USII1Z - Digital Transformation

Mis à jour le 17-11-2026

Code : USII1Z

Unité spécifique de type cours

3 crédits

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Présentation

Prérequis

- Bachelor’s Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Innovation Management

Objectifs pédagogiques

All businesses will be disrupted in the years to come without exception. This transformation will require new skill set for which managers have to be prepared both in understanding the main digital business drivers and the leadership prerequisites to make it happen. In this course, we address those two fundamental dimensions to equip participants with the right framework to address this new fast moving business world

Course objectives
a. Understand the potential of digital in disruptive strategy
b. Being to assess the product and process performance impact from each technology
c. To examine the organization and cultural requirement to put in place the transformation
d. To implement the ACE methodology to lead a complete transformation

Compétences

Being able to drive digital transformation in a company in terms of operational model, business model and organizational model

Programme

Contenu

- Why digital is being so disruptive across all industries? What are the digital fundamental pillars and associated challenges?
- How large companies are going about digital transformation? What is the impact for each main corporate function?
- How to go about leading digital transformation? Pitching for a digital project + wrap up?
- Mastering design thinking canvas
- E-commerce & Digital Marketing Project Management
- Competing on business analytics
- The potential of Internet Of Things
- Virtual and augmented reality. A game changer
- Developing a digital transformation roadmap for your own company

Modalités de validation

- Contrôle continu
- Projet(s)