

Digital Transformation

Lead digital change with innovative strategies



Grasp essential concepts and strategies for digital innovation

Explore the evolving world of digital transformation with this in-depth module, an essential pillar of the Digital4Business Master's programme.

This course equips you to explore, analyse and master the key principles and strategies of digital transformation. You'll investigate forward-thinking business models, evaluate digital paradigms critically, and craft strategic resource plans to drive meaningful change. With hands-on activities and real-world simulations, you'll create and execute cutting-edge strategies.

Gain the expertise to lead and steer digital transformation and seize new opportunities in the evolving digital business environment. Join us and become a leader in digital transformation.

Learning objectives

This engaging module is designed for business professionals, leaders and graduates all across Europe. It equips you with cutting-edge expertise in digital transformation. By the end of the course, you'll not only have a solid understanding of key concepts, but you will also be ready to lead innovative digital change. Here's what you'll learn:

Master the key concepts and enablers of digital transformation, unlocking new opportunities for growth.

Critically evaluate digital transformation paradigms to revolutionise business models and drive innovation.

Strategically deploy resources to maximise impact and efficiency in digital transformation efforts.

Design and implement advanced strategies, positioning yourself as a leader in digital business transformation.

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.

Digital Transformation

Part of the Digital4Business ecosystem

This engaging module is a key element of the Digital4Business programme, a €19.9m EU-funded online Master's designed to develop the digital leaders and innovators of the future. Discover how digital transformation fuels business growth and efficiency, while gaining the skills needed to excel in the digital age.

Revolutionise your learning with innovative teaching methods

The Digital Transformation module offers a state-of-the-art online learning experience, combining hybrid learning with the expertise of renowned instructors. Engage in dynamic live sessions and flexible self-paced activities, with group projects, hands-on workshops, and immersive lab experiences.

Track your progress with a cutting-edge e-portfolio. Leverage the benefits of work-based learning, problem-solving exercises, gamification, and flipped classroom techniques, all supported by advancements in AI. This innovative learning approach provides a practical, interactive environment, preparing you to excel and lead in the fast-changing digital business landscape.

Full course content

Subjects you'll cover

The **Digital Transformation** module is a 10 ECTS course, conducted over 12 weeks with 3 hours of lectures per week. Here's an overview of the topics to be covered:

● Introduction to Digital Transformation

- Basic concepts of digital transformation.
- Evolution stages of digital transformation.
- Economic and social impacts.
- Digital paradigms and platform economy.
- Ethical issues in digital transformation.
- Interdisciplinary connections.

● Technologies and Innovations

- Emerging digital technologies (AI, Blockchain, IoT).
- Strengths and weaknesses of main digital technologies.
- Evolution of AI.

● Big Data and Platform Society

- Platform-based business strategies.
- Platform economy case studies.
- Digital and data literacy.

● Digital Competences

- Digital competences framework.
- Digital communication skills and capabilities.
- Upskilling and reskilling.

● Sustainable Development Goals (SDGs) Framework and Digital Transformation

- Ethics and sustainability in the digital age.
- UN SDGs.
- Digital projects supporting SDGs.
- Circular economy.
- KPIs for digital sustainability.
- CSR and social impact.

● Digital Transformation Design: Methodologies and Tools

- Industry trends in digital transformation.
- Tools and methodologies for organisational culture and innovation.
- SWOT analysis.

Opening up new digital opportunities

This module is ideal for business leaders, professionals and graduates seeking to excel in implementing effective digital strategies. It opens career paths in digital innovation management and leadership roles in technology-driven industries.

Our innovative Master's programme offers a diverse range of modules that complement the Digital Transformation course. Discover how you can enhance your expertise and advance your career by exploring the full spectrum of courses available at Digital4Business.