers and policymakers wishing to enhance digital skills in their countries, supporting digital development and digital transformation, and bridging the digital skills gap.
13. Presenting studies on policies, programs, and initiatives related to digital skills in the 21st century, and examples of their application in some countries.
14. Designing strategies, policies, and special programs for digital skills in the 21st century.
15. Presenting studies on curricula for teaching digital skills in the 21st century in schools, universities, institutions, and companies.
16. Providing the content of digital skills curricula in an easy and simple way.
17. Providing international certificates for digital skills in the 21st century, and digital skills for business in the 21st century.
18. Presenting models for evaluating institutions according to the degree to which they possess digital skills in the 21st century.
19. Supporting individuals and institutions to acquire digital skills in the 21st century.
20. Partnership with the community to help bridge the digital divide and transition to a knowledge-based digital economy

OUR GOALS:

▶ Helping 1,000,000 million people around the world until 2026 to obtain the International Certificate in Digital Skills in the 21st Century -DS21.

▶ DBS21 International Certificate in Digital Skills for Business in the 21st Century.

▶ Helping 100,000 100,000 people around the world to get a new digital job and move up the career ladder.

▶ Work to adapt the syllabus of the International Certificate of Digital Skills in the Twenty-first Century DS21 and the International Certificate of Digital Skills for Business in the Twenty-first Century DBS21, as a subject in schools and universities.

OUR MESSAGE:

▶ Helping today's job seekers with digital skills in the 21st century specialized skills that help them stand out from the crowd.

▶ Building distinguished professional cadres capable of producing knowledge and professional integration to achieve digital development in society.

▶ Helping individuals, institutions, and governments to be prepared for what the 4 IR industrial revolution and what its AI innovates, what the wireless communications revolution WR offers, and what the sixth generation, including 6 G, offers us.

WHAT ARE DIGITAL SKILLS IN THE 21ST CENTURY?

Digital skills in the 21st century are defined as a set of KNOWLEDGE, EXPERIENCES, AND CAPABILITIES.To use digital devices and technologies in an efficient and useful manner, enabling individuals to manage and share digital content effectively and creatively, leading to INCREASED ACCURACY, EFFICIENCY, QUALITY, AND PRODUCTIVITY. In all activities of public and practical life. Digital transformation to build a modern knowledge-based digital economy in the 21st century.

Digital skills include four skill sets:

Efficient use and maintenance of digital devices and technologies.

Create, control and manage an effective digital service.

Create and publish unique digital content and its management.

Marketing digital services in a creative and useful way.

100 DIGITAL SKILLS
DS21

DIGITAL SKILLS FOUNDATION

Provides you with unparalleled learning experiences

There is a major digital skills gap in the 21st century, as millions of jobs open around the world however there is a shortage of qualified people and a fear of weakness in existing competencies

The challenge is clear, we must learn new skills to ensure success in work and life in the era of continuous digital transformation

100 DIGITAL SKILLS
DS21

International Certificate in Digital Skills for the 21st Century

100 DIGITAL SKILLS
DS21

100 Digital Skills

Through 100 hours of interactive practical training

Includes 100 of the most used and sought – after programs, applications, & tools in the labor market

100 Free Tools

100 DIGITAL SKILLS
BS21

100 DIGITAL SKILLS
BS21

International Certificate in Digital Skills for Business in the 21st Century

ACCREDITATION

Turkish Ministry of Education

Arab University of Science and Technology in the Emirates

Curriculum covers

International Telecom Union's Digital Skills Framework

The Digital Skills and Jobs Platform

Digital Skills Passport

The Digital Competence Framewor for Citizens

The curriculum is based on Google and Microsoft programs and applications

Microsoft

Google

Registered in

Registered institution At the Istanbul Chamber of Commerce, Turkey No. 087916 2021

Brand Registered at the Turkish Patent and Trademark Office

Turkish Trademark and Patent Institution.

World Intellectual Property Organization

We offer you the course that qualifies you to achieve: INTERNATIONAL CERTIFICATE IN DIGITAL SKILLS IN THE 21ST CENTURY

It is granted that after passing a test that includes all the skills presented in this course The body that grants

THE CERTIFICATE IS DIGITAL SKILLS INSTITUTION (DSI)

Exam duration 3 hours Certificate validity: 2 years

Turkey – Kuwait - Netherlands
Canada - Saudi Arabia - UAE - Indonesia

- Move to a new field of work
- Enhance your chances of a better job
- Excell in the competition arena
- Enjoy life and benefit from everything around you.

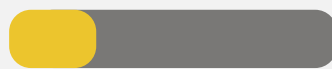- Advance in a career path
- Succeed in a career path
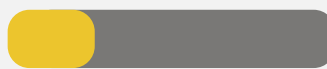- Expand your business
- Be a creative thinker and create things

That improve your skills in the Digital Word

Skills within 100 interactive practical scientific hours

That include a set of programs, applications, and templates

Designed to cover
All the new digital skills of the 21st century, enabling you to use digital devices and technologies efficiently and meaningfully, manage digital content, and share it effectively and creatively.

Dedicated to providing
All the knowledge, skills, concepts, and tools necessary, which leads to increased accuracy, efficiency, quality, productivity and ensures your success in life and work. It is required for every person

100 DIGITAL SKILLS
DS21

PDF files handling	Office software	ADSL router dealing	Network management	Windows operating system	Hardware
E-blog - Website	Social media	Digital image processing	Video handling	Cloud storage	E-mail software
Dealing with educational platforms	Video conferencing	Digital protection	CV writing	Google map	Browsers Search on
Preparing an educational video	Creating a YouTube channel, and making money	Fast writing	Buying, Selling and transferring money via the Internet	variety of managerial	Quick design using Canva's website
Computers and Mobile connection to peripheral devices	Programming	Algorithms and problem solving	Electronic book	Smart board	E-marketing skills
Google Programs	ERP Enterprise Resource Management Program	Customer Relationship Management (CRM)	Desktop publishing	Project management using Ms-software	Preparing surveillance

more and more and more

100 DIGITAL SKILLS
DS21

INTERNATIONAL
CERTIFICATE
FOR DIGITAL SKILLS IN 21ST CENTURY

— THIS IS TO CERTIFY THAT —

Mohammed Bakro

Has completed the course and successfully passed
all required modules for the granting of
International Certificate for Digital Skills in 21st Century DS21.

Use of an altered certificate would constitute a criminal offence

Syllabus version : 1
Date 03/03/2022

Cert ID# A000-B0000-CD
Intl brand No:

Prof. Dr. Khaled Bakro
GENERAL MANAGER

Academic supervision

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A.U.S.T

DS21
DIGITAL SKILLS INSTITUTION

Digital Skills &
Jobs Platform

ITU

European Commission

CERTIFIED
DIGITAL SKILLS INSTITUTION

The DS21 is an accredited and recognized certificate, which covers the Contents of the International Telecom Union's Digital Skills Framework, and in line with the Contents of the EU's Digital Competence Framework for Citizens, and Objectives of the EU's Digital Skills and Jobs Platform.

Digital Skills for the 21st century Course
which are 100 skill

Working with Hardware Skills

These skills enable the user to learn about the digital language, digital systems, and information systems, and enable him to understand and deal with all parts of the computer, identify devices and install programs, and learn about the Web, the Internet, and e-commerce.

ne	Day	Skill's name	No of Hours
1		The digital language & how it works	1/2
2		Theoretical foundations for computer work	1/2
3	1	The system unit and its contents	1
4		Input – Output – Storage Devices	1
5		The web, the Internet, and e-commerce	1
		Total	4

Working with Windows Operating System Skills

These skills enable the user to master all the tools and features within the operating system.

Skill No	Day	Skill's name	No of Hours
6		Windows operating system fundamentals	1
7		Dealing with files & folders - Locking, compressing and hiding folders	1/2
8	2	Dealing with the most important Control Panel programs	1/2
9		Installing the most important post-format programs	1
10		installing attached devices drivers manually and automatically	1
		Total	4

Windows Operating System Maintenance Skills

They skills help us maintain the integrity and efficiency of the operating system, perform backups, format disks, and other necessary maintenance skills.

Skill No	Day	Skill's name	No of Hours
11		Fixing errors & defragmentation	1/2
12		Deleting Temp. files & recovering deleted files	1/2
13		Disks format & Backup	1/2
14	3	Some computer problems and their solution	1/2
15		Fixing & installing windows	1
16		Communications and Networks - Network addresses & their dependencies	1
		Total	4

Word Processing Software Skills

These skills enable us to understand text writing programs and master the creation of texts and documents professionally

Skill No	Day	Skill's name	No of Hours
17	4	Word processing software fundamentals	1
18		Writing and editing text professionally	1
19		Adding tables, objects and pictures to the text	1
20		Create a professional document	1
		Total	4

PDF Files Handling Skills

These skills enable us to master working with PDF files.

Skill No	Day	Skill's name	No of Hours
21	5	Create, edit, merge and split PDF files	1/2
22		Converting a word file or a picture to PDF & vice versa	1/2
		Total	2

Fast Writing Skills

These skills enable us to to deal more efficiently with the keyboard and enable us to type quickly.

Skill No	Day	Skill's name	No of Hours
23	5	Fast Writing - Arabic keyboard shortcuts	2
		Total	2

Presentation Software Skills

These skills enable us to master working with presentation software and to create impressive presentations.

Skill No	Day	Skill's name	No of Hours
24	6	Presentation software fundamentals & creating unique presentations using PowerPoint	1.5
25		Essential presentation Features & characteristics	1/2
26		Create a presentation using Google Slides	1
27		Convert a presentation into a video, template or portable file	1/2
28		Create a unique presentation with templates (https://www.free-powerpoint-templates-design.com)	1/2
		Total	4

Spreadsheet Software Skills

These skills enable us to master working with spreadsheets.

Skill No	Day	Skill's name	No of Hours
29	7	Spreadsheets fundamentals	1
30		Searching, sorting and filling	1/2
31		Dealing with the essential formulas & functions	1
32		Creating (monthly personal balance – absent employees schedule)	1.5
		Total	4

Professional with Spreadsheets Skills

These skills enable us to master working with spreadsheets.

No	Day	Skill's name	No of Hours
33	8	Digital graphic design using MS Excel	2
34		Pivot Tables fundamentals	2
		Total	4

E-mail Software Skills

These skills enable us to master working with e-mail software and creating a professional e-mail.

Skill No	Day	Skill's name	No of Hours
35	9	Outlook fundamentals & adjusting its settings	1
36		Managing e-mail using Outlook	1/2
37		Working with Gmail & adjusting its settings	1/2
38		Creating a professional e-mail	1
39		Most important Gmail features (creating groups – e-mail templates – archiving e-mail)	1
		Total	4

Additional Email Software Skills

These skills enable us to professionally work with email programs and take advantage of the various features of Gmail.

Skill No	Day	Skill's name	No of Hours
40	10	Open more than one e-mail on Google	1/2
41		Contacts management	1/2
42		Automated reply	1/2
43		Create an appointment & meeting	1/2
44		Block messages and security settings	1/2
		Total	2.5

CV Writing Skills

These skills enable us to write a professional CV and take advantage of existing sites and templates

Skill No	Day	Skill's name	No of Hours
45	10	Write a CV in Arabic and English using templates & the best websites that offer templates	1.5
		Total	1.5

Working with Google Chrome Browser Skills

These Skills enable us to adjust browser settings and dealing with it professionally.

Skill No	Day	Skill's name	No of Hours
46	11	adjusting google chrome's settings & understanding it's essential features, add-ons and incognito browsing	1
47		The best internet browsers and their features	1
		Total	2

Creating an E-Blog Skills

These skills enable us to create & manage an E-blog.

Skill No	Day	Skill's name	No of Hours
48	11	Creating an E-blog using WordPress	1
49		Creating an E-blog using Blogger	1
		Total	2

Video Conferencing Software Skills

These skills enable us to handle video conferencing software effectively.

Skill No	Day	Skill's name	No of Hours
50	12	Zoom program, its features, and using it	1
51		Microsoft Teams, its features, and using it	1
		Total	2

Skills of Dealing with the Smart Board

These skills enable us to use the smart board and understand its most important programs.

Skill No	Day	Skill's name	No of Hours
52	12	Learning about the smart board & its features	1/2
53		Dealing with the smart board using pointing tools	1/2
54		The most important smart board programs	1
		Total	2

Skills of Preparing an Educational Video

These skills enable us to use screen recording software and audio recording software to prepare an educational video.

Skill No	Day	Skill's name	No of Hours
55	13	Create an educational video using screen recording program	1
56		Audio recording programs	1/2
		Total	1.5

Dealing With Educational Platforms Skills

These skills enable us to deal with the biggest educational platforms & how to learn from them.

Skill No	Day	Skill's name	No of Hours
57	13	Biggest Arabic & International educational channels and platforms & how to learn from them	1.5
58		Most important websites & apps to learn English	1/2
59		Most important Sites to download books	1/2
		Total	2.5

Network Management Skills

These skills enable us to manage networks and understand how they work.

Skill No	Day	Skill's name	No of Hours
60		Introduction to networks, their types, and their management	2
61	14	Learning about the most important network protocols	1
62		Network management programs	1
		Total	4

Cloud Storage Skills

These skills enable us to understand the cloud service, how to use it and benefit from it.

Skill No	Day	Skill's name	No of Hours
63	15	Working with Google Drive	1
64		Working with One-Drive	1/2
		Total	1,5

Search Skills on Search Engines

These skills enable us to search professionally & effectively on search engines.

Skill No	Day	Skill's name	No of Hours
65		Adjust search engine settings	1/2
66		Use Google advanced search rules	1/2
67	15	Google Scholar	1/2
68		Advanced search engines	1/2
69		Search engines: Bing & Yahoo	1/2
		Total	2,5

Working with Social Media Skills

These skills enable us to create professional account on all social media platforms.

Skill No	Day	Skill's name	No of Hours
70		Create an account on social channels (Facebook – Twitter – Instagram – LinkedIn – Snapchat – TikTok)	1
71	16	Create a/an (group – page – event – market) on Facebook	1/2
72		Create video advertisement & presentation on Facebook	1/2
		Total	2

Electronic book publishing skills

These skills enable us to format, publish and market an e-book

Skill No	Day	Skill's name	No of Hours
73		How to format a book like international publishing houses	1
74	16	Design an attractive cover	1/2
75		Book publishing and marketing	1/2
		Total	2

Digital Image Processing Skills

These skills enable us to create, edit and process different images.

n	Day	Skill's name	No of Hours
76	17 18	Introduction to design programs, the most important of which is Photoshop, and understanding its tools	2
77		Dealing with layers, colors and filters	2
78		Editing an image and adding effects & objects to it	2
79		Designing new images	2
		Total	8

Video Handling Skills

These skills enable us to create & edit videos professionally.

Skill No	Day	Skill's name	No of Hours
80	19 20	Create video with effects	2
81		Add/Delete voices, text and effect to videos	2
82		Compiling video & adding transitions	1
83		Getting stable pictures & videos from the TV	1
84		Most important video recording software & their features	1
85		Most important sites for selling and editing digital photos and videos	1
		Total	8

Handling Google Map Skills

These skills enable us to understand all google maps features & using them effectively.

Skill No	Day	Skill's name	No of Hours
86	21	Understanding Google maps & how to search for a place?	1/2
87		Identifying locations & transportation	1/2
88		Downloading offline maps	1/4
89		Understanding Google Street View	1/4
90		Adding a location to Google map	1/2
		Total	2

Skills of purchasing computers and electronic devices and examining their components

These skills enable us to understand the characteristics and specifications of computers and electronic devices when purchasing

Skill No	Day	Skill's name	No of Hours
91	21	What are the things to consider when buying a computer?	1/2
92		How to know the characteristics of the hardware that the computer has?	1/2
93		What are the things to consider when buying a tablet - mobile - printer	1/2
94		Methods for checking computer components and ensuring their safety	1/2
		Total	2

Digital office management skills

These skills enable us to create the necessary documents for office work

Skill No	Day	Skill's name	No of Hours
95		Create official reports on the status of the project - employee status - quotation	1
96	22	Create a corporate message - sales receipt - marketing plan - meeting minutes - appointment calendar	1
97		Create daily task schedule – invoice	2
		Total	4

Google Programs Skills

These skills enable you to deal with various Google programs that help us in different areas of life.

Skill No	Day		Skill's name	No of Hours
98	23	Business Management by Google	Google Translate	1/2
			Unlock Clock - Google application to reduce mobile usage	1/4
			Google Forms & creating and analyzing surveys	1/2
			Google Analytics	1/2
			Google Meet	1/4
			Google Task	1/4
			Google Keep	1/4
			Google Pay	1/4
			Google Duo - Video chat app	1/4
			Google My Business	1/2
			Google Lens	1/4
			Trusted Contacts from Google	1/4
99	24	Manage Ads, images, drawing and wallpapers by Google	Google Drawings	1/2
			Google Wallpapers	1/2
			Google Photos – photo management app	1/2
			Google Gallery	1/2
			Google PhotoScan	1/2
			Snapseed Google – Photo editing app	1/2
			Google Ads	1/2
			AdSense – Auto ads from Google	1/2
100	25	Education, entertainment, shopping, travel and trips by Google	Google Family Link For Parents	1/4
			Google TV & Chromecast	1/4
			YouTube Kids	1/4
			Google Opinion Rewards – feedback & rewards app	1/2
			Google Podcast	1/4
			Google Home	1/4
			Google shopping	1/4
			Google Travel	1/4
			Google Arts & Culture	1/4
			Google Play Books	1/4
			Science Journal program to discover the world	1/4
			Google News	1/4
		fitness and health by Google	Google Health	1/4
			Google Fit	1/2
			Total	12

The course that qualifies you to get International Certificate in
Digital Business Skills 21st Century
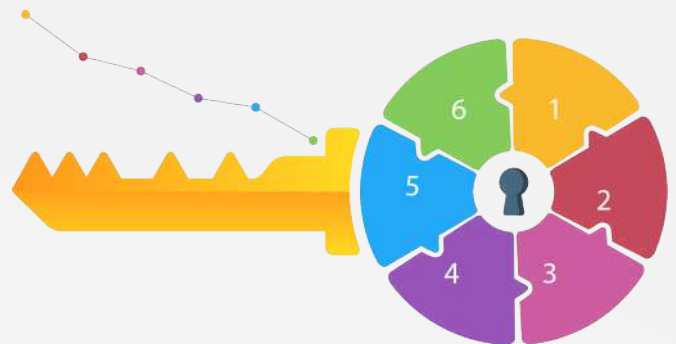
100 DIGITAL SKILLS
DBS21

The business filed is looking for someone who has the
DIGITAL BUSINESS SKILLS DBS21
It is an opportunity to move to a new work, and a better job.

The DBS21 certification is awarded after passing an exam covering 100 digital business skills.
The exam is submitted from the official website of the certificate.
The duration of the exam is
3 hours - Certificate validity: 2 years
The body authorized locally to provide the course and grant the certificate is the of Digital Skills Academy.

It is key for:

- To move to a new field of work.
- Get a better job.
- Excellence in the competition arena.
- Moving up the job ladder.
- Expansion of the business.
- Entering a new career path.

Which improve your skills in the digital field through:

100 Digital skills

Skills within 100 interactive practical scientific hours

Designed to cover
All the new digital skills of the 21st century, enabling you to use digital devices and technologies efficiently and meaningfully, manage digital content, and share it effectively and creatively.

100 free tools

That include a set of programs, applications, and templates

Dedicated to providing
All the knowledge, skills, concepts, and tools necessary, which leads to increased accuracy, efficiency, quality, productivity and ensures your success in life and work. It is required for every person

Digital Business Skills for the 21st century
Course Which are 100 Skills

Working with Hardware Skills

These skills enable us to identifying computer components from the inside, dealing with the BIOS and fixing the hard drive.

Skill No	Day	Skill's name	No of Hours
1	1	Introduction to computer components & peripheral devices from the inside and their most important problems	1,5
2		Dealing with the BIOS and resetting the BIOS password using Cmos	1/2
3		Hard Drive Repair Using F-disk or Boot Programs	1
4		Privacy, security, and ethics in the digital world	1/2
5		Introduction operating systems	1/2
		Total	4

Working with Windows Operating System Skills

These skills enable us to master working with all the tools and features within the operating system.

Skill No	Day	Skill's name	No of Hours
6	2	Dealing with task management and use it in solving some problems	1
7		Sharing on the network	1
8		Dealing with users & groups and granting permissions to users	1
9		Dealing with the MS-DOS system	1/2
10		Encryption using Windows	1/2
		Total	4

Windows Operating System Maintenance Skills

These skills help us maintain the safety and efficiency of the operating system.

Skill No	Day	Skill's name	No of Hours
11	3	Registry maintenance	1/2
12		Dealing with virtual drives and ISO files	1/2
13		Handling the contents of the system administration	1
14		Dealing with the contents of Device Manager	1
15		Remote control using "any disk" and using "windows remotely"	1
		Total	4

ADSL Router Handling Skills

These skills enable us to understand the work of the router, adjust its settings, and benefit more from it.

Skill No	Day	Skill's name	No of Hours
16	4	Identify ADSL router components & adjust its settings	1
17		Scheduling internet access for kids automatically	1/2
18		Create a MAC Address Filter	1/2
19		Convert ADSL Router to Access Point	1/2
20		Solving ADSL Router problems - Making a backup for the router & recovering	1,5
		Total	4

Project Management skills Using Microsoft Software

These skills enable us to master the project management tools and features using MS Project.

Skill No	Day	Skill's name	No of Hours
21	5	Understand the meaning of project management & MS project UI	1
22		Project identification	1
23		Create and organize assignments	1
24		Managing project plan resources	1
		Total	4

Desktop Publishing Skills

These skills enable us to create visual communications such as brochures, business cards, greeting cards, web pages, posters and more for professional or desktop printing as well as online or on-screen electronic publishing.

Skill No	Day	Skill's name	No of Hours
25	6	Adobe InDesign program	2
26		Microsoft Publisher program	2
		Total	4

Quick Design Skills Using Canva's Website

These skills enable us to create various types of designs using Canva's websites.

Skill No	Day	Skill's name	No of Hours
27	7	Design (logo - flyer - cards - certificates - banners - invitation cards - presentation - letterhead - infographic)	2
28		Design covers, profile pictures, posters and video for social media	1
29		Design business cards & tables	1
		Total	4

A variety of Managerial Skills

These managerial skills will help increase efficiency, productivity, precision, quality and excellence in work.

Skill No	Day	Skill's name	No of Hours
30		Google Docs, Sheets and Slides.	1
31		Writing in business fundamentals (Google)	1
32		Introduction to machine learning fundamentals (Google)	1
33		Improving the safety of your business online (Google)	1
34		Increasing productivity in work (Google)	1
35	8	Introduction to business communication (Google)	1
36	9	Archiving documents	1/2
37	10	Feasibility study for a project	1
38		Meeting and event management skills (create meeting schedule, meeting minutes and meeting report)	2
39		Most important customer service skills & dealing with customers	1
40		Selling and persuasion skills	1
41		Time management skills	1/2
		Total	12

Digital Protection Skills

These skills enable us to adjust browser settings & handling it professionally.

Skill No	Day	Skill's name	No of Hours
42		Identify the most important security threats & Antiviruses software	1/2
43		Adjusting safety settings & protecting against viruses and threats	1/2
44	11	Adjusting Antiviruses settings, firewalls and dynamic security	1
45		Understanding privacy settings & using a VPN	1
46		Using technology in a healthy way (Google)	1
		Total	4

Skills of Creating a YouTube Channel, and Making Money

These skills enable us to create a YouTube channel, adjust its features, and benefit & profit from it.

Skill No	Day	Skill's name	No of Hours
47		Create a channel on YouTube & adjust channel settings and how to work on the content	1
48	12	Live Streaming on YouTube and Facebook	1/2
49		Download videos from YouTube and other websites	1/2
		Total	2

Freelance work & career planning Skills

These skills enable us to coordinate, publish and market an e-book

Skill No	Day	Skill's name	No of Hours
50		Career Planning for Digital Business	1
51	12	Freelancing in digital professions	1
		Total	2

E-Marketing Skills

These skill enable us to develop a suitable marketing plan and create a marketing campaign on various social media.

Skill No	Day	Skill's name	No of Hours
52		Develop a marketing plan	1\4
53		Adjust Facebook business settings	1/2
54		Create an audience on Facebook	1\4
55		Choosing interests & budget	1\4
56	13	Create a campaign on Facebook & Instagram	1/2
57		Create an event & marketing it	1\4
58		Analysis of the results	1/2
59		Boosting your online presence	1
60		Affiliate selling system	1/2
		Total	4

Website Creation and Management Skills

These skills enable us to create & manage websites.

Skill No	Day	Skill's name	No of Hours
61		Hosting and Domain Reservation	1/2
62		Create a website quickly & without programming	1
63	14	Create a website using WordPress	2
64		Managing & modifying the content of the website	1/2
		Total	4

Data Analysis Skills

These skills enable us to understand the science of big data, analyze different metrics and extrapolate its practical use.

Skill No	Day	Skill's name	No of Hours
65		Data Analysis Principles	1
66	15	Data analysis method using MS Excel	1
		Total	2

Algorithms and Problem-Solving Skills

These skills enable us to write the algorithms for a problem and mastering the problem-solving skills.

Skill No	Day	Skill's name	No of Hours
67		Algorithms and their formulation methods	1
68	15	Problem-solving skills	1
		Total	2

Programming Skills

These skills enable us to understand coding fundamentals and writing a program using visual programming.

Skill No	Day	Skill's name	No of Hours
69		Coding fundamentals	1/2
70		Linear - Conditional - Loop programming	1
71	16	Object Oriented programming (OOP)	1/2
72		Introduction to programming interfaces & how to program them	1
73		Create a mini calculator program	1
		Total	4

Preparing Surveillance Cameras Skills

These skills enable us to connect surveillance cameras to the computer, monitor and adjusting their setting.

Skill No	Day	Skill's name	No of Hours
74		Connecting surveillance cameras to monitors, computers and smartphones	1
75	17	Adjust the settings for the cameras	1/2
76		Review the recordings	1/2
		Total	2

Business Programs Skills

These are the skills that help us understand all the specialized programs in managing digital business

Skill No	Day	Skill's name	No of Hours
77		Work organization & task management software: Trello - Notion	1
78	17	Budget management software Mint	1
		Total	2

Computers and Mobile Connection skills to Peripheral Devices

These skills enable us to connect the computer & smart phones with the surrounding peripherals.

Skill No	Day	Skill's name	No of Hours
79		Connect using Bluetooth or using Wi-Fi through "share it" program or "your phone" program	1,5
80	18	Connect one computer to another - Connect the computer to the display, printer, monitor, headphones, and other devices	1,5
81		Send and receive files via Bluetooth to and from the computer	1/2
82		Broadcast to the network from the computer & from the smartphone	1/2
		Total	4

Customer Relationship Management Program (CRM) Skills

These skills enable us to Customer Relationship Management Program (CRM) effectively & usefully.

Skill No	Day	Skill's name	No of Hours
83		Understanding Customer Relationship Management Program (CRM)	2
84	19	Managing potential clients & contacts	2
		Total	4

ERP Enterprise Resource Management Program Skills

These skills enable us to use Enterprise Resource Management (ERP) Programs & understand its features and advantages.

Skill No	Day	Skill's name	No of Hours
85		Sales Department (Customer Relationship Management - Sales - Billing - Point of Sale - Electronic Signature - Subscriptions - Leasing - Field Service)	2
86		Operations Department (Accounts - Consolidation - Project Management - Time Records - Technical Support Office - Warehouse - Purchasing - Documents)	2
87	20 21 22	Manufacturing Department (Manufacture - Product Lifecycle Management – Maintenance – Quality - Repair)	2
88		Website Department (website - online store - blog - forum - E-learning - chat)	2
89		E-Marketing Department (Mail Marketing - SMS Marketing - Social Marketing - Marketing Automation - Survey - Events - Appointments)	2
90		Human Resources Department (People Affairs - Attendance Department - Payroll Department - Absence and Leave Department)	2
		Total	12

Accounting skills

These skills enable us to understand the fundamentals of accounting, its tools and work on different accounting programs.

Skill No	Day	Skill's name	No of Hours
91		Definition of accounting	1
92		Daily limitations	1
93	23 24	Sales – Collections – Suppliers	2
94		Purchases - Payments - Clients	2
95		Reports preparation	1
96		Taxes & insurances	1
		Total	8

E-commerce skills

These skills enable us to understand online buying and selling, create a store through different website, using banking and money transfer applications, and online trading applications.

Skill No	Day	Skill's name	No of Hours
97		Shopping & buying goods online	1
98	25	Create a store through different website	1
99		Banking & money transfer applications	1
100		Online trading applications	1
		Total	4

DS21 is a distinctive scientific journey to acquire

100 Digital skills

During 100 interactive hours aimed
at helping you to:

Improve your digital skills
Develop your career path
Expand your business
Enhance your chances of a better job
Support your practical development
Boost your confidence
Strengthening your presence in cyberspace
Enhance your career and job opportunities
Support your excellence in your field of work
Enhance your lucks of moving up the work ladder
Preparing you to enter a new career path
Arming you with new tools, knowledge and concepts
Supporting you with creativity tools and business intelligence skills
Expand the scope of the tasks performed with the same capabilities
Enabling you to use digital devices and technologies in a useful and
effective manner
Empowering you with all business models that increase productivity,
efficiency, quality and accuracy at work
Empowering you with the experience that distinguishes you in the
competition arena
Enabling you to control resources, reduce costs and increase revenue
Enabling you to keep abreast of technological developments and
learn about innovation and creativity tools
Giving you the possibility to live more enjoyable moments by changing
your habits, behaviors, thinking and way of life
Providing you with everything you need to be prepared for this
ever-changing digital world

It is the Certificate that helps to:

Create a generation

Productive ,Distinctive ,Successful

Capable to Evolve and Innovate

ready to keep up all outcome of:

INDUSTRY **4.0**	4.0the Industrial Revolution, and what its artificial intelligence innovation and machine learning.
G6	The wireless communications WR revolution, what its 6th generation involves, and it's the smart web carries.

The business sector is looking for someone who has

DIGITAL SKILLS

DS21 is an opportunity to move to a new job and a better job

There is a major gap in digital skills in the 21st century, as millions of job opportunities open up around the world for those with advanced digital skills, but there is a shortage of qualified people, so we must learn new skills that guarantee us success in work and life in the era of continuous digital transformation. Therefore, we must seek to possess these skills, and therefore it is an opportunity to:

| Moving to a new field of work	Advancement in the career path	Enhance your chances of a better job	Success in the career path	Expand your business	Creativity in thinking and creating things

It is Very Important to Have a Variety of Digital Skills

Because all organizations, companies, schools, and businesses understand that digital skills are essential for employees in the digital age, and therefore are always on the lookout for the person with digital skills in the 21st century, it is more important than ever that new employees:

- Multidisciplinary with diverse digital skills.
- They have especially valuable skills with which they can understand everything around them.
- Specialized skills to help them stand out from the crowd.
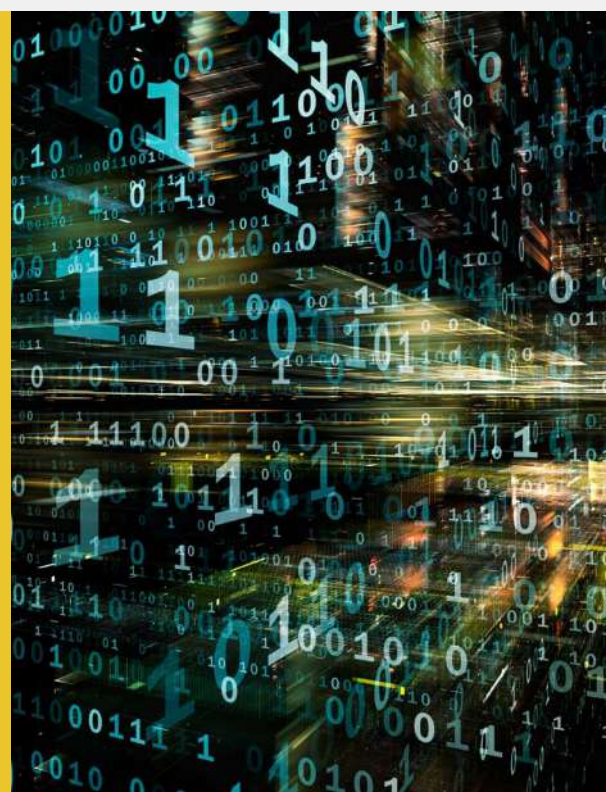
IT IS NECESSARY to strive to increase digital knowledge, and to be armed with new digital skills, having digital skills in the 21st century feels like entering a new country full of new habits. The more digital skills you have, the better you can speak them.

All institutions, companies, schools, and the business sector

are always searching for the person who has

THE DIGITAL SKILLS IN THE 21ST CENTURY - DS21

It is required for every person
at work or at home
or for every occupation, whether
manual or mechanical

All jobs will require digital skills, and whatever your profession, people will

They will evaluate

They will rule

they make an impression

About you, based on the amount of distinctive digital skills you have, through which you can have a strong presence on the Internet.

WE OFFER INDIVIDUALS:

We are working to provide individuals with the skills to be able to use digital devices and technologies in an efficient and useful manner, and to manage and share digital content in an effective and creative manner that leads to INCREASING ACCURACY, EFFICIENCY, QUALITY, AND PRODUCTIVITY in all activities of public and practical life:

The World Economic Forum included the topic of digital skills as part of the Davos Agenda 2021. It was The result: that in order for organizations to take full advantage of technology, they must develop a digitally skilled workforce. It has been argued that in the future economy, human talent will become the most important factor of production.

WE OFFER TO ORGANIZATIONS

▶ Studies that help plan human capital requirements and develop skills in order to remain competitive in a rapidly changing digital environment

▶ Studies on the different types of digital skills in the 21st century that each department of the organization needs.

▶ Studies to support organizations to take advantage of employees' digital capabilities to achieve their goals and adapt them in planning their digital transformation strategies.

▶ Strategies, policies, and programs for digital skills in the 21st century.

▶ A study of a special curriculum for teaching digital skills in the 21st century in an organization.

▶ The content of the digital skills curriculum in an easy and simple way helps to stimulate and speed up the absorption of digital skills.

▶ Models for assessing organizations according to their skill acquisition Digital skills in the 21st century.

The main objective is to increase accuracy efficiency, and productivity

WE OFFER TO EDUCATION

The advantages that educational institutions and teachers will obtain

▶ The latest scientific curricula from industry and university experts.
▶ Customizable solutions to suit your requirements.
▶ Learning based on (projects - on research - on the team).
▶ Globally accepted professional scientific certificates for teachers and students.
▶ The possibility of learning at appropriate times.
▶ Flash Memory contains 100 programs, applications, templates and videos, with a complete archive of scientific lectures for reference when needed.
▶ Learn at your own pace with online help and training.
▶ The possibility of providing programs according to different environments and with the least resources.
▶ Evaluation and accreditation certificates according to the percentage of their employees' digital skills in the 21st century.
▶ Standard for objective verification of teachers' skills and competencies in the use and application of information and communication technology.

⊚ The main objective is to increase accuracy efficiency, and productivity at work.

▶ Enabling teachers to use digital tools and create lessons that are interactive, engaging, and motivating.
▶ Acquisition of teaching skills using technology and effective integration of technology into the educational process
▶ Empowering teachers with the basics of e-learning, distance learning, virtual classrooms, and blended learning.
▶ Empowering teachers with digital assessment techniques and tools and understanding the digital transformation process in education and the role of technology in it.
▶ Acquire digital skills in the 21st century that help teachers manage, create and publish distinctive digital content.
▶ Increase in productivity due to increased rates of teacher mastery of digital skills in the 21st century.
▶ Improved return on investment on the organization's own training budgets.

We are working to integrate international certifications for digital skills in the twenty-first century into the scientific curricula of schools and universities.

WE OFFER TO GOVERNMENTS

▶ All support for digital transformation to build a digital economy.

▶ All support for the digitization and automation of work in enterprises.

▶ All support for the development of digital citizenship enhances citizens' use of e-government applications and digital tax collections.

▶ Studies and programs to enhance digital skills, support digital development and digital transformation and bridge the digital skills gap.

▶ Studies that facilitate creativity and innovation and explore the links between emerging technologies and the development of skills and capabilities.

▶ Studies in order to plan human capital requirements and develop skills in order to remain competitive in a rapidly changing digital environment.

▶ Studies on the entire scientific structure of the digital skills system in the 21st century and on the needs of each institution for digital skills.

▶ Studies on policies, programs, and initiatives for digital skills in the 21st century.

▶ Studies on strategies, policies, and programs for digital skills in the 21st century, and models for applying digital skills in the 21st century in some countries.

▶ Standards for verifying employees' digital skills and competencies in the use and application of information and communication technology.

▶ Studies to support organizations to take advantage of employees' digital capabilities to achieve their goals and adapt them in planning their digital transformation strategies.

Enhancing digital skills has become an integral part of national digital transformation strategies.

International Certificate of Digital Sales Skills in the 21st Century

It is designed to provide subscribers with the necessary knowledge, skills, tools and training by enabling them to engage customer service with the various departments of the organization such as marketing and sales and integrating it with social media in order to:

▶ Designing and implementing sales strategies
▶ Organizing market segments
▶ Use different forecasting models to improve sales results
▶ Enhance his ability to assess his knowledge, skills, discipline and flexibility in the sales process
▶ Develop self-motivating practices, which improve their personal and professional effectiveness and competence
▶ Understand all the digital tools and techniques needed in sales management

International Certificate in Digital Customer Service Skills in the 21st Century

It is designed to provide subscribers with the necessary knowledge, skills, tools and training by enabling them to engage customer service with the various departments of the organization such as marketing and sales and integrating it with social media in order to:

▶ Enhance customer experience   ▶ Improving the results of a marketing plan
▶ Successful online marketing campaigns

International Certificate in Digital Social Media Marketing in 21ST Century

Designed to provide subscribers with the necessary knowledge, skills, tools and training. Marketing through social networking sites is one of the most prominent means of marketing at the present time, as many companies and institutions rely on it in their commercial activity. So this certificate is designed to:

▶ Understand digital marketing skills via social media.
▶ Helping the trainees reach their target customers through networks, social media and the internet.
▶ Continuous interaction and improvement of communication with customers.
▶ Significantly develop the relationship with customers.
▶ Expand the customer base.

EXPERTS IN

MAKE YOU
PROFESSIONAL

CERTIFICATE
OF EXCELLENCE

THIS CERTIFICATE OF EXCELLENCE IS ISSUED FOR MAINTAINING CONSISTENTLY HIGH
STANDARDS OF WORKMANSHIP, AND SANCTIONED BY THE DULY
AUTHORIZED MANAGERS IS PROUDLY PRESENTED TO

Muhammed Bakro

IN RECOGNITION OF YOUR CONTINUING EXCELLENCE IN
(DIGITAL CUSTOMER SERVICES SKILLS 21ST CENTURY DCSS21)
AWARDED ON THE (2022)

PROF.DR. KHALED BAKRO
GENERAL MANAGER

To prevent and detect illegal reproduction and alternation, covert and overt security features are present in the document - the use of an altered certificate would constitute a criminal offense

GOLDEN
ACCREDITATION

The Digital Skills institution in the 21st century DS21 certifies that

DIGITAL SKILLS ACADEMY
IN ISTANBUL - TÜRKIYE

Has met All conditions and requirements for the institutions accreditation , according to their employees'
possession of digital skills in the 21st century, issued by the Digital Skills Institution in the 21st century in 2022
According to the golden accreditation .

Release Date : 2022-06-04
Issu Number: DS21AI001025
Acriditation Category: Golden

Dr. Khaled Bakro
General Manager