

Digital Transformation: Leading People, Data, and Technology (Online)– Program Topics
The Digital Transformation 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
- 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