

BASIC DIGITAL COMPETENCIES STUDENTS NEED IN THE DIGITAL ECONOMY

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The era of digital economy puts a higher demand on students' basic digital competence, which is directly related to their ability to survive and develop in the future society. The basic digital competence required by students in the digital economy era should at least include sensitivity to and understanding of data, the ability to utilize modern information technology with cutting-edge digital tools, as well as the ability to communicate and interact in a networked environment. Specifically, data analysis skills require students to be able to process and analyze big data, interpret data results and make informed decisions; programming skills equip students with the hands-on ability to develop and debug multiple types of software systems; and digital marketing skills are the students' comprehensive ability to conduct market analysis, product promotion and customer interaction in an online market environment [1].

1. Data analysis ability

In terms of improving students' data analysis ability, colleges and universities should set up corresponding courses and experimental links according to the mining and utilization of data value, which is the core driving force of digital economy. This not only involves the in-depth development of traditional courses such as statistics and data mining, but also requires the integration of cutting-edge technologies such as artificial intelligence and machine learning, so as to provide students with comprehensive training from theory to practice. In addition, the development of practical projects is more likely to enable students to exercise and improve their personal data processing ability in real problems in the data environment, and to have the power to analyze and interpret data independently.

2. Programming Ability

In terms of enhancing students' programming ability, the curriculum needs to be centered on practical applications, relying on actual software development projects and problem-driven programming teaching. This requires students not only to learn programming languages and algorithms in depth, but also to master the basic methods and processes of software engineering, to ensure that they can effectively complete the code writing, debugging and optimization operations in the project. In addition, students should be encouraged to participate in open-source projects to refine their technical skills and broaden their international horizons through cooperation with global developers.

3. Marketing Skills

The cultivation of digital marketing skills needs to be based on market demand, combining traditional marketing theory with digital technology. Through actual

online marketing cases, students are able to plan digital marketing strategies, use social media for brand promotion, analyze online user behavior data and manage digital customer relationships. Through a series of simulated practical exercises and real project operations, students are able to effectively understand and harness the power of marketing in a digital context.

In the whole process of digital competence cultivation, the case teaching method plays an indispensable role. Case study reinforces the close integration of theory and practice, enabling students to engage in comprehensive thinking and problem solving in real or simulated real business environments. This teaching method also reflects the higher requirements of the new era for the cultivation of practical ability of digital media talents in colleges and universities. In this process, the in-depth combination of project topics and actual cases not only helps students accumulate valuable real-world experience, but also cultivates their resilience and creative thinking for problem solving in the face of complex problems.

Conclusion

In conclusion, students in the era of digital economy must possess broad and deep digital competencies to gain an edge in the increasingly competitive digital work environment. For key skills such as data analysis, programming and digital marketing, educational institutions need to design a highly targeted and practical curriculum system, and adopt the teaching methods of case analysis and project participation to build a platform for the enhancement of students' real-world capabilities. This is not only an inevitable choice to meet the needs of social and economic development, but also an important support for students to realize their personal career development.

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1. Sun Surname “The Cultivation of Practical Ability of Digital Media Talents in the New Era” *Young Reporters* 35 (2018). – P. 108–109.