

Learning Module 7 – Digital Transformation and Strategy

Module introduction

The new era of digital transformation requires deep changes and adequate strategies for sustainable competitive development. Companies should meet the new challenges for digitalization and innovative business processes by introducing new technologies and performance models. Opportunities and trends should be accordingly described in updated company strategies for digital transformation. This module shall acquaint you with all the major necessary concepts regarding Digital Transformation and assist you in navigating the available technologies in order to choose which ones are appropriate for your individual business. You will also discover how to create a basic Digital Transformation Strategy that fits your specific professional needs.

The objective of this module is to enable you to:

1. Understand the main features of the digital era.
2. Develop a new digital transformation strategy that will help your company to survive and remain competitive.

Expected learning outcomes:

Knowledge

Upon completion of this module, you will be able to:

1. Recognise the challenges and opportunities of new technologies and digital solutions.
2. Understand the essence of digital products and services.
3. Analyse the structure and requirements for digital strategy development.
4. Identify good practices related to digital transformation of companies.

Competences and Skills

Upon completion of this module, you will be able to:

1. Define the challenges and opportunities for the company's development within the digital era.
2. Identify appropriate digital technologies for innovative business models.
3. Draft a digital transformation strategy.



Syllabus

Module 7 is divided into an Introduction and 4 units:

- Unit 1 – Digital Transformation for Business
- Unit 2 – Driving Digital Transformation
- Unit 3 – Digitally transforming and Building a Strategy
- Unit 4 – Advanced Digital Transformation Technologies

Furthermore, there are Multiple Choice Questions related to each Unit.

Duration of the module: approximately 120 minutes