


DIGITAL TRANSFORMATION: RETHINK YOUR BUSINESS FOR GROWTH

INNOVATION & TRANSFORMATION

 **DURATION**
4-6 hours/week, for 3 months

 **FEES**
S\$1,900.00 (excl. GST)*
S\$2,169.10 (incl. GST)+
(SGD 252.73 after MAX funding)

 **LEADERSHIP LEVEL**
Mid to Senior Management

OVERVIEW

Digital hyperconnectivity, new technologies, and smart machines are disrupting business models and transforming business landscapes faster than ever before. While many are familiar with the popular hype and buzzwords, very few individuals and organisations are able to effectively digitalise, leverage the new technologies, and implement well for business efficiency and growth.

This programme is designed to provide you with a sufficiently broad view of digitalisation possibilities and a sufficient depth of understanding to get started in a short timeframe. We start with core modules that introduce strategic concepts and design thinking frameworks that can be applied across any identifiable business digitalisation opportunity. Subsequent digital-dive modules will cover technologies / capabilities for

- improving an organisation's core business operations
- enabling / enhancing / optimising / extending the business
- creating new customers and segments in potentially game-changing ways

WHY ENROL FOR THE PROGRAMME

Digital hyperconnectivity, new technologies, and smart machines are disrupting business models and transforming business landscapes faster than ever before. While many are familiar with the popular hype and buzzwords, very few individuals and organisations are able to effectively digitalise, leverage the new technologies, and implement them well for business growth. Upon completion, you will have identified key areas to focus on for your digital transformation.

PROGRAMME DIRECTOR



Goh Puay Guan
Associate Professor, Analytics & Operations;
Academic Director, MSc
Industry 4.0

WHO SHOULD ATTEND

Leaders, managers, professionals and individuals who need to understand the digitalisation opportunities and landscape, with responsibility for organisation and personal transformation.

No technical background is required.

YOUR ONLINE LEARNING JOURNEY

- >680 min online video lectures (approx. 1 hour per week)
- Case studies



Video Lectures



Discussion Board



Assignments

FACULTY AND CO-FACILITATORS



Sarah Cheah
Associate Professor,
Management &
Organisation



Andreas Deppeler
Associate Professor,
Strategy & Policy;
Deputy Director,
Centre on AI
Technology for
Humankind



Jussi Keppo
Head of Dept,
Professor
Analytics
& Operations;
Research Director,
Institute of
Operations Research
and Analytics



Doreen Kum
Associate Professor,
Marketing

PROGRAMME MODULES

MODULE 1: Digitalisation Landscape & Impact of Disruption

- Understand what has changed in recent years, beyond computerisation, automation, and internet connectivity.
- Explore the rise of Industry 4.0 and the digitalisation of products and services which have disrupted book stores to banks and transformed competitive landscapes.
- Apply portfolio frameworks to manage your digital transformation initiatives.

MODULE 2: Strategies and New Business Models for the Platform Economy

- Recognise the features of evolving digital platforms and multi-sided markets, network multiplier effects and their consequences.
- Evaluate the suitability of the platform model for your business.
- Learn four key steps to building a sustainable platform strategy.

MODULE 3 & 4: Applying the Design Thinking Process

- Dive deep into the design thinking framework and process.
- Understand how to apply human-centered and action-oriented solutions to complex business problems.
- Step-by-step, gain deep insights into your target users' needs and pain points, ideate and iterate for improvements in outcomes and value creation.

MODULE 5: Digitalizing Core Operations and the Supply Chain

- Digitalisation has opened up new possibilities for putting together products and services, delivering them at greater efficiency and resiliency than ever before.
- Explore supply chain technologies available today and emerging ones in the near future that can help you with greater visibility, tracking, and operational forecasting.

MODULE 6 & 7: Leveraging Big Data Analytics & Machine Learning for Value Creation

- Understand the reality beyond the hype.
- Identify where your organisation is on the analytics journey with a data audit exercise to think about your data: what is available; its potential; and what is missing from your data ecosystem.
- Get started with a practical path to building your business analytics team.

MODULE 8 & 9: Rethinking Marketing and Outreach, for the Digital Customer

- A large proportion of your customers and clients are now digitally savvy consumers.
- Understand how buying behaviors have changed with new markets and opportunities in the digital era.
- Explore digital marketing technologies, channels, branding, and customer acquisition possibilities.



APPLICATION PROCEDURE

Applications should be submitted online as early as possible, preferably at least two months before programme commencement.

Applications are reviewed by the Admissions Committee and placement on the programme is confirmed on a first-come, first-served basis, taking into account the applicant's profile.



**Price stated is correct at the time of printing and subject to change without notice.*

**GST applies to individuals and Singapore registered companies.*

For latest information and pricing, please visit our website:

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ENQUIRIES

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