

EXECUTIVE EDUCATION

DIGITAL TRANSFORMATION AND INNOVATION

Incorporate technology into your business strategy. Improve your personal understanding and application of how emerging technologies can drive growth in your organization.

Raise Your 'Digital Fitness.' Apply Current & Future Information Systems, Digital Strategies & Practices

This course will introduce you to new business models and value-generating opportunities enabled by fourth industrial revolution (4IR) technologies such as artificial intelligence, digital interfaces, digital platforms, and big data. You will leave with applicable frameworks and practical examples using your digital innovation to gain a competitive advantage.

KEY BENEFITS

- › **Develop an Effective Business Case:** Create a new strategic tech initiative.
- › **Identify Potential Risks and Challenges of New Digital Applications:** Actively prepare to address mitigations and remediations that may arise.
- › **Learn How To Support Digital Tactics and Strategies That Further Organizational Strategy and Mission:** Discover value in partnering with tech experts as well as improve operational efficiency.
- › **Understand Key Business Value Opportunities For Leading Fourth Industrial Revolution Technologies:** Embrace working across various business sectors such as Artificial Intelligence (AI), Application Programming Interfaces (APIs), Robotic Process Automation (RPA), Distributed Ledger Technology (DLT), etc.
- › **Identify Organizational Security Risks:** Improve data management to minimize opportunities for organization data breaches.

WHO SHOULD ATTEND

- › Business Unit, General, and Regional Managers, Directors, and other manager/leader titles.
- › Senior and mid-level leaders including management, finance, sales, legal and computer engineering.
- › Organization team leaders and individual leaders of all levels in the organization and across varied industries.
- › Leaders committed to driving new growth opportunities in their organization, accelerating careers in rapid tech-induced change, developing a tech mindset, and minimizing multidimensional risk.

DATES*

3 Mar - 5 Apr 2025
25 Aug - 26 Sept 2025

FORMAT

Online

PROGRAM FEES*

\$2,500 US

CREDENTIAL

This course is part of the Accelerated Management Development Certificate Program. For more information, visit michiganross.umich.edu/AMDCP. Visit the website to see additional credentials.



PROGRAM STRUCTURE[^]

This five-week online course consists of eight asynchronous modules, and the course concludes with a live synchronous session. The combination of the online platform, discussion groups, and interactive live session fosters a dynamic learning environment.

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Module 1 > The Business Imperative of Digital Transformation and Innovation (DTI) Module 2 > Drivers of Change in the Fourth Industrial Revolution (4IR)	Module 3 > Digital Innovation Building Blocks Module 4 > Value Generation Frameworks	Module 5 > Digital Transformation in Global Shipping – The Service Ecosystem Business Model Module 6 > Digital Transformation in Physical Goods – The Product Ecosystem Business Model Building a Company of Leaders	Module 7 > Digital Transformation in Workflow Automation Module 8 > Tech Governance and Mitigating Digital Transformation Threads	Live Session > Individual Tech Consulting Project

THE EXPERT

Learn from the same faculty who teach in our highly-ranked degree programs. See the website for additional details.



Nigel Melville
 Associate Professor of Technology and Operations

TIME COMMITMENT

- > **Duration:** 5 weeks
- > **Weekly Coursework:** 5 - 7 hours/week
- > **Format:** Asynchronous & synchronous sessions
- > **Badge:** Earn a digital social media-friendly badge upon completion of the Digital Transformation and Innovation program

A WORLD-CLASS EXPERIENCE

We strive to make every aspect of your program a world-class experience. Our program directors work closely with faculty before, during, and after the program to ensure you achieve your objectives. Program managers facilitate a seamless transition between classroom and off-site activities and assist with anything you might need — ensuring your focus is on learning, not logistics.

9.5/10

**OVERALL SATISFACTION
 SCORE FOR OPEN PROGRAMS**
 – Financial Times, 2024

▶ REGISTER TODAY!

For more information, contact:

734-763-1000

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*Dates and program fees are subject to change. Check the website for the most current program details.

[^]This sample schedule is meant to be representative of the program structure and content. Timing and session topics are subject to change. Visit the website for the most up-to-date information.

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