Digital Transformation Project

Elevate your skills with practical, ethical digital innovation strategies

Develop key skills for leading ethical digital transformation

Gain the tools to design and implement responsible digital innovation strategies.

To participate in this module, learners must have successfully completed the Digital Transformation module and earned at least 30 ECTS. This course centres on creating and managing digital innovation projects, incorporating advanced models for text, image, audio, video and data production. It prioritises ethical practices in digital development and explores the responsibilities associated with synthetic media, preparing learners to handle contemporary digital challenges thoughtfully and effectively.

Learning objectives

After completing this hands-on project module, learners will be able to:

Synthesise nowledge from core programme components to create, develop, and evaluate a transformative digital project that fits within an industry or business context.

Apply project management techniques to effectively plan, execute, and oversee the delivery of a practical project.

Analyse current industry trends, identify areas for digital innovation, devise strategies for transformation, and map out implementation steps.

Demonstrate professional communication skills by presenting and justifying the outcomes of their projects.

Reflect on the ethical impact and sustainability of their projects in a global and societal framework.

Criteria — are you eligible?

- **Language proficiency:** Minimum C1 English proficiency, plus 2 years' work or education in an English-speaking environment. IELTS: 6.0; TOEFL PBT: 600; TOEFL CBT: 200; TOEFL iBT: 100

- **Education:** Relevant EQF Level 6 qualification required (eg STEM, economics). Without this you will have an interview and assessment to evaluate certifications, qualifications or professional experience.
  EQF levels explained

- **Residency:** This EU-funded programme is open to all EU nationals with a passport or valid ID from one of the 27 EU countries.

Risk and Change Management

A vital element of the Digital4Business network

This project gives learners hands-on experience and in-depth knowledge of problem-solving abilities, project management skills, and learn to apply emerging technologies.

With guidance from both industry professionals and academic mentors, students benefit from a well-rounded experience that prepares them for leadership roles in the evolving digital landscape.

Experience cutting-edge learning with digital transformation techniques

This fully online course leverages modern teaching approaches tailored to digital transformation. The learning structure includes live interactive lectures, self-paced independent study, and hands-on lab work. Tutors guide students through advanced problem-solving, gamified learning experiences, and flipped classroom models.

Students will create a digital transformation plan and deliver a comprehensive research report, paired with a software-based artefact. Continuous assessments ensure progress, with the project proposal contributing 30% and the final report and artefact making up 70% of the total grade.

Time commitment

- Classroom and demonstrations: 12 hours
- Practical work/tutorials: 12 hours
- Independent learning: 226 hours
- Total: 250 hours

Credit points

- 10 ECTS

Full course content

Subjects covered

The Digital Transformation Project / Practicum is a 10 ECTS module delivered over 2 hours per week for 12 weeks with a significant component of independent study. The schedule of topics to be addressed each week is outlined below:

- **Introduction and Project Proposal Development**
  - Overview of module objectives, expectations, and project proposal guidelines.

- **Research Methodologies**
  - Techniques for conducting a literature review and selecting appropriate research methodologies.

- **Project Management for Digital Projects**
  - Applying principles from "Risk & Change Management in Digital Environments" to plan digital projects.

- **Ethical Considerations and Sustainability in Digital Projects**
  - Insights from "Data Governance and Ethics" on incorporating ethical practices and sustainability.

- **Core Area Integration into Practicum Development**
  - Integration of the core area of specialisation into project development. Namely: Data Science for Business, AI for Business, Cybersecurity for Business, and/or Cloud Computing for Business.

- **Project Development Workshop**
  - Hands-on session to develop and refine projects with peer and instructor feedback.

- **Project Presentation and Communication Skills**
  - Enhancing communication skills for presenting complex projects.

- **Project Evaluation and Reflection**
  - Evaluating projects based on set criteria and reflecting on learning outcomes and future research directions.

- **Project Showcase and Viva**
  - Final presentation of projects to an audience, including a viva voce examination.