> Digital Transformation is the Localization of of digital technologies in community, and enabling individuals to acquire basic **Digital Skills** that help Them to manage it efficiently, creatively, and helpfully, leads to increase accuracy, efficiency, quality and productivity in all aspects of life, in order to achieve sustainable development and inclusive digital economy.

Dr. Khalid Bakro
Founder and CEO

## Intellectual property and copyright

2023

# 01

# Contents

# About Us

**DIGITAL SKILLS21 INSTITUTION**

**Digital Skills21 Institution**
is an international non-profit scientific institution that works on digital development for individuals, organizations, and governments, and increases digital knowledge to achieve digital transformation and business success and build a comprehensive digital knowledge -based economy.

## Mission

Creating a distinguished, successful generation, capable of development and creativity, ready to meet all outputs that the 4th industrial revolution brings, what its artificial intelligence creates , and its machine learning , and what the wireless communication revolution (wr) offers, and its intelligent web.

## Value

• Quality and excellence to achieve the best work.
• Strengthening Positive Perceptions of Technology in Youth Minds.
• Building advanced digital social relationships that are subject to human rational thinking.

## Ambition

Work to merge DS21 and DBS21 curricula as a subject in schools and universities, and helping millions of people around the world to get:
• International Certificate of Digital Skills in the 21st Century, DS21.
• International Certificate of Digital Business Skills in the 21st Century, DBS21.
• Get a new digital job & promotion in the work ladder.

## Vision

Building the best integrated creative digital educational experience that leads the community towards quality, accuracy, efficiency and productivity.

# Goals

**Planning, Organizing, Accreditation and Evaluation** and organizing Digital Skills and localization of its training content.

**Raise,** levels of Digital Skills in society to bridge the Digital Divide and to bring about Digital Transformation.

**Empowering** the workforce with Digital Skills to build a comprehensive knowledge -based Digital Economy.

**Providing** accreditation to institutions and individuals for digital transformation, Accreditation of the training curriculum and exams, awarding certificates.

# Message

**Assisting** job seekers in finding work today by providing them with 21st century digital skills that help them stand out from others.

**Building** a skilled workforce that is capable of producing knowledge and professional integration to achieve digital development in society.

**Helping** individuals, organizations, and governments to be prepared for what the Fourth Industrial Revolution 4IR brings, as well as its advanced industrial intelligence AI, and what the wireless communication revolution WR offers and what the sixth generation of it, 6G, promises."

# Services

**Governments**

**Education**

**Institutions**

**Individuals**

1. Developing and implementing specialized programs for digital skills development

2. Evaluating and certifying employees' skills and identifying suitable personnel

3. Assessing and certifying institutions, individuals and trainers based on their digital skills and readiness for digital transformation

4. Providing studies to aid in planning human capital requirements for organizations to maintain competitive capability in a rapidly changing digital environment

5. Providing studies on policies, programs and initiatives on digital skills in the 21st century, and examples of their implementation in some countries

6. Providing studies for decision makers and policy makers interested in promoting digital skills in their countries, supporting digital development and closing the digital divide

## Accreditation

### Digital Skills 21 Institution

A member of the European organization for digital skills enhancement (All Digital) affiliated with the European Union and recognized as an accredited institution for providing training and awarding certificates.

ENHANCING
DIGITAL SKILLS
ACROSS EUROPE

A L L
D I G I T A L

All-digital.org/digital-skills21-institution

## Our programs support and cover

Contents and standards of the International Telecom Union's Digital Skills Framework.

European Commission

Contents and standards of the European Union's Digital Competence Framework for Citizens.

ITU

Objectives of the European Union's Digital Skills and Jobs Platform.

Digital Skills & Jobs Platform

Digital skills Framework in the 21st century, issued by the Digital Skills 21 Institution

100 DIGITAL SKILLS
DS21

## Curriculum

Depending on the programs and applications of the most important international companies, Google, Microsoft & Meta

Google          Microsoft          Meta

iLiM VE TEKNOLOJi VAKFi    **The Institution follow administratively to science and technology Waqf**

İSTANBUL TİCARET ODASI 1882

TÜRK [PATENT] TÜRK PATENT VE MARKA KURUMU

MARKA İSİM MERKEZİ BAŞKANLIĞI

WIPO WORLD INTELLECTUAL PROPERTY ORGANIZATION

The institution is registered with the Istanbul Chamber of Commerce, Turkey under registration number 087916 2021

The programs are registered as patents with the Turkish Patent and Trademark Office

The trademark is registered with the Turkish Patent and Trademark Office

The programs are registered as intellectual property with the World Intellectual Property Organization

## The Digital Citizen

**Is the citizen who uses technology competently, creatively, and beneficially, and participates in community activities.**

**Dr. Khalid Bakro**

# Programs

## 100 DIGITAL SKILLS
## DS21

### Digital SKills in the 21ST Century Program -DS21

**DS21** is the strongest and most comprehensive program in the world in developing digital skills for the individual and organizations.

**DS21** program includes 5 types of skills DS21 - 5TSkills (Digital Skills, Digital Communication Skills, Interpersonal Skills , Soft Skills , Job Success Skills)

**DS21** Program is a sustainable system (Training and Assessment) for:
• Developing Digital Skills in the 21St century
• Success of Digital Transformation

**An interactive scientific** journey to acquire 100 digital skills that are most in demand in the job market, enabling individuals and organizations to evaluate, develop, and adopt their digital competence, with the aim of increasing quality, productivity, efficiency, and accuracy in all aspects of public and professional life.

**DS21** program Divided Into 8 Competence Areas , Every Competence area has multiple Modules,It constitutes a total of 13 Module .

**DS21** is 100 Digital Skills that is the abstract of 3 combinations of:
•100 Digital Knowledge(Digital Literacy-Digital Information)
•100 Digital Activities (Digital Practice-Digital Projects)
•100 Digital Tools (Digital Apps-Digital Templates)

**DS21** has framework of an academic, systematic, and non-random , conducted by a team of experts, Compliant with the best international standards.

**DS21 Framework** Is Divided Into 8 Competence Areas
• Computing Essentials
• Search, Browsing & Cloud Storage
• Digital Productivity Tools
• Create and Manage Digital Content
• Communications and Collaboration
• Safety, Maintenance, Ethics  and Privacy
• Creativity & Design
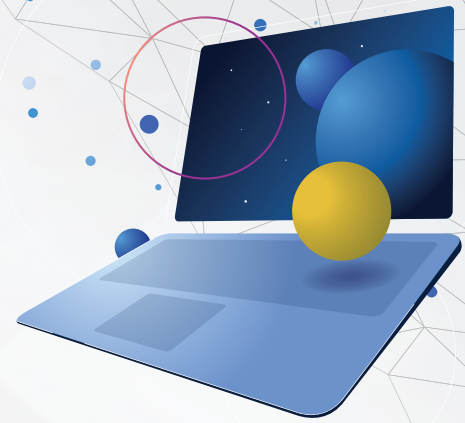• Entertainment, Health and Education

# Digital skills 100

**100 DIGITAL SKILLS**
**DS21**

**Module 01 — Windows 11 OS**
1. Using Windows Tools and App
2. Working with the Desktop and Control Panel
3. Working with File and Folder
4. Working with Work Environment
5. Working with Utilities and Digital Media
6. Adjust Hardware Settings

**Module 02 — Search Engines, Browsers And Cloud Storge**
7. Google Advanced Settings
8. Store and Share Files Through Cloud
9. Searching for Information on the PC and the Web
10. Browsing
11. Data Compression
12. Choose a Digital Device
13. Personalize the Home Page
14. Customizing Chrome and Edge Browsers

**Module 03 — Digital Productivity Tools**
15. Map Reading
16. Navigational
17. Using forms to Creating Questionnaire, Survey and Quiz
18. Managing Meetings Digitally With MS -Teams
19. PDF Files Editing and Converting
20. Printer Management Tools: Printers & Scanners
21. Digital Banking Tools
22. Quick Writing

**Module 04 — Word Processing**
23. (Creating a Flyer)
24. (Creating a Report)
25. (Creating a Letterhead )
26. (Creating a Multipage Resume)
27. (Creating a Newsletter )
28. (Creating Business Letter)
29. (Creating an Online Form)
30. (Creating Business Plan)

**Module 05 — Spreadsheets**
31. (Creating a Budget)
32. (Formatting the Worksheet )
33. (Creating a Report )
34. (What-If Analysis in Large Worksheets)
35. (Multiple Worksheets and Workbooks)
36. (Tables and Financial Functions)
37. (Creating Profit Loss Statement with Invoice and Tax Calculation)
38. (Creating Charts and graphs)

**Module 06 — Presentations**
39. (Creating a Presentation with SmartArt and Shapes)
40. (Creating a Presentation with WordArt, a Chart, and a Table)
41. (Creating a presentation with Audio & Video Clips-Slides)
42. (Creating a presentation with Animation)
43. (Creating a presentation with Embedded and Linked Files)
44. (Creating a Presentation with a Custom Slide Show)
45. (Creating a Presentation with a Bulleted List)

**Module 07 — Database & Desktop Publishing**
46. (Creating a Database)
47. Database(Creating Tables)
48. Database(Creating Query)
49. Database (Creating a Report and a Form From a Query)
50. Desktop Publishing (Creating a Business Flyer)
51. Desktop Publishing(Publishing a Travel Brochure from Scratch)
52. Information Sets(Letterhead-Logo-Certificate-Business Card)
53. Desktop Publishing(Creating a Business Brochure)
54. Desktop Publishing (Creating a Creating Logo Booklet)

**Module 08 — Email**
55. Email Features and Tools (Composing and Sending Email)
56. Email Features and Tools (Working with Incoming Messages)
57. (Managing Appointments Events and Meetings in Calendar)
58. Gmail Features and Tools (Writing Effective Cover Letter)
59. Gmail Features and Tools
60. Writing Effective Cover Letter
61. Writing Professional Letters with Email Signature
62. Creating Small Business Email Marketing

**Module 09 — Social Networks**
63. Creating an Account on Social Media Networks
64. Creating (A Group –Page- Event –Market) on Meta Platforms
65. Creating your LinkedIn Profile
66. Sharing Photos on Instagram
67. Managing Pins and Boards on Pinterest
68. Using Hashtags in Twitter
69. Creating Page For Facebook and Instagram Explain Digital Skills21
70. Creating a Blog on Blogger

**Module 10 — Security and Safety**
71. Performance Monitoring Tools and Firewall Configuration
72. Troubleshooting Windows 11 Errors and Security Features
73. Data Recovery
74. System and Data Backup
75. Encrypt a Hard Drive
76. Avira App Security Features
77. Windows and Apps Installation
78. Format Storage Media

**Module 11 — Digital Image Editing and Graphic Design**
79. Creating a Facebook Post
80. Creating a Twitter Quote Using Layers, Levels, Curves, and Color
81. Creating a YouTube Banne using Brushes and Text
82. Use Common Tools and Delete the Background
83. Creating a Facebook Cover Using Basic Adjustments
84. Creating a Poster
85. Creating a Profile of a Company
86. Creating Invitation Card

**Module 12 — Digital Photography Digital Video**
87. Make YouTube Intro Video
88. Addt. Video Transitions, Audio, Text, Visual Effects to Video
89. Creating Engaging Infographic
90. Add Sound Effects to a Video
91. Make a Video Clip With Music-with Lighting and White Balance
92. Add Logo -Subtitle to a Video
93. Creating a Video- Promotion
94. Creating a Video Tutorial Using Camtasia

**Module 13 — Entertainment, Health and Education**
95. Creating Google (Documents, Spreadsheets, and Presentations)
96. Working with Google Apps
97. Using Google Health , Fit, Family Link and Google Keep-Hangouts
98. Start or Schedule a Google Meet Video Meeting
99. Video Conferencing
100. Use of Educational Platforms

## The business sector is looking for those who possess
# Digital Skills

There is a significant gap in digital skills in the 21st century, where millions of job opportunities around the world are open to those with advanced digital skills, but there is a shortage of qualified individuals. Therefore, it is important for us to learn new skills that will ensure our success in work and life in the ongoing digital era. Therefore, we must strive to acquire these skills, and thus it is an opportunity for:

**Advancement in the work field**

**Closing the digital gap**

**Expansion in business work**

**Transitioning to a new field of work**

**Innovation in thinking and creating things**

**Obtaining a better job**

**Enjoying life and benefiting from everything around us**

**Standing out in the competition**

It is extremely important to possess diverse digital skills because all organizations, companies, schools, and the business sector recognize that digital skills are necessary for employees in the digital age, and therefore they are constantly searching for individuals who possess digital skills in the 21st century. It is more important than ever before that employees are up-to-date with the latest digital skills.

• They possess multiple specializations and have diverse digital skills.
• They possess special valuable skills that allow them to understand everything around them.
• Their specialized skills distinguish them from others.

**They are required for every person in work, at home, or for any profession whether manual or automated. All jobs will require digital skills and regardless of your profession, people will expect you to have them.**

**They will judge**

**They will evaluate**

**They build an impression of you**

**Based on the amount of distinctive digital skills you possess, you can have a strong presence online.**

**The New Digital Skills**
Possessing digital skills in the 21st century is like entering a new country filled with new customs. when your digital skills increases , you can be able to communicate with them better.

# 100 DIGITAL SKILLS
## DS21 Guarantees you the Future

| 100 | Digital Skill | 100 | Digital Tools | 100 | Digital (Template & App) | 5 | Types of Skills (5TSkills) |

| 100 | Digital Knowledge | 100 | Digital (Literacy & Information) | 8 | Competence Areas | 5 | New Learning Model (PORTS) |

| 100 | Digital Activities | 100 | Digital (Practice &Project) | 13 | Cognitive Module |

### Designed to Cover

All the new digital skills for the 21st century that enable you to use digital devices and technologies efficiently and usefully, and to manage and share digital content effectively and creatively.

### Designed to Provide

With all the necessary knowledge, skills, concepts and tools that lead to increased accuracy, efficiency, quality and productivity and guarantee you success in life and work.

100 DIGITAL SKILLS
DS21

Digital Skills21 Institution

**100 DIGITAL SKILLS**

**DS21 Means**



- Successful
- Scalable
- Distinct
- Creator
- Producer

**Be Ready to Create a new generation**

**100 DIGITAL SKILLS**

**DS21 Be Ready to Meet All Outputs**

| 4IR | 6G | Ai |
|---|---|---|
| 4th Industrial Revolution | The 6th Generation of Communications | Artificial Intelligence |

Digital Skills21 Institution

Just as there are rich countries and others that are financially poor, there are also rich countries and others that are poor in skills, referred to as the '**skill poverty line**.' This represents a lack of basic **digital skills** in society. I fear that our societies live below this line of skill poverty.

**The Digital Skills gap** is the disparity in digital skills and material capabilities in the use of digital technologies and access to information. Our definition may differ from others because we see that digital transformation is a process led by individuals. Digital transformation is not only the accumulation of technical devices in institutions, without successful training of individuals.

Dr. Khaled Bakro
Founder and CEO

# 100 DIGITAL SKILLS
# DBS21

## Digital Skills for Business in the 21st Century program - DBS21

**The most powerful, comprehensive and most useful program for the business sector.**
The program consists of 100 digital business skills drawn from the topics of digital literacy, digital activities, and digital tools.

**DBS21 aims to:**
• Providing institutions with administrative expertise.
• Increasing business digital skills in different work environments, and bringing them to a professional level.
• Supporting the digital transformation of enterprises.
• Support the digital management evolution.
• Increasing quality, accuracy, efficiency and productivity in all sectors of the organization.
• Providing the organization's employees with all the necessary digital tools to succeed in their work.

**DBS21** is divided into 8 specialized scientific areas:
Enterprise resource management.
• Managing projects digitally.
• Digital security and protection.
• Digital design
• Management of digital devices, networks and websites.
• Financial and accounting affairs in small companies.
• Digital marketing through the means of communication.
• Customer Service and Digital Sales.

# DIGITAL LEADER
## DL21

## Digital Leader in the 21ST Century program - DL21

**DL21 Program** is directed at managers and decision-makers to understand the current digital model of the technological revolution and lead institutions towards digital transformation.

This program is **designed to provide** you with knowledge, tools, and digital skills to develop your digital strategy and prepare you as a digital leader to build a comprehensive, sustainable, developmental, and enhancing digital transformation, improving quality, efficiency, accuracy and productivity.

**DL21** Digital Leader Program will enable the manager to:

• Lead the transition to a digital environment by formulating digital transformation strategies for the institution and implementing them.
• Manage the most important digital applications in the business world.
• Manage digital risks and attacks.
•Manage the decision - making process based on digital performance indicators.
• Analyze digital data to improve performance and optimize investment opportunities.
•Sustainable planning to create a new environment of excellence, innovation, and competition to achieve the best results.

**DIGITAL TEACHING SKILLS**

# DTS21

## Digital Teaching Skills in the 21ST-Century Program -DTS21

**DTS21** is a program directed to teachers, educational guides and managers in educational environments to increase the benefit from current technology outputs so that it is possible to build future leaders from raising the level of the school to a successful, innovative, and digital institution capable of competition and investment in the future through:

• Enhancing digital skills, tools and experiences of teachers.

• Transitioning from a model of transferring information and knowledge to a digitally -directed education model.

• Transitioning to direct and indirect digital education and participation.

•Taking advantage of what modern technology offers in terms of distinctive and creative educational solutions in the educational environment.

•Supporting teachers with all the useful digital tools and programs for their educational process.

**With the aim** of increasing **accuracy, efficiency , quality, and productivity** in the field of teaching, the program allows the teacher to learn how to:

• Design and implement teaching strategies enhanced by digital means

• Design and implement new plans for emergency cases.

• Increase efficiency in using digital tools.

•Take advantage of digital simulation programs such as digital labs (physics, chemistry, etc.)

• Use digital evaluation methods.

• Understand all the necessary digital tools and techniques in digital education.

Digital Skills21 Institution

# DIGITAL SOCIAL MEDIA MARKETING
# DSMM21

## Digital Social Media Marketing in the 21ST Century program - DSMM21

**DSMM21** is a program designed to provide participants with the knowledge, skills, necessary tools, and training in social media marketing, which is one of the most prominent marketing means currently, as many companies and organizations rely on it in their business activities. This is achieved through:

• Understanding of digital marketing skills via social media.

•Helping the trainees to reach the target customers through networks, social media and the Internet.

• Continuous interaction and improvement of communication with customers.

•Developing the relationship with customers significantly.

•Expanding the customer base.

With the aim of increasing accuracy, efficiency, quality, and productivity in the trade and business sector, participants can learn through the program how to:

• Enable participants to develop marketing projects and campaigns through various social media, and improve marketing strategies via social media

•Enable the participants to reach the target customers through various social media platforms and the Internet.

• Enable participants to manage social media effectively.

• Enable the participants to significantly develop the relationship with customers, attract new customers and expand the customer base.

• Learn how to organize the methods of modern communication technology.

•Enable participants to identify and walk away For costly e-marketing mistakes.

# DS21 CERTIFIED TRAINER
# DS21CT

## DS21 Certified Trainer in the 21ST Century Program-DS21CT

**DS21CT** is a program that reflects the reality of professional training, the integration of experiences and training content, and the quality of training. The program relies on individuals having prior qualifications to obtain it, and each candidate must prove their proficiency in training methods to obtain the professional training certificate.

The program **aims** to:
• Achieve the institution's objectives by obtaining the best application of the DS21 programs.
• Empower trainers with the PORTS educational model specific to DS21 programs.
• Enable trainers to understand the work environment specific to DS21 programs.
• Enable trainers to understand the types of skills included in 5Ts Skills.
• Enable trainers to measure training outputs.

**The Certified Trainer** Program for 21st Century Programs will enable the trainer to:

• Distinguish between basic learning patterns for trainees.
• Implement training activities.
• Plan training curricula.
• Prepare training materials.
• Master training session planning.
• Master digital training skills.
• Master test preparation and evaluation methods.
• Presentation skills. Audience analysis.

## DIGITAL CUSTOMER SERVICES SKILLS
# DCSS21

## Digital Customer Services Skills in the 21ST Century program - DCSS21

**DCSS21** is a program 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 the marketing and sales department and integrate it with social media in order to:
• Enhance customer experience
• Improve the results of the marketing plan
• The success of online marketing campaigns

With the **aim** of increasing accuracy, efficiency, quality, and productivity in the trade and business sector, participants can learn through the program how to:
• Enable participants to formulate an effective digital strategy for customer service.
• Enable participants to meet client expectations quickly and efficiently.
• Understanding the evolution of online customer service.
• Learn how to integrate social customer service using social media channels.
• Learn how to integrate marketing, sales and customer service units together to improve marketing planning and online campaign success.
• Learn about best practices in the Omnichannel customer journey with direct cases from major brands such as STC and Microsoft.
• Enable participants to formulate their organization's first digital customer service strategy.
• Enable participants to set KPIs for their digital customer service unit, integrating marketing channels and the chatbot revolution into action with live examples.
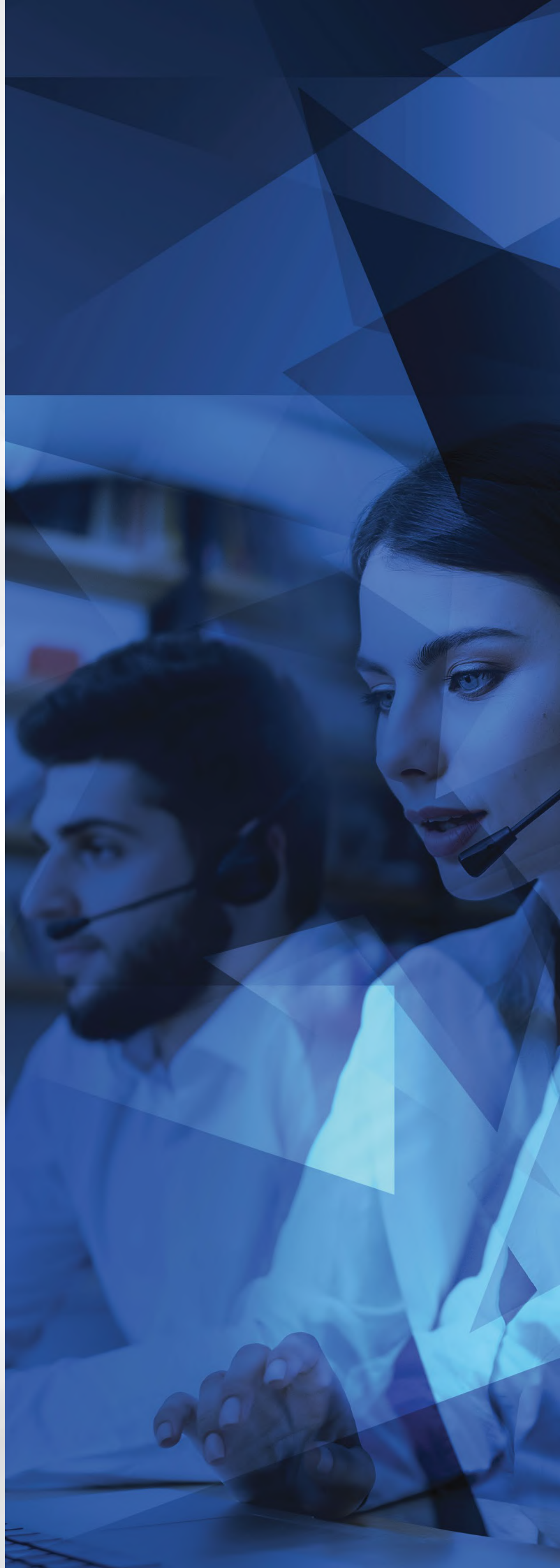
# DIGITAL SALES SKILLS
# DSS21

## Digital Sales Skills in the 21ST Century Program- DSS21

**DSS21** is a program that provides 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 the marketing and sales department, and integrate them with social media, in order to:

• Design and implement sales strategies
• Organizing market segments
• Using various 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 his personal and professional effectiveness and efficiency
• Understanding of all digital tools and techniques needed in sales management

With the **aim** of increasing accuracy, efficiency, quality, and productivity in the trade and business sector, participants can learn through the program how to:
• Design and implement sales strategies, organize market segments and use various forecasting models to improve sales results
• Learn best practices for hiring, training, creating and managing high performance teams
• Understand the qualities of a successful sales manager to meet the challenges of the modern market
• Build, estimate and train the sales team to generate more sales and profits
• Carry out sales performance reviews and use a wide range of sales performance appraisal forms
• Proficiency in dealing with all digital tools needed in sales management.

Digital Skills21 Institution

# Certificates



International certificate
for digital skills
In the 21st century
DS21



International certificate
for digital Business skills
In the 21st Century
DBS21

Digital Skills21 Institution

# DS21 CERTIFIED TRAINER
## DS21 CERTIFIED TRAINER
### DS21CT

**NAME AND SURNAME**

has successfully completed the requirements to recognized as a DS21-certified trainer

Date of Achievement: 22 / 11 /2022
Valid Until: 22 / 11 /2023
DS21 NO: DS2100336
Cert ID: 202236605

Prof. Dr. Khaled Bakro
FOUNDER AND GENERAL MANAGER

DS21 DIGITAL SKILLS INSTITUTION

**International Certificate of Certified Trainer for Digital Skills Programs  in the 21st century**
**DS21CT**



# DIGITAL LEADER 21 CERTIFICATE
## DIGITAL LEADER
### DL21

**NAME SURNAME**

Has successfully completed the requirements to gain DL21
Digital Leader in the 21st centurey
Date of Achievement: 22 / 11 /2022
Valid Until: 22 / 11 /2023
DS21 NO: DS2100336
Cert ID: 202236605

Prof. Dr. Khaled Bakro
FOUNDER AND GENERAL MANAGER

DS21 DIGITAL SKILLS INSTITUTION

**The International Certificate of Digital Leader in the 21st  Century**
**DL21**

**International certificate for digital Teaching skills In the 21st century DTS21**



DIGITAL TEACHING SKILLS
**DTS21**

INTERNATIONAL
**CERTIFICATE**
DIGITAL TEACHING SKILLS IN THE 21ST CENTURY

THIS IS TO CERTIFY THAT

*Name Surname*

Has completed the course and successfully passed all required modules for the granting of International Certificate for Digital Teaching Skills in the 21ST Century - DTS21.

Use of an altered certificate would constitute a criminal offense

Cert ID# TR0000000000
Student No: TR00000000

Syllabus version : 1
Date 01/01/2023

Prof. Dr. Khaled Bakro
GENERAL MANAGER

Academic supervision

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

**International certificate for Digital Social Media Marketing skills In the 21st Century DSMM21**



DIGITAL SOCIAL MEDIA MARKETING
**DSMM21**

INTERNATIONAL
**CERTIFICATE**
FOR DIGITAL SOCIAL MEDIA MARKETING IN THE 21ST CENTURY

THIS IS TO CERTIFY THAT

*Name Surname*

Has completed the course and successfully passed all required modules for the granting of International Certificate for Digital Social Media Marketing in the 21ST Century - DSMM21.

Use of an altered certificate would constitute a criminal offense

Cert ID# TR0000000000
Student No: TR00000000

Syllabus version : 1
Date 01/01/2023

Prof. Dr. Khaled Bakro
GENERAL MANAGER

Academic supervision

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

## Certificate 1 (DSS21)

DIGITAL SALES SKILLS
DSS21

INTERNATIONAL
CERTIFICATE
FOR DIGITAL SALES SKILLS IN THE 21ST CENTURY

THIS IS TO CERTIFY THAT

*Mahmoud Bakro*

Has completed the course and successfully passed
all required modules for the granting of
International Certificate for Digital Sales Skills
in the 21ST Century DSS21.

Use of an altered certificate would constitute a criminal offense

Cert ID#A000-B0000-CD
Student No: TR221010036

Syllabus version : 1
Date 03/03/2022

Prof. Dr. Khaled Bakro
GENERAL MANAGER

Academic supervision

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

**International certificate
For digital skills for sales
In the 21st century
DSS21**

## Certificate 2 (DCSS21)

DIGITAL CUSTOMER SERVICES SKILLS
DCSS21

INTERNATIONAL
CERTIFICATE
FOR DIGITAL CUSTOMER SERVICES SKILLS IN THE 21ST CENTURY

THIS IS TO CERTIFY THAT

*Name Surname*

Has completed the course and successfully passed
all required modules for the granting of
International Certificate for Digital Customer Services Skills
in the 21ST Century DCSS21.

Use of an altered certificate would constitute a criminal offense

Cert ID# TR0000000000
Student No: TR00000000

Syllabus version : 1
Date 01/01/2023

Prof. Dr. Khaled Bakro
GENERAL MANAGER

Academic supervision

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

**International certificate
for Digital customers services
skills for in the 21st Century
DCSS21**

## DS21 CERTIFICATE OF ACCREDITATION

### DIGITAL SKILLS ACADEMY

Has successfully completed the requirements to be recognized as a DS21- Accredited training center in Istanbul - Türkiye

Date of Achievement: 22 / 11 /2022
Valid Until: 22 / 11 /2023

DS21 NO: DS2100336
Cert ID: 202236605

Prof. Dr. Khaled Bakro
FOUNDER AND GENERAL MANAGER

DIGITAL SKILLS INSTITUTION
DS21 ACCREDITED FOUNDATION

DS21 DIGITAL SKILLS INSTITUTION

**Certificate of accreditation of training and testing centers from the Digital Skills21 Institution**

## PARTNERSHIP CERTIFICATE

DS FOR ALL DIGITAL SKILLS21
المهارات الرقمية في القرن 21 للجميع

iLiM VE TEKNOLOJİ VAKFİ

DS21 DIGITAL SKILLS INSTITUTION

Digital Skills Institution 21 acknowledges that

### DIGITAL SKILLS ACADEMY

ISTANBUL – TÜRKIYE

Is a Partner in the Global Initiative for Digital Skills in the 21st Century

DS21 NO: DS2100336
Cert ID: 202236605

Prof. Dr. Khaled Bakro
FOUNDER AND GENERAL MANAGER

**Certificate of participation in the Global Digital Skills Initiative In the 21st century for everyone from the Digital Skills Foundation**
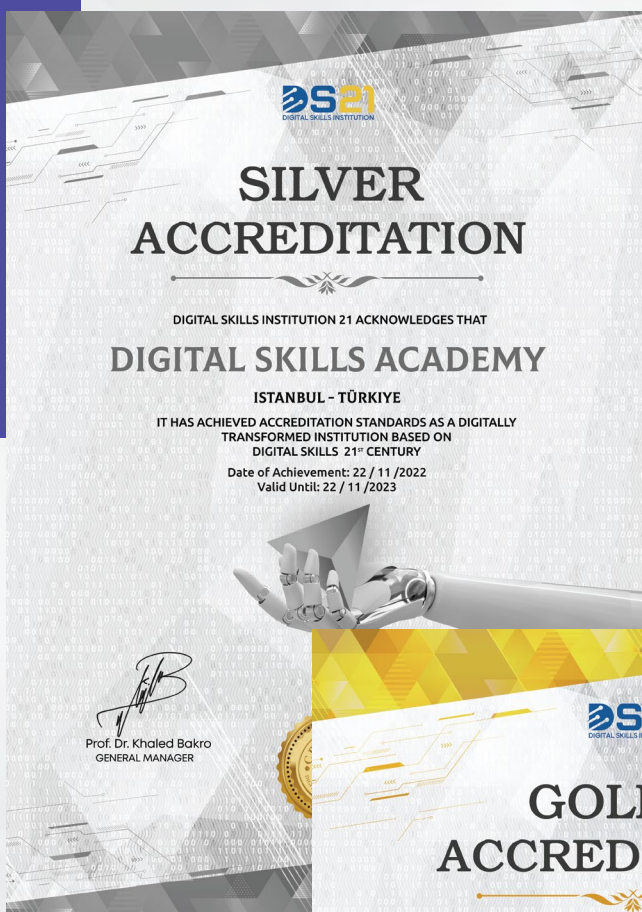
**Accreditation certificate from the Digital Skills21 Institution for digitally transformed companies at the skill level**

**Silver accreditation**
**Gold accreditation**
**Diamond accreditation**

# Philosophy

## Our curriculum and training philosophy

The Digital Skills21 Institution offers its programs in the form of a sustainable digital education system (training and assessment) in order to: Developing digital skills in the 21st century and making digital transformation a success. It also enables: Individuals and institutions to: evaluate, develop, and certify their competencies in 21st century digital skills that lead to increased quality, productivity, efficiency, and accuracy in all aspects of practical and scientific life.

**Quality**

**Productivity**

**Efficiency**

**Accuracy**

**5Ts** In the DS21 program, the trainee will not only acquire digital skills, but also five types of different skills (5T Skills).

**100 DIGITAL SKILLS**
**DS21**

**Job Success Skills**
.Working Ethically
.Managing Meetings
.Research skills
.Planning , Managing
Meetings & Events
.Understanding Financial
Documents

**Soft Skills**
.Teamwork
.Solving the Problem
.Thinking Critically
.Creativity
.Planning and Managing
Your Career
.Decision Making

**Interpersonal Skills**
.Multitasking
.Motivation
.Self-supervising
.Cooperation

**Communication Skills**
.Nonverbal communication
.Written Communication
.Verbal Communication
.Presentation Skills

**Digital Skills**
.Digital Knowledge
.Digital Activities
.Digital Tools

# Frameworks for digital skills programmes

**DSI** programs are specialist programs developed by specialized academics.

The programs are divided into the main following topics

- 100 Digital Knowledge
  (Digital Literacy-Digital Information)
- 100 Digital Activities
  (Digital Practice-Digital Projects)
- 100 Digital Tools
  (Digital Apps-Digital Templates)



DIGITAL ACTIVITIES — DIGITAL PROJECTS — DIGITAL PRACTICE
DIGITAL KNOWLEDGE — DIGITAL LITERACY — DIGITAL INFORMATION
DIGITAL TOOLS — DIGITAL TEMPLATES — DIGITAL APPS

100 DIGITAL SKILLS DS21

# New Learning Module (PORTS)

Today, training, delivery of information, and skill acquisition no longer solely rely on the trainer and trainee. It has evolved into a more advanced and sophisticated integrated training environment. Our programs are delivered through a new learning model called PORTS-5, which is based on five pillars:

**P** Project-Based Learning

**O** Object-Based Learning

**R** Research-Based Learning

**T** Team-Based Learning

**S** Self-Based Learning

**PORTS**
Project   Object   Research   Team   Self

100 DIGITAL SKILLS DS21 | 5B BASED TRAINING

# Draw your path and define your profession

Preparatory course ← ineligible

**PRE** PREPARATORY DS21

**DS21T**

Eligible → ← Eligible

**100 DIGITAL SKILLS DS21**

**Go for a digital profession**

**100 DIGITAL SKILLS BS21** ← →

**DIGITAL LEADER DL21**

**DIGITAL SOCIAL MEDIA MARKETING SMM21** ← →

**DIGITAL TEACHING SKILLS TS21**

**DIGITAL SALES SKILLS SS21** ← →

**DIGITAL CUSTOMER SERVICES SKILLS CSS21**

**Other digital professions**

# Our partners

**Digital Skills Academy**
**Turkey (Istanbul) - Turkey (Gaziantep) - Kuwait**

**Science And Technology Waqf**
**Turkey Istanbul**

# Digital Skills21 Institution

## Towards creating a distinguished successful, and innovative generation

### Be Ready to Meet All Outputs

**4IR**

4th Industrial Revolution

**6G**

The 6th Generation of Communications

**Ai**

Artificial Intelligence

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