

# Digital Strategy

MBA Option Course 13 – 17 May 2019

## TESTIMONIALS



***“Probably the most relevant class I’ve taken yet! This was fantastic and exactly where the business world is headed. Jim was extremely knowledgeable and presented the class with an entirely new way to approach social media strategic planning.”***

***“Jim is an engaging, highly informed, humorous and motivating lecturer who has inspired me to delve further into an area that excites me.”***

## OVERVIEW

There is no doubt that how we live, interact and even conduct business today, has been shaped by the technology that surrounds us. This disruptive technology changes at an ever increasing rate. So how do business leaders today, and in the years to come, keep their organisations responsive, relevant and ultimately competitive?

Join this highly active course where future digital leaders will use a ‘business first’ rather than a ‘technology led’ approach to explore the why, what, how and who of digital transformation strategy, implementation and performance measurement.

You will be pushed to become not just a future digital leader but also a responsible leader. First, by understanding the digital and social media revolutions and then by considering the ethics of digital business, codes of conduct and data protection.

By using a practical approach you gain the key skills and confidence to develop, implement and proactively manage digital transformation strategies within your organisations at both a UK and international level.

## AIMS & OUTCOMES

On completion of this course, the student will be able to:

- understand and critically discuss the opportunities and threats presented by the digital and social media revolutions
- critically evaluate the key issues involved in developing effective digital business transformation strategies and key success factors in digital business transformation
- discuss the frameworks and tools available for measuring digital/social media performance and business impact, including web analytics
- apply relevant frameworks and tools to real-world digital business challenges: identifying their key features and implications, setting appropriate digital business objectives and evaluating alternative digital strategies.
- undertake a digital and social media landscape analysis and develop a digital and social media strategy and action-plan for an organisation incorporating appropriate metrics and analytics

## WHO WILL BENEFIT FROM THE COURSE?

Managers - and individuals looking to make the move into a managerial role - wishing to equip themselves with the knowledge and practical skills to become a future digital leader and successfully drive digital change from within their organisation.

## COURSE CONTENT

The course will be delivered over 5 days through a mix of lectures, workshops with external speakers, group work and case examples. The course will also be supported by an online Future Digital Leaders Community.

| Days   | Content Overview  |
|--------|---|
| Day 1  | <ol style="list-style-type: none"> <li>1. The digital and social media revolutions; business impact of disruptive technologies – the Internet, Social Media, Mobile, the Cloud, Big Data and the Internet of Things; digital consumers and Generation C.</li> <li>2. 'External' digital: the use of digital and social media technologies for building customer engagement; the new rules of sales, marketing and PR; social customer service; content marketing; big data and predictive analytics; real time engagement as the new marketing.</li> <li>3. 'Internal' digital: the use of digital and social technologies within the business to improve internal communications and knowledge transfer; achieve operational efficiencies; improve staff engagement and morale; and to drive change towards a more customer centred organisational culture. 'Enterprise Social' tools and software.</li> </ol> |
| Day 2  | <ol style="list-style-type: none"> <li>4. Digital and social media strategy development; new digital business models; how to develop a digital business transformation strategy, agree KPIs and targets.</li> <li>5. Digital strategy implementation; the characteristics and skills of a Digital Leader; effective project management.</li> <li>6. Digital analytics and performance measurement; tools for tracking consumer behaviour; predictive analytics; social media listening tools and web analytics.</li> </ol>  |
| Day 3  | <p>Building on the lecture based content above, Day 3 will take the format of a 'Digital Leaders Forum'. Four to five external industry experts will present and discuss their real time experiences of implementing successful digital transformation strategies. Speakers will come from a range of different industries, including public and private sector organisations. Topics covered will be closely related to the key issues covered in the Day 1 and 2 lecture material. There will be an open panel session for questions and further discussion. The day may also include a visit to a local digital technology demonstration centre hosted by a leading software company operating in the digital transformation area (to be agreed).</p>  |
| Day 4  | <p>Working in small groups, course participants will undertake a detailed audit of the potential impact of digital disruption on an organisation of their own choice, the progress currently being made in responding to the opportunities and threats presented by the digital and social media revolutions, and strategic recommendations for the future.</p>   |
| Days 5 | <p>Building on Day 4, each group will make a short presentation of their key findings followed by class discussion and questions. In the afternoon you will take a look into the future of business in an increasingly digital world, the opportunities and threats presented, and how to use digital technology for your own personal career development; some useful tools and software to use.</p>   |

## ASSESSMENT/CREDITS

Participants are required to attend every session throughout the week and to take part in all activities and submit all assessments. On successful completion, they will receive a certificate and 10 credits which can be used towards an University of Edinburgh MBA/EMBA programme.

There is one core assessment for the course comprising of one individual project enabling students to choose a specific organisation for which they will develop a digital transformation plan.



## SPEAKER

### Dr Jim Hamill

With 35 years International Management experience, Dr Jim Hamill is widely recognised as a leading expert on digital disruption, digital strategy and business transformation. He has held Visiting Professorships or delivered Senior Executive Programmes in the US, Singapore, Hong-Kong, Malaysia, China, Norway, Italy, Lithuania, Latvia, France, Iceland, Malta, Russia, the UAE and Oman.

Author of several books and numerous papers, he is Owner and Director of Energise 2-0, a leading digital business and social media consultancy, based in Glasgow but operating globally.



## COURSE FEE

The course fee is £1,555. This includes all tuition and course materials, but excludes any textbooks that may be required. Catering and accommodation are not included. Please contact us for information on our preferred suppliers and special rates for accommodation.

There is a 20% discount for University of Edinburgh Alumni and Staff.

## COURSE DATES

The course will run from Monday 13<sup>th</sup> until Friday 17<sup>th</sup> May 2019. This is an intensive course, with teaching based on a 9-5pm working day however there will be group work, assignments and reading outside these hours. There will also be some pre-course reading and tasks to complete before the first session.

## HOW TO APPLY

To apply for this course please visit [www.business-school.ed.ac.uk/executive](http://www.business-school.ed.ac.uk/executive)

We strongly encourage you to apply as early as possible before the start of the course to avoid disappointment.

Please note the deadline for applications for this course is Monday 15<sup>th</sup> April 2019.