Digital Business Strategy
Sample Schedule

6 weeks (excluding orientation)
Entirely online
Self-paced learning
6-8 hours/week*

*The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

Orientation: WELCOME TO YOUR ONLINE CAMPUS
You'll be welcomed with a personal call and get introduced to your online teaching and technical support network. Begin connecting with fellow participants while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed. You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1: INTRODUCING DIGITAL TRANSFORMATION
Consider the value of data-driven decision making as a possible transformation for a business.

MODULE 2: ARTIFICIAL INTELLIGENCE
Discover what machine learning is and how it could be applied in a business.

MODULE 3: PLATFORMS IN A DIGITAL ECONOMY
Learn about the types of business opportunities that may be available in the digital economy.

MODULE 4: THE PLATFORM REVOLUTION
Investigate different types of platforms and the business concepts that underpin their success.

MODULE 5: HARNESSING THE CROWD
Explore how the crowd (decentralized knowledge) outperforms the core (centralized knowledge).

MODULE 6: LIMITS TO DECENTRALIZATION
Learn about the impact of digital technologies on organizational structure and the changing roles of managers and leaders.

Schedule subject to change