Digital Transformation (Online) – Program Topics

The Digital Transformation program curriculum covers the following topics:

**Module 1 | Introduction and Overview**

**Module 2 | Opportunities for Digital Transformation**
Learn how to identify high-value customers using pre-post testing for redesigning a service process and network analysis.

**Module 3 | The Role of Data**
Analyze the use of descriptive, predictive, or prescriptive modeling and how to assess the different sources of data and problems related to the quantity and format.

**Module 4 | The Process of Digital Transformation**
Master looking at processes through a customer-centric lens to identify the scope of improvement and create process flows for your organization.

**Module 5 | Digital Business Models**
Understand how subscription models are driving massive growth and the difference between dynamic and personalized pricing.

**Module 6 | People and the Organization**
Identify the importance of specifying strategic imperatives for a digital transformation and the key performance indicators that can be used to measure an organization's performance relative to these imperatives.

**Module 7 | Technology and Policy**
Understand the regulations around data collection and usage and the ethical questions that emerge. Explore algorithmic bias and uncover when and why algorithmic decisions can be biased.

**Module 8 | Conclusion and Action Plan**
For your capstone project, summarize the takeaways from the previous modules and place them into the context of an entire strategy for your firm.