

EUCEN Seminar Barcelona 24th – 26th November 2016

Poster Session

Digital Transformation of Small and Medium-size Enterprises (SME) - The Role of Universities in Regional Development

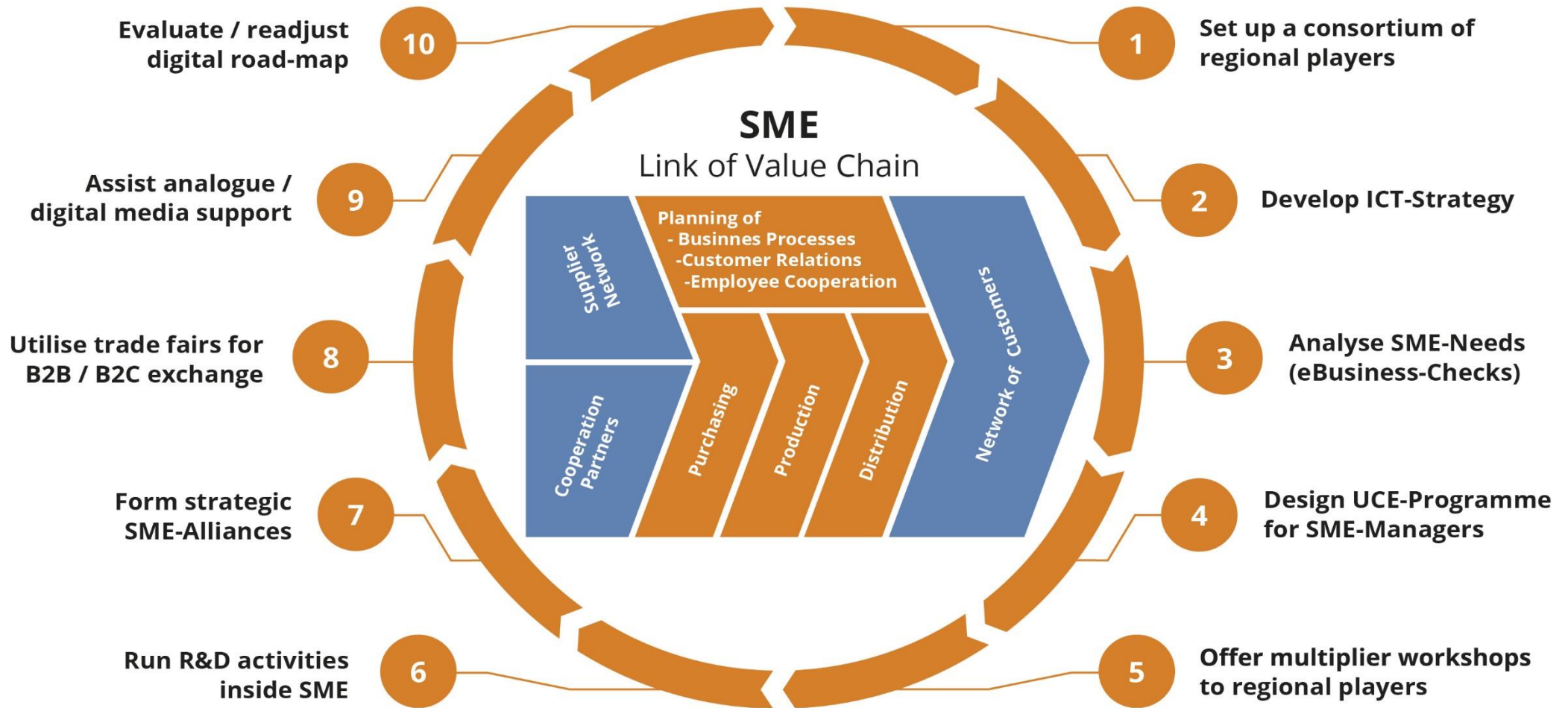
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Digital Transformation in SME - Management Control-Loop





Step 4.: Design UCE Programme for SME-Managers

UCE offers **Digital competence** to individuals and organisations.

Curricula must result in practical solutions answering 3 questions:

- **Why** do I need ICT-Support of business processes in my SME?
 - > **Strategic Knowledge**
- **What** do I need to know in order to choose & use ICT-Products?
 - > **Technical Knowledge**
- **How** do I organize implementation of ICT-Solutions in my SME?
 - > **Transformation Knowledge**