

Blended\*



## Digital Transformation: From Analysis to Strategy

*Master the New Rules of the Game*

**APPLY NOW** 

\*Blended delivery combines both live-online sessions and on-campus sessions.

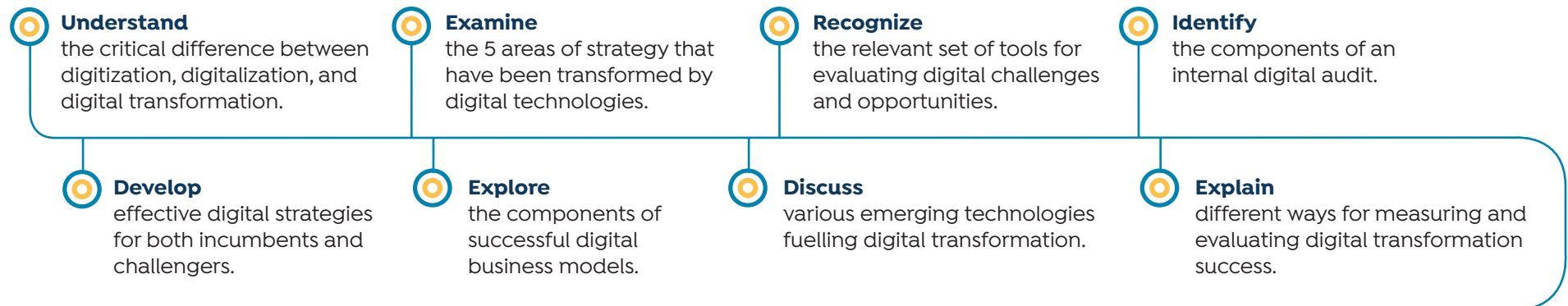
## Program Overview

Change has long been a critical business challenge. The rise of digital technologies has accelerated the pace of disruption in virtually every industry, creating critical challenges as well as immense opportunities.

Digital transformation is about effectively integrating digital technology into relevant areas of the business, refining the way the company operates and how it adds value to its customers.

Effective digital transformation is not only about technology. It is about strategy, leadership and new ways of thinking. This program provides a comprehensive suite of tools and concepts to help business leaders and managers develop effective digital business strategies and lead their way through successful digital transformation.

## Key Benefits



# Program Outline

## Module 1:



**Domains of Digital Transformation**

Examine the five domains of strategy that digital is changing.

## Module 2:



**Digital Disruption**

Evaluate external challenges and opportunities.


## Module 3:



**Digital Audit**

Assess internal digital and leadership capabilities.

## Module 4:



**Digital Strategies**

Develop effective strategies for both incumbents and challengers.

## Module 5:



**Disruptive Business Models**

Master Innovative Models.


## Module 6:



**New and Emerging Technologies**

Explore big data, machine learning, AI, IoT, etc.

## Module 7:



**Leading Digital Transformation**

Lead the journey of change.



## Program Highlights



- In-class assignments
- Guest speaker
- Global and regional case studies
- Multiple digital innovation use cases
- Capstone project
- Post program webinar

[CLICK HERE](#) for a detailed schedule.

## Who Should Attend?

- Senior managers to C-Suite professionals in digital and non-digital functions looking for a holistic digital transformation strategy for their organization.
- Middle managers in digital and non-digital functions looking to develop cross-functional skills and capabilities needed to move up the organization's corporate ladder.
- Entrepreneurs aiming to learn how to manage disruptive innovation in a changing environment.
- Consultants looking to help their clients with solutions to navigate different aspects of a digital strategy across industries.
- IT professionals looking to round their repertoire by learning the business side of digital.
- Digital transformation leads and project managers who are assigned a digital initiative and are looking to establish relevant knowledge.



## Admission Criteria

- Bachelor's degree.
- Proficiency in written and spoken English.
- A minimum of four years of work experience is preferred.

## Program Fees

The tuition fee for the program is **EGP 12,300**

[CLICK HERE](#) for payment options.

## Certificate

Participants who successfully fulfil the program graduation requirements will be granted a 'Certificate of Completion' from the AUC School of Business.

Attendance Requirements: A minimum attendance of 75% is required in each course to qualify for graduation.



## Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

## AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates. Constant evolution and reinvention is the hallmark of our mission, as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

Between the years 2013 and 2020, the School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs, ranking at 67 in 2020.

The AUC School of Business executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services. The unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

## AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

# EXECUTIVE EDUCATION

*Stay Relevant. Stay Ahead.*

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