



# Certificate in Digital Transformation

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Transforming  
Business *for Good*



# Course content

## Course Methodology

This course is based on open discussions, question and answer sessions, group exercises, activities, videos, case studies and presentations based on best practices, case studies and core principles.

## Course Objectives

By the end of the course, participants will be able to:

- Explain the journey and process of digital transformation from digitization, digitalization through to transformation
- Utilize emerging technologies, such as Big Data, Blockchain, Cloud Computing, Robotic Process Automation (RPA), and Metaverse, and list their applications and business cases
- Understand the principles for developing and implementing a digital business strategy
- Explain important trends evolving from digital transformation and the criticality of investing and implementing them
- Play an active role in defining the leadership and governance structure for digital transformation initiatives and translate digital strategy into action

## Target Audience

This course is suitable for anyone involved in developing or implementing digital strategies.

## Target Competencies

- Digital Transformation
- Digital Business Strategy
- Design Thinking
- Cloud Computing
- Innovation Cycles
- Digital Leadership



# Course content

## Digital Transformation Overview

What is Digital transformation?  
Digital transformation frameworks  
What are the benefits of digital transformation?

## Digital Transformation Domains

Customers  
Competition  
Data  
Innovation  
Value

## Principles of Digital Business Strategy

Know yourself  
Know your customer  
Competition  
Resources  
Current position  
Engine of growth  
Tactics

## Emerging technologies

Big Data  
Blockchain  
Cloud Computing  
Robotic Process Automation (RPA)  
Metaverse

## Must watch trends

Cybersecurity  
Business data analytics

## Innovation

Define innovation  
Innovation stages  
What is design thinking?  
Design thinking steps  
Sprint workshops

## Digital Transformation Strategy

Where to start  
Who leads digital transformation?  
Formulating a digital transformation strategy

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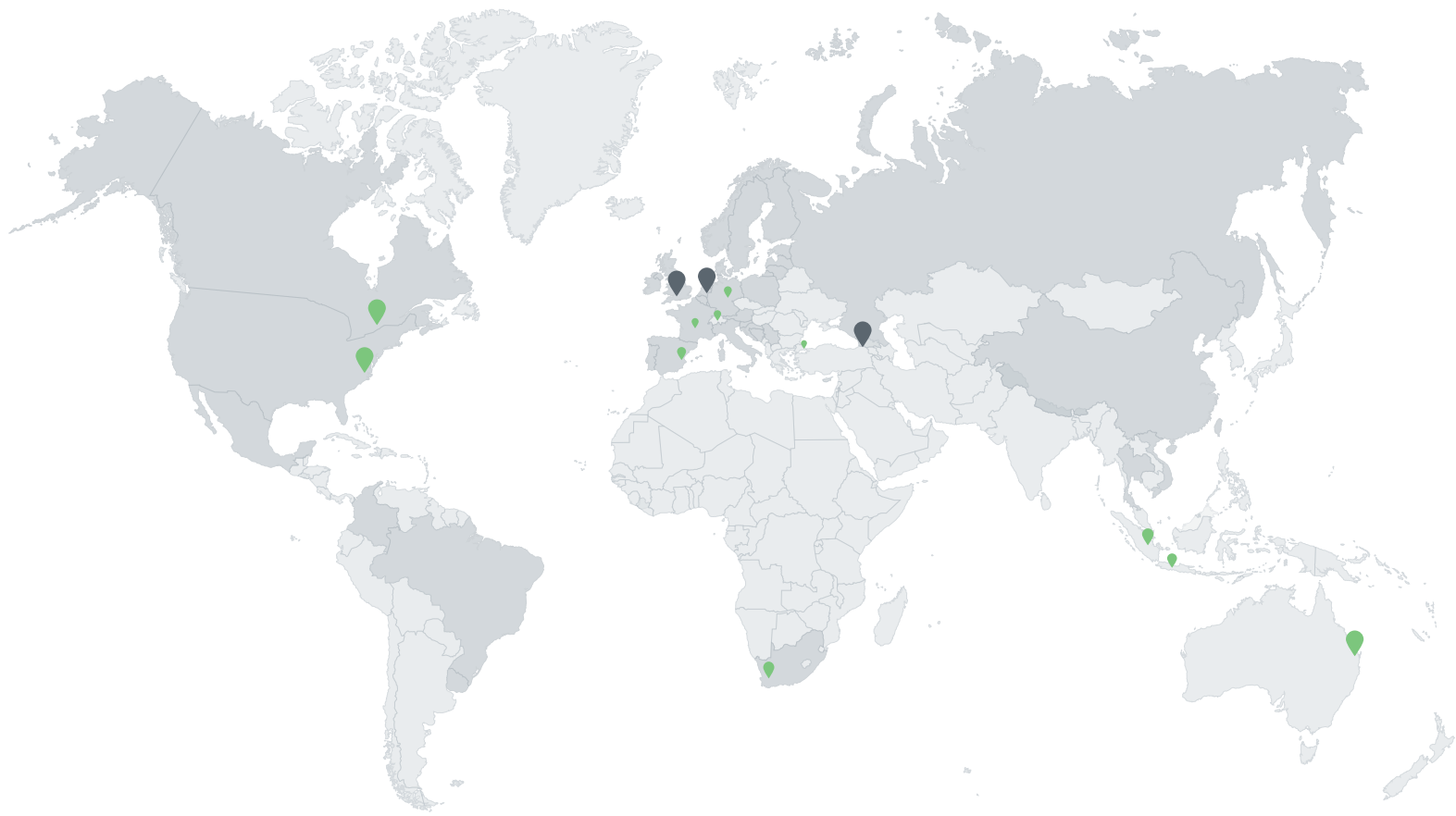
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