25th International Project Week 2023
08th – 13th May 2023

Lecturer: Nick Nijhuis

University/Company: University of Applied Sciences Windesheim

Country: The Netherlands

Digital Maturity for Business and Ethics

Content:
- Digital Analytics
- Online persuasion
- Consumer psychology
- Customer journey
- Laws and regulations
- Ethics

Methods:
- Workshops with practical cases for student groups
- Students provide each other different perspectives on the problem and their group process
- Presentations
- Intervisions (group consultations) and peer feedback
- Daily expert reviews of their group work and coaching by teachers

Competences and skills to be acquired:
Building a plan to measure KPIs (Key-Performance-Indicators). Setting up KPIs to track environmental, social and governance goals. Design a customer journey with touchpoints for users and customers (if they are not the same). Show (moral) leadership in weight up profits and turnover against social and environmental costs.

Prerequisites:
None

Language of instruction:
English