



## ABOUT DaTaGEM

There is a growing demand for ICT specialists who possess both hard skills and knowledge of digital technologies, as well as business skills necessary to use digital technologies to increase innovation and efficiency of the organization. While infrastructure and technology are clearly important issues, digital transformation equally affects people and changing the way they approach business problems and look for solutions. Digital transformation is only possible if local businesses have the right talents to acquire and use the required digital technologies. In today's globalized and hyper-competitive world, talent acquisition strategies are a priority for companies in innovation and development. The project responds to the challenges of the temporary world.

## OBJECTIVES

1. Transformation of entrepreneurs' thinking to act on a global scale in the era of digital transformation.
2. Improving the process of setting up new businesses due to the use of digital technologies.
3. Promoting the skills and operational tools necessary to manage global innovation and the implementation of new digital technologies.
4. Improving and supporting a deep understanding of digital transformation and its impact on business reality as well as business and social relations.
5. Building soft and hard skills to structure, organize and control innovation and digital transformation processes.
6. Improving efficiency and increasing business efficiency.
7. Improving understanding and management of change and challenges for companies in the digital economy.
8. Supporting cultural diversity as an entrepreneurial motive.
9. Introducing new teaching methods, such as edutainment, digital case studies, simulations and games.
10. Encourage students to think critically about the globalizing world, look for lasting solutions and a holistic approach.