UCD DUBLIN

Smurfit Executive Development
UCD Michael Smurfit Graduate Business School

LEADING DIGITAL AND AI BUSINESS TRANSFORMATION

LEADING DIGITAL BUSINESS TRANSFORMATION   2 DAY COURSE

COURSE OVERVIEW

No organisation, it seems, is immune to the reality where business models, value propositions, customer experiences, products, services, organisational processes, employee experience, and management practices have been or are being, transformed by digital technologies such as social media, mobile, analytics, cloud, augmented reality, 5G, Internet of Things (IoT), blockchain, and artificial intelligence.

Digital is enabling organisations to do things that are just not possible or commercially viable in a physical-only world. With such opportunities, it is therefore paramount that all organisations have a strategy that clearly maps out how the organisation plans to leverage digital and the operational and strategic outcomes that it is seeking.

However, both formulating and executing this strategy requires re-wiring the organisation for digital, building the necessary organisational capabilities, and changing the organisation so that digital becomes part of its DNA. This is the *transformation* component of digital transformation. However, research reveals that this is incredibly difficult to achieve and that most organisations are struggling in realising their digital ambitions.

COURSE OBJECTIVES

The objectives of this 2-day Leading Digital Business Transformation course are:

- To explore how digital technologies, data and business models are radically changing competitive dynamics across industries.

- To provide insights into the content and process of digital transformation and how it really happens.

- To help you assess how your organisation should evolve to extract the most value from digital technologies.

- To equip you to make informed decisions and forge innovation strategies to increase revenue, drive productivity, and enhance customer experience and engagement.

- To provide guidance to help you map out your organisations digital journey, identify barriers likely to be encountered, and to manage the transformation.

- To present proven practices, lessons, and actionable insights from real-world case studies.

FACULTY

Professor Joe Peppard is Academic Director at UCD Smurfit Executive Development. Previously, he was a faculty member at MIT Sloan School of Management, ESMT Berlin, and at Cranfield School of Management, UK. A leading authority on digital transformation, his research studies contemporary issues and challenges that managers face in an environment of accelerating technological change. While academically rigorous, with his research he seeks to steer a pragmatic path. He recognises that managers want frameworks and models to help them understand their own predicaments, insights to figure out options and consequences, and clear actionable advice and guidance. In his writings and teaching, Professor Peppard seeks to help the busy manager to be successful. Last year, *The Wall Street Journal* cited his research on digital transformation as one of "10 tech events that will shape the future."

WHO SHOULD ATTEND

- Managers seeking to learn about the opportunities afforded by digital technologies

- Managers looking to understand what it takes for success in the digital economy

- Managers who are either responsible for, or aspire to, shape their organisation's digital business strategy

- Managers who are responsible for designing and mapping their organisations' s digital journey

- Managers leading digital business transformation

KEY BENEFITS

- Gain a thorough understanding of the impact of digital technologies on organisations and competition.

- Exposure to frameworks and models, together with a language, to comprehend and converse about digital business transformation.

- Introduction to tools to analyse the capabilities of digital technologies and explore their potential strategic and operational impact.

- Understanding the core building blocks of a digital enterprise.

- Advice to address the key questions of where, when, and how to invest to realise digital ambitions.

- Recognise and understand the challenges that organisations face in realising expected outcomes as they look to implement digital technologies.

- Discover a core of good practices that serve as a basis for the development of a general framework for success with digital.

- Advice for establishing an environment for success with digital.

- A practical tool to map an organisation's digital journey

- Guidance to design and manage the transformation to realise planned business outcomes.

- Lessons and recommendations from research and practice.

APPLICATION INFORMATION

ADMISSIONS CRITERIA

Applicants must have at least 5 years professional experience to be eligible for this course. All candidates must apply to ensure a qualified, executive-level cohort experience. This course is delivered in person where you will engage with faculty and peers in an interactive, high-impact classroom environment. Participants are typically divided into small breakout groups designed to foster a high level of trust between participants and faculty, thereby creating a powerful and enriching learning environment.

TUITION FEES

The fee of €2,250 or €2,025 (UCD Business Alumni Rate) is a comprehensive cost that includes your tuition and all course related materials. Please note that fees must be paid in advance to secure a place. No VAT is charged.

APPLICATION PROCDURE

A completed application form and digital photograph are required. To apply for any of our short courses please email exec.dev@ucd.ie or contact a member of our team on +353 1 716 8889.

CERTIFICATE OF COMPLETION*

This course provides participants with a hard and soft copy "Certificate in Leading Digital Business Transformation" awarded by UCD Smurfit Executive Development.

* Non accredited certification

ABOUT SMURFIT EXECUTIVE DEVELOPMENT

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience.

We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM.

UCD Smurfit Executive Development is a member of UNICON, an invitation-only alliance of the world's leading university-based executive education providers. UCD Smurfit Executive Development has been ranked 1st in Ireland, 19th in the EU and 31st in the world for its Open Enrolment programmes according to the prestigious 2022 Financial Times Executive Education Rankings. By offering a world-class range of customised, diploma and open enrolmentprogrammes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.

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