FOReSiGHT

SYLLABUS

Course Title: Digital Maturity- A digital transformation fundamental concept

Course Description:

Digital Maturity - A digital transformation fundamental concept is a course that examines the concept of digital maturity and how it relates to digital transformation.

The course covers topics such as digital process optimization, data analysis, technological alignment, and customer experience management.

Participants will gain an understanding of the challenges and opportunities associated with digital transformations and learn how to measure and develop their organization's digital maturity.

Course Objectives:

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

1. Define and understand the concept of digital maturity and its significance in the digital transformation journey.
2. Identify the key components and indicators of digital maturity.
3. Evaluate their organization's current digital maturity level and identify areas for improvement.
4. Apply strategies and tools to optimize digital processes and enhance customer experience.
5. Understand the role of data analysis in driving digital transformation and maturity.
6. Recognize the challenges associated with digital transformation and develop strategies to overcome them.

Key Topics:

Introduction to Digital Maturity
- Definition and significance
- Relationship between digital maturity and digital transformation

Components of Digital Maturity
- Digital process optimization
- Technological alignment and integration
- Data-driven decision-making and analysis
- Customer experience management

Assessing Digital Maturity
- Key indicators and metrics
- Tools and methodologies for assessment
- Case studies of organizations at different maturity levels

Challenges and Opportunities in Digital Transformation

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- Common pitfalls and challenges
- Strategies to overcome challenges
- Opportunities presented by digital transformation

Course Materials:

Course Slides / Reading List / Webinar

Proposed Assessment:

1. **Quizzes (40% of final grade)**
   - Objective: Test participants' understanding of topics.
   - Format: Multiple-choice, true/false, and short-answer questions.
2. **Group Discussions (20% of final grade)**
   - Objective: Encourage collaborative learning and application of course concepts.
   - Format: Online discussion forums with prompts related to key topics.
   - Assessment: Based on engagement, quality of insights, and interaction with peers.
3. **Digital Maturity Assessment Project (30% of final grade)**
   - Objective: Apply knowledge gained to assess an organization's digital maturity.
   - Format: Participants will select an organization (real or hypothetical) and conduct a comprehensive digital maturity assessment, providing recommendations for improvement.
   - Assessment: Based on depth of analysis, practicality of recommendations, and clarity of presentation.
4. **Final Exam (10% of final grade)**
   - Objective: Evaluate participants' overall understanding of the course content.
   - Format: Comprehensive exam covering all key topics.
   - Assessment: Multiple-choice, short answer, and essay questions.