



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Professional Diploma in Digital Transformation Management

| Code    | City                | Hotel              | Start      | End        | Price  | Language - Hours |
|---------|---------------------|--------------------|------------|------------|--------|------------------|
| DIP-739 | Marrakesh (Morocco) | Hotel Meeting Room | 2026-07-19 | 2026-07-30 | 6950 € | En - 80          |

## Introduction

Digital transformation is redefining how organizations operate, compete, and deliver value in a rapidly evolving digital landscape. The integration of emerging technologies, data-driven decision-making, and agile methodologies has become critical for businesses to enhance efficiency, improve customer experience, and drive innovation.

This comprehensive 10-day professional diploma equips professionals with the knowledge, tools, and strategies to successfully lead and manage digital transformation initiatives. Participants will learn how to leverage digital technologies, optimize business processes, and create a culture of innovation and digital agility.

By blending theory, case studies, and hands-on applications, this diploma will empower leaders, managers, and decision-makers to navigate the digital revolution, ensuring their organizations remain competitive and future-ready.

## General Objective

This diploma aims to provide participants with strategic insights, technological frameworks, and leadership skills to drive successful digital transformation within their organizations. By the end of the program, participants will:

- Understand the key drivers, challenges, and opportunities of digital transformation.
- Develop a roadmap for digital strategy and business model innovation.



- Leverage emerging technologies such as AI, cloud computing, blockchain, and IoT.
- Implement data-driven decision-making using analytics and business intelligence.
- Enhance customer experience through digital tools and omnichannel strategies.
- Apply agile and design thinking methodologies for continuous innovation.
- Manage organizational change and foster a digital-first corporate culture.
- Mitigate risks and ensure cybersecurity compliance in digital initiatives.

## Target Audience

- Business Leaders & C-Level Executives
- IT & Technology Managers
- Marketing & Customer Experience Professionals
- Operations & Innovation Managers
- Entrepreneurs & Business Owners
- HR & Organizational Development Leaders.
- Anyone Interested in Digital Strategy & Business Innovation

## How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

## Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

## Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of



## Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

## Outline

### Day 1: Introduction to Digital Transformation

- Understanding Digital Transformation & Its Business Impact
- Key Trends Shaping the Digital Economy
- The Digital Transformation Framework & Maturity Model
- Challenges & Barriers to Digital Adoption
- Workshop: Assessing Your Organization's Digital Readiness

### Day 2: Digital Business Models & Strategy

- Reinventing Business Models for the Digital Age
- Value Creation Through Digital Products & Services
- Case Studies of Successful Digital Business Transformations
- Aligning Digital Strategy with Corporate Vision & Goals
- Workshop: Developing a Digital Strategy Roadmap



### **Day 3: Emerging Technologies & Their Impact on Business**

- Artificial Intelligence (AI) & Machine Learning in Business
- Cloud Computing & Infrastructure for Scalability
- Internet of Things (IoT) & Smart Enterprises
- Blockchain Technology & Its Business Applications
- Workshop: Evaluating Technology Adoption for Business Growth\*\*

### **Day 4: Data-Driven Decision Making & Business Intelligence**

- The Role of Big Data & Analytics in Digital Transformation
- Business Intelligence (BI) & Predictive Analytics
- Data Governance, Privacy, & Compliance (GDPR, CCPA, etc.)
- Workshop: Using Data Analytics Tools for Business Insights

### **Day 5: Customer-Centric Digital Transformation**

- Omnichannel Customer Experience & Personalization
- Leveraging AI & Chatbots for Customer Engagement
- User Experience (UX) & Design Thinking in Digital Services
- Workshop: Mapping a Digital Customer Journey

### **Day 6: Agile, Lean, & Design Thinking for Digital Innovation**

- Introduction to Agile & Lean Methodologies
- How Design Thinking Drives Innovation
- Implementing Agile Project Management for Digital Initiatives
- Workshop: Applying Agile & Design Thinking to Solve Business Problems

### **Day 7: Cybersecurity & Risk Management in Digital Transformation**

- Cyber Threats & Digital Security Challenges
- Best Practices for Ensuring Cyber Resilience



- Regulatory Compliance & Risk Mitigation in Digital Business
- Workshop: Cyber Risk Assessment & Prevention Strategies

### **Day 8: Digital Marketing & Social Media Strategies**

- The Role of Digital Marketing in Business Growth
- Leveraging Social Media & Content Marketing
- SEO, PPC, and Data-Driven Marketing Strategies
- Workshop: Creating a Digital Marketing Strategy for Business Impact

### **Day 9: Managing Organizational Change in Digital Transformation**

- The Human Side of Digital Transformation
- Developing a Digital Culture & Mindset
- Strategies for Managing Resistance to Change
- Leadership in the Age of Digital Disruption
- Workshop: Building a Change Management Plan for Digital Success\*\*

### **Day 10: Digital Transformation Roadmap & Final Assessment**

- Bringing It All Together: Developing a Digital Transformation Blueprint
- Measuring the Success of Digital Initiatives
- Final Case Study & Strategy Presentation
- Graduation & Certification Ceremony



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily Coffee Break provided during the sessions to ensure participants comfort.