Entreprise numérique

ECTS : 3

Langue du cours : Français

Volume horaire : 18

Description du contenu de l'enseignement :

Summary

The course equips students with a comprehensive understanding of the key elements driving digital transformation in organisations. It focuses on providing participants with the knowledge and skills needed to understand and lead transformation initiatives, including leveraging emerging technologies, fostering innovation, and creating customer-centric strategies.

By exploring the human, technological, and strategic dimensions of transformation, students will gain a holistic view of how organisations can successfully adapt and succeed in a digital-first world. By the end of the course, students will have the tools and insights to lead successful digital transformation projects as they enter the workplace.

Course overview

Part I

Understanding the overall environment and the challenges of Digital Transformation.

Part II

Mastering the core foundations of Digital Transformation:

- The Human dimension: Organizational culture, leadership, and people-centric strategies.
- The Innovation dimension: Cutting-edge technologies, AI, and data-driven innovation.
- The Market dimension: Reinventing customer experience and business strategy.

Part III

Designing a clear roadmap for implementing Digital Transformation.

Compétences à acquérir :

- Gain a comprehensive understanding of the key drivers and challenges of digital transformation in organisations.
- Master essential tools and strategies for leveraging technologies, fostering innovation, and creating customer-centric business models.
- Design and implement a clear, actionable roadmap for leading successful digital transformation projects in the workplace.

Mode de contrôle des connaissances :

Final evaluation

- A written end-of-term test, accounting for 60% of the final grade
- A group project based on a case study, accounting for 40% of the final grade, which includes:
  - The preparation of a report
  - An oral presentation of the findings

Coefficient : 1.00