

Open Courses • Porto

# DIGITAL TRANSFORMATION FOR MANAGERS



## Direction

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## Secretariat

### Duration

0 Years

### Credits

0 ects

## Presentation

With the renowned 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 programme, 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 organisations. This programme is structured around curricular units that have been meticulously selected to cover key aspects of digital transformation, namely: Leadership in Digital Transformation: Developing adaptive leadership skills to guide teams through the challenges and opportunities of digital transformation. Customers: Creating value from Digital Marketing to Customer Experience: Explore strategies to digitally engage customers, maximising value through personalised experiences. Innovation: in start-ups and large companies: Stimulating a culture of continuous innovation, adaptable to both start-ups 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, optimising processes

# STUDY PLAN

## 1st Year / Common Core

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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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