NEW

Digital Transformation and Innovation

MASTERSTART | **Gordon Institute of Business Science** University of Pretoria

📅 8 Weeks Online　　📚 4 – 6 Hours a Week　　💬 6 Live collaborative learning sessions – 90 min (excl Orientation)

Module Outline

- Orientation
- What is digital transformation?
- The digital in business strategy
- Digital business models
- Digital ethics and policy
- Customer-centric digital transformation
- Shifting to the digital mindset

Scarce Skill Alignment

- Leadership and Social Influence
- Analytical Thinking and Innovation
- Complex Problem Solving
- Technology Use, Monitoring and Control
- Reasoning, Problem Solving and Ideation
- Negotiation skills
- Communication skills

Outcomes

- Acquire the skills and knowledge necessary for leading their organisation through digital disruption.
- Demonstrate innovative thinking by effectively aligning people, data, and technology to enhance their organisation's competitiveness.
- Implement change management principles to respond effectively to digital transformations and organisational shifts.
- Develop agility to actively support and drive digital transformation initiatives within their organisation.
- Evaluate and assess the alignment of digital transformation strategies with existing policies and processes to identify areas for improvement.

Assessment Task

Learners will have to prepare and submit a digital transformation plan.

THE LEARNING DEVELOPMENT GROUP