Digital Transformation - Business Practices

The aim of this conversion program is to help learners develop the leadership mindset, capabilities, and practices needed to build more agile and innovative organizations. The learners will benefit from cutting-edge research into the organizational culture of companies undergoing a digital transformation as they explore behaviors to transform their organization, deliver more value, and build competitive advantage. This program will also assist them in developing new approaches and skills that will allow them to drive digital transformation and overcome roadblocks. This program will teach them how to use strategic approaches to digital transformation and how to re-design and re-imagine businesses and products using new technologies. Also, this program emphasizes on consumer motivation and the underlying principles of search engine algorithms.

TARGET GROUP

This program is intended for graduates wishing to change their career or develop their skills further.

BENEFITS OF ATTENDING

Upon completion of this program, learners will gain the knowledge, the principles, and skills of Digital Transformation.

PROGRAM CONTENTS

The program consists of:
- Research Methodology
- Leadership
- Management Information Systems
- Machine Learning

LEARNING AND TEACHING STRATEGIES

The program is delivered using a PBL philosophy through a mixture of classroom teaching, tutorials, online (web-based), workshops, and supervised projects. Assessment of courses is both formative and summative, with a focus on project work. The teaching and learning methods appropriate to this program include a wide range of different strategies to meet the needs of learners and depend on the class numbers and tasks involved. These may include, but are not limited to:
- Lectures
- Facilitated Discussions
- Group discussions
- Assignments
- Tasks performed in the classroom
- Online exercises, tutorials, and discussion
- Projects
- Case Studies
- Videos
- Tutorials
- Guest speakers

The teaching methods include the provision of learning experiences and opportunities that enhance the transfer of information to aid understanding and then enable the practice to take place through related tasks and the provision of opportunities to apply skills and knowledge.

ASSESSMENT STRATEGIES

The program is assessed through continuous assessment and course work. A variety of methods are used to assess learners' progress including case studies, written and oral examinations, simulations as well as group work to solve a work-related problem. Learners will be expected to apply their knowledge and skills at the standard expected in the workplace.

CERTIFICATION

A certificate of completion will be awarded to learners upon their successful achievement of assessments. Learners are expected to have more than 60% in every course of the program and attend 80% of the program total contact hours.

TRAINING DURATION

This program requires 240 hours (teaching-face to face) followed by 4-6 months of work placement.

ENTRY REQUIREMENTS

In order to be considered for entry, applicants must:
- hold a recognised bachelor's degree or its equivalent in business, IT or science backgrounds such as HRM, Marketing, Digital Marketing, Accounting, Finance, Artificial Intelligence, and Cloud computing.
- have a good command in English language.
- pass an interview and evaluation.

EMPLOYMENT OPPORTUNITIES

Graduates of this program can get employment as Digital Transformation Specialist, Consultant or Advisor

REGISTRATION

Visit the Bahrain Polytechnic – Learn website and complete the Online Registration Form.