

# Certified Executive Programmes

## Certified Digital Business Transformation Expert

Certified Digital Strategist: 2 – 5 May / 23 – 26 May 2019

Certified Digital Leader: 3 – 6 October / 9 – 12 November 2019

Quadriga University enables Professionals of different working fields to use the potentials of Digital Transformation to improve their Business and to strength their network. Therefore the Certified Executive Programmes combine executive know-how, analytic entrepreneurial vision & latest academic knowledge. These CEPs provide the skills to succeed in dynamic times.

### Learning objectives

Participants actively learn which instruments can be implemented in the relevant departments of existing organisations, in order to work more agile and data-driven. A new digital leadership style will be lectured as well as the use of business analytics. After the course, you will be able to understand Digital Trends, bring them into context of your companies industry and create a digital strategy for your business purposes.

#### Day Module Digital Strategy

- 1 What is disruptive in our new economy?
- 2 Which technologies are driving the Digital Age? AI, Machine Learning or are we all smart?
- 3 What is the impact of Digitization on my company?
- 4 What is Digital Leadership and how do I become entrepreneurial?
- 5 How to design a digital strategy?
- 6 Is it difficult to create a databased business model with a minimal viable product?
- 7 What does venture incubation mean?
- 8 How can I combine scouting of tech-start ups with my own company?

#### Day Module Digital Leadership & Transformation

- 1 How does technology work? Software as a Service, Machine Learning, Blockchain
- 2 Can I digitize my company with business processes to enterprise software like CRM?
- 3 How to transform my integrated company into an analytical company with scalable revenue?
- 4 Which tools and concepts are necessary to achieve a digital supply chain with predictive analytics?
- 5 How do I manage virtual teams and create Digital Mindset?
- 6 Which concepts are useful to stay agile and lean?
- 7 What are the Digital Channels and how can I create a Brand Eco-System?
- 8 How to use Storytelling and Social Media?

## Administrative Details

**Course Date** 3 - 6 October & 9 - 12 November 2019  
2 - 5 & 23 - 26 May 2019

**Training Venue** Quadriga University of Applied Sciences,  
Werderscher Markt 13, 10117 Berlin

**Tuition Fee** **4900 €** for Module Digital Strategy to become a Certified Digital Strategist or  
**4900 €** for Module Digital Leadership & Transformation to become a Certified Digital Leader.  
It is possible to take both modules for **8900 €** to become a Certified Digital Business Transformation Expert.

The tuition fee includes all training materials, visa support, complimentary drinks and light snacks.

We can offer a 10% group discount for groups of 2 or more participants.

**Credits** Earn up to 13 ECTS, e.g. for MBA Leadership & Digital Business Transformation

**Language** English. German course material is available on request.

**Registration** You can apply online at:  
[www.quadriga-university.com/cep](http://www.quadriga-university.com/cep)

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For more information on the modules and the MBA Leadership & Digital Business Transformation please visit:  
[www.quadriga-university.com/mba](http://www.quadriga-university.com/mba)

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