



TEACHING NOTE for an in-person or hybrid class

Course Title: Digital Maturity – a Digital Transformation Fundamental Concept

Teaching Objectives:

1. **Conceptual Understanding:** Ensure participants grasp the fundamental concept of digital maturity and its significance in the context of digital transformation.
2. **Practical Application:** Equip participants with the skills to assess their organization's current digital maturity and identify areas for improvement.
3. **Strategic Thinking:** Develop participants' ability to design and implement strategies that enhance digital maturity, aligning with broader digital transformation goals.
4. **Tool Proficiency:** Familiarize participants with various tools and methodologies that can aid in measuring and enhancing digital maturity.
5. **Holistic Perspective:** Emphasize the interconnectedness of digital process optimization, data analysis, technological alignment, and customer experience management in achieving digital maturity.

Teaching Strategy:

1. **Interactive Lectures:** Utilize multimedia presentations to explain theoretical concepts, ensuring a mix of visual, auditory, and kinesthetic learning opportunities.
2. **Real-world Case Studies:** Introduce participants to real-world examples of organizations at various stages of digital maturity, highlighting both successes and challenges.
3. **Hands-on Workshops:** Allow participants to use digital maturity assessment tools and frameworks in a controlled environment, simulating real-world scenarios.
4. **Guest Speakers:** Invite industry experts and professionals who have overseen digital transformation initiatives to share insights, best practices, and lessons learned.
5. **Group Discussions:** Facilitate discussions where participants can share their experiences, challenges, and insights related to digital maturity in their organizations. This fosters peer learning and collaboration.
6. **Interactive Webinars:** Use webinars to delve deeper into specific topics, allowing for Q&A sessions and real-time feedback.

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.