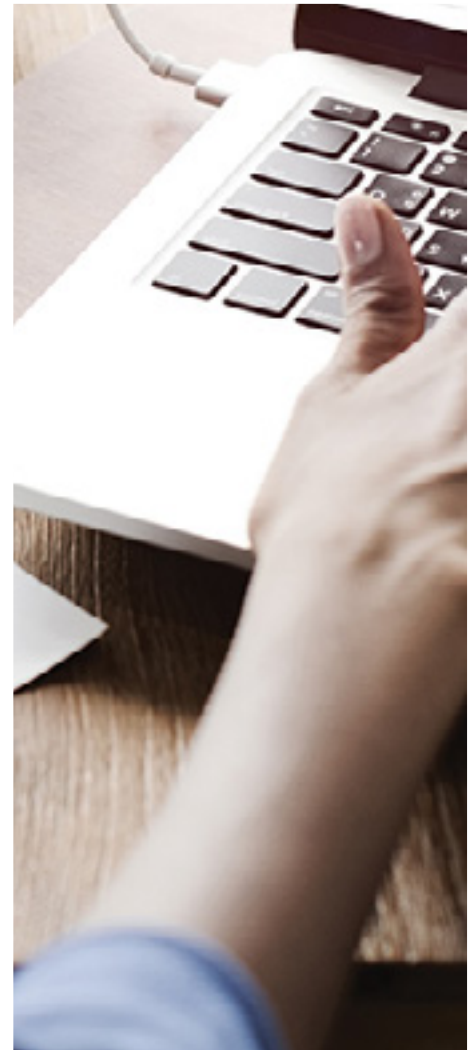


EXECUTIVE EDUCATION > ONLINE AND BLENDED LEARNING



The Digital Advantage: Six-week Online Course

For individuals who need to drive the digital agenda as a business imperative.



**30 September –
10 November 2019**

**Gordon Institute
of Business Science**
University of Pretoria

With the emergence of the Fourth Industrial Revolution, understanding how the Internet of Things (IoT), artificial intelligence (AI), robotics, machine learning, 3D printing, predictive analytics and blockchain will impact your business is critical to future competitiveness. The digital imperative is real, and this course aims to assist participants amplify their skills, organisational culture and technological platforms to deliver on breakthrough value.

Gain the digital advantage by participating in this six-week online course that has been designed for individuals who are driving digital as a business imperative.

Key focus areas:

- > Understanding the importance of technology as an enabler to your business/sector and the role it plays strategically;
- > Understanding the importance of aligning and merging your business and I.T. architecture;
- > Exploring where the world is going in terms of digitalisation and mobilisation and understanding where your organisation fits into this;
- > Understanding how I.T. can lead to tangible benefits for your organisation and what it takes to make system/application delivery a success;
- > Exploring what the current threats are to your organisation, how to guard against this, and what future compliance will mean; and
- > Understanding why your data is as an asset to your organisation and understanding how this can be a game changer to achieving operational efficiencies.

How you will benefit:

At the end of the programme, you will be able to:

- > Gain the necessary insights and understanding of the digital landscape and relate it back to your organisation and industry;
- > Explain and depict the benefits of emerging technologies and concepts in business language to key decision-makers in your organisation;
- > Identify opportunities and risks to your current business model versus the digital transformation agenda;
- > Understand the future customers' imperatives and requirements for business transformation; and
- > Break your digitalisation strategy (once depicted) into a tangible plan of action which is executable.

Course modules

This course consists of one introductory session and six modules that will provide a holistic understanding and appreciation for the application of a digitalisation framework:

Introduction: Setting the scene – The digital imperative

Module 1:
The business and customer of tomorrow

Module 2:
Digital dexterity – The enabler and intent to your digital strategy

Module 3:
Tech trends and concepts: Blockchain, 3D printing, AI and IOT

Module 6:
Business intelligence – The quest for data excellence

Module 5:
Mobility – Understanding our consumers sociology

Module 4:
Cyber Security and data privacy legislation

For enquiries call **+27 (0)11 771 4326** or email **vickers@gibs.co.za**



Course info

FACULTY > Tony Christodoulou is an adjunct faculty member at GIBS. Tony lectures in the fields of strategic project management and effective execution as well as, innovation, knowledge management and leading in a digital economy. Tony is currently the CIO for the EMEA region at American Tower Corporation, fortune500 Global Company. Tony has two degrees from Bond University and in 2008 he completed his MBA through GIBS

FEE > R15 500 (includes tuition and instruction material, and is VAT exempt).

DURATION > Six weeks online

DATES > 30 September – 10 November 2019

Who should attend?

Senior executives, managers, specialists and any individuals that require the insight and capability to further depict and understand the impact of technology on their business models, sector and society as a whole.