DIPLOMA IN
DIGITAL INNOVATION AND TRANSFORMATION

MSc PATHWAY

FT EXECUTIVE EDUCATION 2023 RANKING

1 IN IRELAND FOR OPEN ENROLMENT

21 IN EU FOR OPEN ENROLMENT

35 GLOBALLY FOR OPEN ENROLMENT

PART-TIME EXECUTIVE PROGRAMME

PROGRAMME DETAILS

STRUCTURE
This programme is delivered over a series of 6 two-day workshops within a 10-month period. The structure has been designed to minimise interference with busy work schedules. 100% attendance is required.

ASSESSMENTS AND WORKLOAD
Participants are assessed on a module-by-module basis through a variety of practical assignments. The emphasis throughout the programme is on the practical application of knowledge to benefit the participant, their team, and their organisation.

ACCREDITATION
On successful completion of the programme, participants will be awarded the Professional Diploma in Digital Innovation and Transformation by UCD Smurfit Executive Development (30 ECTS at NFQ Level 9). This diploma forms part of the MSc in Business (Leadership and Management Practice) Pathway (see back page for more details).

PROGRAMME OVERVIEW

No organisation, it seems, is immune to the reality where business models, value propositions, customer experiences, products, services, organisational processes, employee experience, and management practices have been or are being, transformed by digital technologies such as social media, mobile, analytics, cloud, augmented reality, 5G, Internet of Things (IoT), blockchain, and artificial intelligence.

Digital is enabling organisations to do things that are just not possible or commercially viable in a physical-only world. With such innovative opportunities, it is therefore paramount that all organisations have a strategy that clearly maps out how the organisation plans to leverage digital and the operational and strategic outcomes that it is seeking.

However, both formulating and executing this strategy requires re-wiring the organisation for digital, building the necessary organisational capabilities, and changing the organisation so that digital becomes part of its DNA. This is the transformation component of digital transformation. However, research reveals that this is incredibly difficult to achieve and that most organisations are struggling in realising their digital ambitions.

The Diploma in Digital Innovation and Transformation will explore the impact that technology is having on markets and competition, as well as the innovative opportunities that it provides for organisations. Participants will gain a thorough understanding of how organisations can deploy digital technologies both strategically and operationally. By analysing cases across diverse industries and organisations, participants will discover a core of common practice that serves as a basis for the development of a general framework for digital innovation and transformation, with strong practical relevance. This will also provide guidance to successfully navigate the digital landscape.

Module 1
What digital means for strategy, structure, and competition
Data as the currency of digital, business models, platforms, digital ecosystems, product-service systems, the new economics of information and value creation, disruption.

Module 2
Data, artificial intelligence, and analytics
Data and the opportunities of AI and analytics, data science, technology and infrastructure, building models, data quality and governance, management and organisational implications, data mesh, privacy, risk, ethics, bias, regulatory environment.

Module 3
Demand and supply chains applications
Process mapping, customer journey mapping, applying digital technologies such as online advertising, social media and mobile marketing, CRM systems, customer centricity, digitising operations and the supply chain, Industry 4.0, digital factory, demand sensing.

Who is it for?

- Managers seeking to learn about the opportunities afforded by digital technologies.
- Managers looking to understand what it takes for success in the digital economy.
- Managers who are either responsible for, or aspire to, shape their organisation's digital business strategy.
- Managers who are responsible for designing and mapping their organisations' s digital journey
- Managers leading digital business transformation.

Key Benefits

Participants develop their competencies in making and executing effective strategic decisions and acquire deep insight into how to manage digital innovation and lead the transformation. They will be exposed to frameworks and models, together with a language, to comprehend and converse about digital innovation and transformation. Specifically, the programme will help participants:

- gain a thorough understanding of the impact of digital technologies on organisations and competition.
- learn the tools to analyse the capabilities of digital technologies and explore their potential strategic and operational impact.
- make informed decisions and forge innovative strategies to increase revenue, productivity, and customer engagement.
- understand the core building blocks of a digital enterprise.
- address the key questions of where, when, and how to invest to realise digital ambitions.
- recognise and understand the challenges that organisations face in realising expected outcomes as they look to implement digital technologies.
- discover a core of good practices that serve as a basis for the development of a general framework for success with digital.
- establish an environment for success with digital.
- with a practical tool to map an organisation's digital journey.
- design and manage the transformation to realise planned business outcomes.
- learn lessons and recommendations from research and practice.

FACULTY

Our dedicated team of faculty are widely recognised as skilled educators, ground-breaking researchers and accomplished authors. Through publishing, consulting and teaching they leverage their business expertise and field-based research to deliver programmes, encourage participants to develop new ways of thinking, widen their perspectives and to understand their own challenges and capabilities. The faculty present topics in a range of engaging methods such as 'action learning' projects, case studies, role plays, individual assessment and one on-one coaching, so as to deliver a unique and lasting learning experience.

Smurfit Executive Development

As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM. UCD Smurfit Executive Development is a member of UNICON, an invitation-only alliance of the world's leading university[1]based executive education providers. UCD Smurfit Executive Development has been ranked 1st in Ireland, 21st in the EU and 35th in the world for its Open Enrolment programmes according to the prestigious 2023 Financial Times Executive Education Rankings. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.

Module 4

Digital innovation and strategy

Innovation portfolio management, fostering an innovation ecosystem, working with start-ups, ideation incubating ideas, scaling innovations, design thinking, building innovation capabilities, digital strategy.

Module 5

Architecting the organisation for digital

Fundamentals of organisation design, building blocks of a digital enterprise, balancing autonomy with accountability, digital design configurations, the operating model, building an operational backbone, achieving agility, digital service platform, the role of the IT department, technical debt.

Module 6

Leading digital business transformation

Delivering real business value from digital investments, benefits management, pathways to "future ready," mapping the transformation, implementing digital projects and programmes, governance, achieving cultural change from digital initiative to business as usual (BAU).

Entry Requirements

Participants should hold a primary degree or equivalent professional qualification. Consideration will be given to applicants who do not hold a primary degree but their depth of industry and organisational experience qualifies them as suitable participants.

Fees

The fee of €8,670 or €8,260 (UCD Business Alumni Discount) is a comprehensive cost that includes tuition, all course related materials, lunches and refreshments while on campus. There are no additional overheads. We offer staged payments and there is no interest charged for choosing this option. Tax relief is also available on fees. For details visit www.revenue.ie

Application Procedure

A completed application form, digital photograph and copy of transcripts for all university-level degrees (if applicable and excluding those taken at UCD) are required. A telephone or personal interview with the Programme Director may form part of the admission process to help determine whether the programme is the most appropriate solution for the applicant.

How to Apply

To apply for this programme, please contact a member of our team on +353 1 716 8889, email exec.dev@ucd.ie or visit www.smurfitschool.ie/executivedevelopment

Pathway to the MSc in Business (Leadership & Management Practice)

The Diploma in Digital Innovation and Transformation forms part of the MSc in Business (Leadership & Management Practice) Pathway. The Pathway framework is comprised of twelve diploma programmes. If participants successfully complete three of these twelve diplomas within a 5-year timeframe, they are awarded with the MSc in Business (Leadership and Management Practice).

The twelve diploma options available in the Masters pathway are as follows:

1. Professional Diploma in Business and Executive Coaching
2. Professional Diploma in Strategy Development and Innovation
3. Professional Diploma in Corporate Governance
4. Professional Diploma in High Performance Sales and Business Development
5. Professional Diploma in Leadership Development
6. Professional Diploma in Organisational Change and Transformation
7. Professional Diploma in Management Excellence
8. Professional Diploma in Digital Innovation and Transformation
9. Professional Diploma in Artificial Intelligence and Business Analytics
10. Professional Diploma in Sustainable Supply Chain Management
11. Professional Diploma in Business Finance
12. Professional Diploma in Aviation Finance

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