



# Digital Transformation for Business

CAS CERTIFICATE OF ADVANCED STUDIES

Drive the digital transformation of your business with this accelerated training programme

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

- 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.

## 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](http://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

16 days - 10 weeks – Thursday, Friday & Saturday

5 modules - 140 periods - 12 ECTS credits

### Information and registration

Executive Education HEG-Genève

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### Info

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