



CAS CERTIFICATE OF ADVANCED STUDIES

Digital Transformation for Business

h e g
Haute école de gestion
Genève

Hes·SO GENÈVE
Haute Ecole Spécialisée
de Suisse occidentale



INTRODUCTION

The Certificate of Advanced Studies (CAS) in Digital Transformation for Business focuses on the strategic dimensions of the digital transformation of your company. This accelerated program will provide you with the management knowledge, methods, and tools needed to design and implement a company's digital transformation roadmap.

The various aspects of digital transformation (strategic, technical, operational and human) are included in the program in a very pragmatic approach. Participants will acquire practical tools allowing them to analyse and understand the opportunities of digital transformation, with the ultimate goal of reaching business growth.

The CAS Digital transformation for Business is designed for executives, professionals and managers called to lead, support or initiate the integration of digital culture, assets, mindset, and tools, at both strategic and operational levels.

Academic and professional lecturers anchor the program with a practical flavour, and align the content with current and future needs of your companies.

The next session will start on September 20th, 2018.

OBJECTIVES

- International teaching staff including both academic and professional lecturers.
- A compact, accelerated 6-month programme including a personal applied project.
- Knowledge rooted in practice, aligned with the current & future needs of companies.
- An exclusive network of international digital professionals.

Learning outcomes

At the end of the program, the participant is able to:

1. Identify and define your company/organization's needs in terms of integrated digital transformation
2. Design your company/organization's digital transformation strategy
3. Implement your company's digital transformation program and strategy
4. Identify new products and markets that can be accessed through digital technologies
5. Roll out the capability development process to support the digital change in your organization
6. Set up KPIs to monitor and measure the results and impact of your digital strategy



PROGRAM

Module 1. The strategic dimension of digitalization

Objective: to be able to design, implement and lead a digital transformation project.

- From digital transformation to digital business transformation
- A top-down or a bottom-up approach?
- The Big Data
- Aligning digital transformation with growth strategy
- The expected ROI of a digital transformation strategy

Module 2. Digitalization within process design

Objective: to be able to define, integrate and implement digital advantages throughout the organization's processes

- Industry adoption of digital transformation
- Architecture and technical capabilities needed to achieve business' digitalization
- Information Systems and Technologies as driving forces for digital transformation
- Exercising the organization's digital advantage through its core processes
- Cyber risk management and legal framework

Module 3. Inbound marketing, digital sales & communication for business

Objective: to be able to understand, analyze, define and develop digital marketing, sales and communication assets within the organization

- The digitalization of customers' experience
- Digital markets, Omni channels and e-commerce
- Social media, communities, and inbound marketing
- The mobile: new habits, new consumers
- Customers' engagement, and retention - Gamification

Module 4. Managing and empowering the human factors

Objective: to be able to identify, define and set up the organization's digital curricula to achieve a successful digital transformation

- Change management in the era of digital acceleration
- Digital transformation leadership skills
- The digital capabilities needed to achieve the successful transformation
- Building the complete digital curriculum of your company



Module 5. The economics of digital ecosystems

Objective: to be able to understand, analyze and use the digital ecosystems that contribute to the growth of the company.

- Creation of digital ecosystems
- New business models and outsourcing networks
- Industrial Internet of Things
- Quantified self, Fablabs and Open Innovation
- Beyond the collaborative economy: The Zero Marginal Cost Society
- The economics and the growth potential of digital ecosystems

Module 6. Successful Journeys to Digital Transformation

Objective: This module is specifically designed to help you make digital business a reality in your organisation. It looks at real-life stories of digital transformation success, across all lines of business and industries, and shows how they've transformed their business to become leaders in the digital economy. Companies will share critical milestones and lessons learned on their journey to their digital transformation, including:

- How do they outline their digital vision
- Examples of mapping their digital customer and/or employee journey
- How do they determine their digital maturity
- Present their current and targeted digital capabilities
- How do they build and execute their transformation roadmap

CONDITIONS AND REGISTRATION

Registration

Admission based on application file only.

Applications will be treated on a "first-come first-served" basis, and will be restricted by seat availability.

The program and corresponding costs may be changed on a yearly basis. The Geneva School of Business Administration (HEG Genève) reserves the right to not start the program should the minimal number of participants not be reached.

TIMETABLE AND LOCATION

Executive program 16 days - 10 weeks – Thursday, Friday & Saturday
5 modules - 140 periods - 12 ECTS credits



FEES

Program fees: CHF 9'000.00

Registration fees (additional): CHF 200.00

Modules may be taken individually upon request (upon acceptance by the program director, and depending on seat availability):

Cost per module: CHF 2'000.00

INFORMATION AND REGISTRATION

For additional information, please contact:

Executive education department office

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