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Description automatically generatedafter:hours Centre for Languages, Culture and Communication

**Course Descriptor**

**Course Title:** Innovation Strategy and Digital Transformation

**Type of Course:** Adult Education

**Credit:** Not credit bearing

**Weekly Session Titles and Descriptions**

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| Week | Session Title | Description |
| 1 | ***Fundamentals of digital transformation*** | * Define the key concepts and principles of digital transformation * Identify the drivers and barriers to digital transformation in various industries * Analyse case studies to understand successful digital transformation initiatives |
| 2 | ***Digital trends*** | * Examine current and emerging digital trends and their impact * Evaluate the potential of new technologies such as AI, IoT, and blockchain * Discuss the implications of digital trends |
| 3 | ***Your path to digital transformation*** | * Develop a personalized digital transformation roadmap for your organization * Assess your organization's current digital maturity and readiness * Formulate actionable steps to initiate your digital transformation journey |
| 4 | ***Introduction to Design Thinking*** | * Understand the principles and stages of the design thinking process * Apply design thinking techniques to identify user needs and problems * Experiment with ideation methods to generate innovative solutions |
| 5 | ***Understanding the user*** | * Conduct user research to gather insights and understand user behaviour * Analyse user personas and journeys to identify pain points and opportunities * Synthesize user feedback to inform the design and development process |
| 6 | ***Storytelling methods*** | * Explore different storytelling techniques and their applications * Create compelling narratives to communicate your vision and ideas * Utilize storytelling to engage stakeholders and drive change |
| 7 | ***Turning your ideas into a tangible artefact*** | * How to “prototype” your ideas using various tools and techniques * Test “prototypes” with users to gather feedback and iterate * Present your final “artefacts”, showcasing its value and potential impact |
| 8 | ***Like a futurist, build strategies to support your project*** | * Forecast future trends and scenarios to inform strategic planning * Develop innovative strategies to support your digital transformation initiatives * Integrate foresight methods into your strategic decision-making process |
| 9 | ***Create your vision statement*** | * Articulate a clear and inspiring vision statement for your digital transformation project * Align your vision with organizational goals and values * Communicate your vision effectively to stakeholders and team members |
| 10 | ***Champion a culture of transformation, present to your peers and receive feedback*** | * Foster a culture of innovation and continuous improvement within your organisation * Empower team members to embrace and drive digital transformation * Implement change management strategies to sustain transformation efforts |

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| Course Overview In an increasingly digital world, staying ahead of the curve is essential for people in all kinds of organisations, from schools, colleges and universities, to NGOs, charities and companies. High quality planning and communications strategies are essential.  Using role play, discussion and tutor presentations we will explore how effective communication strategies are at the heart of any attempt to understand and thrive in the new digital environment.  Across ten sessions, you will explore the fundamentals of digital transformation and the role of self-assessment and analysis, planning and communications in approaching emerging digital trends, and practical methods for applying these concepts to your own communication and planning strategies and development projects. Required Previous Experience (if any) No previous experience of philosophy is necessary, but you should have some background in psychotherapy. Required Reading Material or Special Equipment Needed (if any)  * None specified  Learning Outcomes At the end of this course you should be able to   * Identify areas in project planning where communication, self-assessment and analysis and planning are appropriate and required * Utilise a number of appropriate strategies in developing innovative and digital projects * Present to others in a logical and ordered way the outcomes of a project plan and discuss feedback from class peers on that presentation.  Possible Further Study Further courses on the after:hours programme might be useful to you. Additional information This course descriptor may be subject to change during the delivery of the course, depending on the specific direction and nature of the learner cohort, and is intended to be responsive to the group dynamics as they emerge during the delivery of the course. |