



Digital Transformation for Business

CAS CERTIFICATE OF ADVANCED STUDIES

Drive your company's digital transformation with this accelerated program focused on real-world experiences

Digital technology provides managers with an increasing amount of opportunities to analyse, understand and learn directly from their business' stakeholders. It enables and enhances communication, interaction and engagement with them, and therefore, the growth your business. This accelerated programme will provide you with the management knowledge, methods and tools, needed to design and implement your company's digital transformation roadmap.

Highlights

- A compact, accelerated, program including courses over 6 months and a personal applied project.
- A practical and applied teaching approach, focusing on pragmatic solutions, and aligned with the current and future needs of companies.
- An international teaching staff including both academic and professional lecturers.
- A set of masterclasses provided by an exclusive network of digital professionals.

Target audience

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, on both strategic and operational levels.

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www.hesge.ch/heg/dtb

Modules

The strategic dimension of digitalization

- From digital transformation to digital business transformation
- Aligning digital transformation with growth strategy
- The expected ROI of a digital transformation strategy

Digitalization within process design

- Business digitalization architecture and technical capabilities
- Information Systems & Technologies as driving forces
- Exercising the organization's digital advantage through its core processes

Inbound marketing, digital sales & communication for business

- The digitization of customer experience
- Digital markets, omni channels and e-commerce
- Social media, communities, fora and inbound marketing
- Customer engagement, and retention

Managing and empowering the human factors

- Change management in the era of digital acceleration
- Digital transformation leadership skills – Digital expertise referential
- Building the complete digital curricula of your company

The economics of digital ecosystems

- Cyber risk management and legal framework
- Industrial Internet of Things – Quantified self, Fablabs & Open Innovation
- Beyond the collaborative economy The Zero Marginal Cost Society

Practical Details

Title

Certificate of Advanced Studies HES-SO in Digital Transformation for Business

Timetable

Executive program - 15 ECTS credits
18 days of courses (150 periods) over 6 months (Thursday, Friday & Saturday), and 1 personal project over 3 months

Information and registration

Executive Education HEG-Genève
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Info

www.hesge.ch/heg/dtb

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