DSO 551 – *Digital Transformation in the Global Enterprise*

Section(s) - 16249

Professor
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When
Monday, 6:30 PM – 9:30 PM

Office
TBD

Units
3.0

WHO SHOULD TAKE THIS COURSE?

Come and check out the most recent developments in digital transformations and be ready to lead the charge. Learn to design digital initiatives for hyper-personalization, edge computing, digital twins, data monetization, blockchain, digital workplace, distributed AI, no-code app development, mesh architectures, and API economy. Job titles: Any business unit manager or consultant since you can't ignore the new digital technologies coming down the pike), ANY financial investment broker wanting to ensure that digital investments will provide payout, business process analyst since a firm can no longer simply improve their processes but must disrupt the industry, ANY business data analyst since data cannot simply be analyzed, it must be strategized.

COURSE OBJECTIVES

1. Gain hands-on practice in the 10 skills for designing and leading the most recent development in digital transformation to compete in a fast-changing digital world.

2. Gain hands-on practice serving sector leading clients across the business spectrum by working with a team to create an innovation strategy.

3. Gain hands-on practice with customer journey mapping, business opportunity mapping, and disruptive technology mapping

COURSE DESCRIPTION

- Taught by a Digital Transformation practice leader who does this every day.
- Hands-on projects with clients interested in digitally disrupting their business and hiring you to carry it out
- Not just talk about cases, but hands-on labs actually touching the stuff
- Exposure to lots of case examples of companies successfully making these transformation to serve as role models.
- Seminar format