DIGITAL TRANSFORMATION: LEADING PEOPLE, DATA & TECHNOLOGY

Program Topics

The Digital Transformation: Leading People, Data, and Technology program curriculum covers the following topics:

**Topic 1 | Introduction and Overview**
- Orientation
- New marketing landscape

**Topic 2 | Opportunities for Digital Transformation**
- Using data to make better decisions
- Applications of machine learning and artificial intelligence
- Improving operational efficiency through prediction and automation

**Topic 3 | The Role of Data**
- Data as a catalyst for digital transformation
- Sources of data: surveys, transactions, sensors, location, text, and image/video
- Data storage and infrastructure considerations
- Achieving customer centricity through data integration

**Topic 4 | The Process of Digital Transformation**
- Create process flows showing who does what and when
- Look at processes through a customer-centric lens as a source of improvement

**Topic 5 | Digital Business Models**
- Products vs. platforms and multi-sided markets
- Dynamic and personalized pricing
- How subscription models are driving massive growth

**Topic 6 | People and the Organization**
- External: changing customer behavior
- Internal: Organizational alignment for digital transformation
- Define and measure organizational goals

**Topic 7 | Technology and Policy**
- Data usage: legal and ethical considerations, such as data breaches, GDPR, and California data protection rules

Visit the program page at: https://executive.berkeley.edu/programs/digital-transformation-leading-people-data-technology
• Algorithmic bias in decision making

**Topic 8 | Conclusion and Action Plan**

• Capstone Project: Individual opportunity to address a digital transformation
• Recent trends review and what the future holds