

EXECUTIVE PROGRAM IN DIGITAL TRANSFORMATION

Brochure

Program Summary:

Empowering non-technical mid-level managers with the knowledge and skills necessary to lead and support digital transformation initiatives within their organizations. Participants will engage with academicians and industry experts within the network of Constructor University, and through case studies and networking discussions cultivate a fundamental understanding of digital landscape as well as begin to develop strategies to implement sustainable transformation efforts paving the way for institutional success.



Targeted Audience:

First and Mid Level
Management



Duration & Time:

Two Weeks (70 hours)
May 11 - May 15 in Saudi Arabia
May 18 - May 22 in Germany



Certification:

Attendance Certificate
from Constructor
University

Week 1

Sun Mon Tue Wed Thur

Module 1: Introduction to Digital Transformation and Technologies

- Understanding Digital Transformation
- The Digital Landscape: Trends and Technologies
- Overview of Digital Technologies (AI, IoT, Blockchain, etc.)
- Hands-On: The Role of Leadership in Digital Transformation
- Real-Life Case Studies of Successful Transformation Initiatives

Week 1

Sun Mon Tue Wed Thur

Module 2: Designing the Digital Strategy

- Vision and Purpose in Digital Transformation
- Understanding Customer Needs in the Digital Era
- Real-Life Case Studies: Aligning Business Strategy with Digital Initiatives
- Hands-On: Selecting the Right Technologies for your Business
- Group Discussion: Creating a Roadmap for Digital Transformation

Week 1

Sun Mon Tue Wed **Thur**

Module 3, 1st part: Data-Driven Decision Making

- Big Data and Analytics: The New Currency
- Building a Data Driven Culture
- Group Discussion: Ethical Considerations in Data Use
- Closing Review of the Modules

Week 2

Sun Mon Tue Wed Thur

Module 3, 2nd part: Cybersecurity

- Real-Life Case Studies: Understanding Cyber Risks in a Digital World
- Hands-On: Developing a Cybersecurity Strategy
- Introduction to CU & teaching program in Bremen

Week 2

Sun Mon Tue Wed Thur

Module 4: Change Management and Organizational Culture

- The Human Side of Digital Transformation
- Strategies for Engaging Employees and Stakeholders
- Real-Life Case Studies: Building a Culture of Innovation and Resilience
- Group Discussion: Building Cross-Functional Teams for Innovation
- Hands-On: Principle of Agile Methodologies and Tools

Week 2

Sun Mon Tue **Wed** Thur

Module 5: Measuring Success in Digital Transformation

- Key Performance Indicators (KPI) for Digital Initiatives
- Tools and Techniques for Measurement
- Closing Session/ Networking: Preparing for the Future of Work & Emerging Trends and Technologies to Watch

Contact Information



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