

Digital Transformation

Accelerate the Success of your Business

WU

**EXECUTIVE
ACADEMY**

YOU ARE A ...

Business leader, innovator, analyst, business consultant or manager and responsible for business development and digital transformation.

Participants come from a wide range of industries and are interested in digital business models and processes as well as new technologies. They are visionaries who want to proactively drive digital transformation.

YOU WANT TO ...

- › Understand the potential impact of digitalization on your business
- › Drive innovation and digital transformation in your organization
- › Broaden your perspective, break familiar patterns and learn from experts in this field
- › Optimize your decision-making process through support of new technology
- › Get insights on digital platforms, IoT, Industry 4.0 and new technologies
- › Learn more about new business models
- › Learn how to build and lead successful teams in the digital era

For further information please contact:

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www.executiveacademy.at/digitaltransformation

Digital Transformation

The digital revolution does not only transform the business world but all areas of our lives. It changes entire industries and forces companies to question their business models. The implementation of digital processes and innovation is essential for the companies' future presence on the market. In order to stay competitive, they need to tackle the challenges of the digital transformation while at the same time taking advantage of the opportunities it offers.

The WU Executive Academy program on Digital Transformation will give you an overview and understanding

of the digital market, insights into new technologies and the required mindset to drive digitalization in your own company. You will learn about the mechanisms of a successful implementation of digital processes, and you will gain hands-on experience on how to start a project and measure its success in a short time.

After successful completion of the program you will receive a certificate from WU Executive Academy as validation of your acquired expertise in Digital Transformation.

MODULES & CONTENT

MODULE 1	MODULE 2
Basics of Digitalization <ul style="list-style-type: none"> › Economics of Information Goods › Competition, Pricing, Network Effects › Digital Platforms and Ecosystems › IoT, Industry 4.0 and Blockchain 	Implementing Digitalization <ul style="list-style-type: none"> › What is (not) Digitalization? › Building an agile Organization › Machine Learning › Developing an IT-Security Strategy
MODULE 3	MODULE 4
Digitalization & Innovation <ul style="list-style-type: none"> › Opportunity Recognition › Idea Development & Implementation › Intrapreneurship & Entrepreneurship Principals 	Business Models in the Digital World <ul style="list-style-type: none"> › Digital Business Modeling & Customer Development › High Performing Teams › Creating and Managing Agile Teams



KEY FACTS

Program Advisor

Prof. Alfred Taudes
Department of Information Systems
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CONTACT AND INFORMATION

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Lecturers: Experienced academics from WU Vienna and distinguished experts from the industry

Language: English

Date: September 9–12, 2019 (4 days)

Location: WU Executive Academy

Fee: €3,800

Further information:

executiveacademy.at/digitaltransformation