DIGITAL skills have become a crucial component for the success of modern businesses.

This is even more so, following the pandemic and subsequent movement control orders, as people spend an increasing amount of time online.

As companies step up their digital presence, business students are expected to equip themselves with new knowledge and skills necessary to increase brand awareness.

INTI International University student Fuad Ali Khowaja, who interns at a digital and print media company, is grateful to have taken the IBM-ICE (Innovation Centre for Education) modules in his Bachelor of Business (Honours) Business Administration programme.

He said the modules have prepared him for his current role, which includes using analytics to monitor brand performance and gauge improvements following chats with customers and online engagement.

"This is especially true for the module on social, web and mobile analytics. It taught me to be data-centric, and to think logically when applying theories at work," said the 27-year-old who hails from Karachi, Pakistan.

According to Fuad, the IBM-ICE modules have a focused approach

Digital skills crucial in business studies

Intern shares how data-centric learning came in handy at work

All set: Fuad (far left) is thankful that the modules have prepared him for his current job functions, which include data analysis.

that provides insights into the Fourth Industrial Revolution (IR4.0) and helps students build their social media, computing and blogging skills – which are vital in any job function today.

The modules have also helped him gain a better understanding of different business methodologies, and how statistics, facts, figures and data are used in the modern workplace, he said.

"The modules are in line with current work trends. There are group projects where students have to shoot videos and analyse the data via YouTube, and create reports from it. By working on the assignments and projects, you get to use different software, go to different places and meet different people.

"This helps you to understand how things work in the real world and how to improve strategies through the use of online analytical data.

"We are awarded IBM badges upon completion of the programme, which serve as additional certifications that we can use in our resumes," he said, adding that these real-life experiences are bet-

ter than studying from a book.

Programme head Kumarashvari Subramaniam, who is also a lecturer at the university's Faculty of Business, Communications and Law, said the IBM-ICE modules will empower students to make informed decisions at work and even in their own lives.

"Our students not only master the use of social, web and mobile analytics, but their digital skills are also enhanced. They learn how to market their products and to create awareness.

"These modules also teach students teamwork and give them communication, cognitive, and practical skills which they can extend to employer projects and later on when they work. Whatever they learn from the modules, they will be able to take it to the next level."