

Open Courses • Lisboa

DIGITAL TRANSFORMATION FOR MANAGERS



Direction

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Secretariat

Duration

0 Years

Credits

0 ects

Presentation

With the recognized teaching quality of the country's largest education group, Universidade Lusófona and the Instituto Politécnico da Lusofonia, namely through its executive school Lusófona Executive School, and in partnership with the digital platform made up of several national companies and institutions, this ¿Digital Transformation for Managers¿ training, part of the Líder+ Digital program, presents itself as a fundamental catalyst in the training of managers and business leaders, enabling them not only to understand, but to effectively lead the digital transformation journey in their organizations. This program is structured in curricular units meticulously selected to cover fundamental aspects of digital transformation, namely: Digital Transformation Leadership: Develop adaptive leadership skills to guide teams through the challenges and opportunities of digital transformation. Customers: Creating value from Digital Marketing to Customer Experience: Exploring strategies to digitally engage customers, maximizing value through personalized experiences. Innovation: in startups and large companies: Encourage a culture of continuous innovation, adaptable to both startups and companies. Technologies: disruptive accelerators: Identifying and applying disruptive technologies that can serve as catalysts for digital transformation. Data and Artificial Intelligence: a business asset: Using data and AI to drive decision-making based on insights, optimizing processes and innovating products/services.

STUDY PLAN

1st Year / Common Core

Annual	ects
Customers: creating value from Digital Marketing to Customer Experience	0
Cybersecurity: the challenges for different Sectors: Industry, Services, Retail, Finance, among others	0
Data and Artificial Intelligence: a business asset	0
Design/creation of digital transformation action plan(s)	0
Implementation of digital transformation action plan(s)	0
Innovation: in startups and large companies	0
Introduction to Digital Transformation	0
Project	0
Technologies: disruptive accelerators	0
Workshop - Digital Communication: Framing the challenges for the different Sectors: Industry, Services, Retail, Finance, among others	0
Workshop - Management and Digital Models: regulatory models in Portugal, Europe and the World	0

Linha direta
para o teu futuro



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