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# Digital Transformation and Innovation



22 May -  
3 June 2023



5:30 pm 9:30 pm  
5 days of 4 hours each,  
plus 1 workshop: 6 hours



UAEU -CBE Abu Dhabi  
Off-Campus Site | [Google Map](#)



AED 4,725/-  
(including VAT)



## Overview

The world is increasingly becoming digital where organizations are required to adopt and adapt to digital developments. This helps them to discover opportunities and challenges and deliver customer solutions. It requires companies to reconsider how they will operate, compete, and evolve, transforming their operating and business models.

Hence, this course provides students with an overview of the digital forces transforming their industries, markets, and the world, including a comprehensive toolbox to identify and address the challenges digitization poses to their companies and industries.



## Learning Outcomes

By the end of the course, participants will be able to:

- 1.Understand the factors impacting and changing the world of work
- 2.Deal with challenges organizations face
- 3.Develop new business models to exploit new opportunities
- 4.Use scenarios to develop implementation strategies
- 5.Plan and approach a digital transformation project
- 6.Apply knowledge gained to a real-life challenge from the delegate's own organization



## Key Concepts

Key concepts covered are:

- 1.The rise of big data
- 2.Advanced data analytics and artificial intelligence
- 3.Digital business models
- 4.Digital applications and new technologies
- 5.Intelligent automation
- 6.The Metaverse
- 7.Hybrid working models

The course has five modules of four hours, and will be concluded with a full-day workshop of six hours. During this workshop, the students will turn their learnings into actions they can bring to their companies for implementation.

It will be a very interactive course with many breakout sessions and group presentations – this is a key enabler for the students to remember the content and thus be able to use it at their organizations.



## Content

Module 1: The changing world

Overview of the factors accelerating change in the world, industries, and organizations – introduction to the 'key digital movers and shakers' and how they affect the pace of change.

Module 2: Enterprise architecture and technology

A walk-through of the enterprise architecture of the firm, including the digital nerve center, i.e., the technology architecture. This module will highlight the technical challenges most corporations face, and how to deal with them to create a more agile organization.

Module 3: Digital business models

An introduction to the mechanics of new business models like ecosystems and platforms and how companies can position themselves to create or leverage opportunities in a digital world.

#### Module 4: Digital strategy scenarios

A discussion of how to create a set of digital strategies using scenario-based thinking, evaluating the scenarios, and crafting an implementation plan for the selected strategy, including cascading the strategy out and down to all business units and teams.

#### Module 5: Practical digital transformation

An introduction to the elements of a successful digital transformation process, the House of Digital Transformation, how the elements are interconnected, and how to plan and approach a digital transformation project to increase the chances of success. Module 5 is the finale of the course, connecting all the information from the modules and preparing the students for the workshop day. This module ends with a 30-minute 'thinking session' where the students will work to define what real-life challenge they want to solve during the last day's workshop.

#### Day 6: Hands-on workshop

Six hours of workshopping, focusing on using what's learned through all five modules, and applying this knowledge to a real-life challenge from the students' own company (or a similar, relevant problem). The right technology can uncover customer pain points and desires, even predicting future ones. Customers can be internal or external, but the mission is constant: solve customer problems through innovation.



### Faculty Member

Frederik Bisbjerg: Senior advisor and expert, Digital Transformation / Head of MENA, the Digital Insurer

Frederik Bisbjerg is a highly respected international business developer with expertise in digital transformation and business model innovation. He is the former Senior Vice President Digital Transformation and Innovation at the National Health Insurance Company – Daman, one of the largest insurers in the GCC region, where he oversaw the company's digital transformation initiatives, building a 'digital first' flexible and resilient insurance company. In addition to his previous role at Daman, Frederik holds the position of Head of MENA and Digital Transformation Specialist with 'The Digital Insurer'. Previously, he has been Executive Vice President for Qatar Insurance Group (QIC), the largest composite insurer in the MENA region. He regularly teaches on the topic of digital transformation at leading business schools in Europe and in the UAE.



### Target Group

This course is aimed at executives:

1. Decision makers and senior leaders driving digital business strategies
2. Senior managers involved in digitalization transformation projects
3. Senior managers in diverse business functions who want to upgrade their strategic mindsets and work more effectively in developing and managing digital projects
4. Entrepreneurs/investors involved in digital start-ups



### Workshop Details

Session 1: Monday, 22 May - 17h30 to 21h30

Session 2: Wednesday, 24 May - 17h30 to 21h30

Session 3: Thursday, 25 May - 17h30 to 21h30

Session 4: Monday, 29 May - 17h30 to 21h30

Session 5: Wednesday, 31 May - 17h30 to 21h30

Practical Workshop: Saturday, 3 June - 09h00 to 16h00 (workshop, lunch included)



### Teaching Methods

1. Face-to-face lectures
2. Class discussions, case studies, articles
3. Videos
4. Practical workshop



### Certificate

Obtain a "Certificate of Successful Completion" by demonstrating knowledge, understanding and skills of the learning outcomes in practical assessments at the end of the course.



### Inquiries

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