كلية الأمير
محمد بن سلمان
للإدارة وريادة الأعمال
MBSC
Prince Mohammad
Bin Salman College
Business & Entrepreneurship | **EXECUTIVE EDUCATION**

Leading Digital Transformation

Transcend businesses with Technology
May 21-23,2017

Why Us

We prepare entrepreneurial leaders for business and society. We provide a platform to elevate professionals from all sectors and regions for sustained success in today's rapidly changing business environment.

About us

Prince Mohammad Bin Salman College (MBSC) of Business & Entrepreneurship is based on Babson College's unique approach to entrepreneurial education. The Executive Education at MBSC, is the blend of Babson proprietary pedagogy "Entrepreneurial Thought and Action™" (ETA) and Entrepreneurship of All Kinds™" (EAK), complimenting the Saudi Vision 2030, which lays great emphasis on leadership and entrepreneurship being critical to build a thriving, sustainable and an innovative economy. Our programs are designed to develop leaders at every level.

Overview

New digital technologies and media, along with changing consumer demand, are changing the dynamics of competition across industries. This program helps you develop strong leadership, rooted in a thorough theoretical foundation. Study and analyze business models, to understand how digital transformation is enabling competition, creating opportunities and threats. The course is intended to allow managers to understand the context and need for digital transformation from a holistic perspective, and to work on the concepts from both a personal and a corporate level. We can lead digital transformation when we understand the importance of changing the corporate culture regarding the customer experience, the operational processes and the business model. The use of information as a competitive tool has become one of the most dramatic catalysts of change in our days. But achieving competitive advantage is not just about having the technology available, it also takes attitudinal changes, extensive redefinition of roles and functions, training, culture changes, etc. This course tries to develop a culture of attention towards the advantages that dealing with digital information can bring, by looking and discussing real examples and cases across different industries.

Highlights

Leading Digital Transformation will present the importance, components and its strategic impact on the organisation's culture. The program is driven and focused towards non-IT Executives (i.e. not the technical IT audience) as Digital Transformation is a strategic business decision, culture and direction that involves all business functions. The faculty of this, first of its kind program in KSA, comes from a strong business background as compared to a technical IT background so that business leaders in general understand the business need of working towards the digital transformation of their enterprises.

Key Benefits

- Develop a digital strategy that leverages the competitive advantage and preserves it for the future
- Adapt company's structures and processes to take advantage of digital opportunities and reduce digital threats
- Recognize new digital technologies that will impact the business
- Identify new products and markets that can be accessed through digital technologies
- Roll out the capability development process to support the digital change in participant's organization

Core Objective

- Digital Transformation layers
- New hyper business models
- Business intelligence, Artificial intelligence and how do you establish the culture
- Cyber Security
- Retunes driven by the implementation of DT, i.e. Efficiency, Quality, financials automation, innovation, customer and market understanding, etc.
- The road map to establish the DT culture

FOR MORE DETAILS AND PROGRAM INFORMATION, PLEASE WRITE INTO: INQUIRY.ECED@MBSC.EDU.SA

LEARNING OUTCOMES

During the course, you should be able to learn:

- How to analyze the context of your industry and the strategic value of digital transformation
- Understand the importance of leadership and how to project such leadership in a digital environment
- Analyze corporate cultures and isolate the elements that can foster or prevent digital transformation
- Redesign information flows affecting the customer experience
- Map operational processes and identify opportunities for digital transformation
- Understand how digital transformation can enable your company to retain and attract talent
- Study and analyze business models, understand how digital transformation is enabling competing business models to appear, and isolate opportunities for your company

Course CONSTRUCT

This course proposes a three-step approach to achieve a thorough understanding of digital transformation: first, analyze and understand the changes in the environment, and how managers and companies should respond to them by adopting the proper tools and methodologies.

Second, understand how information flows within a company and from the outside - starting with the input-process-output model we know from information systems theory - and develop methodologies starting at the individual and corporate level, in order to understand that digital transformation is much more than a label or a fad sold by expensive consultants.

Third, understand the impact of digital transformation in the way we work, and even more, in the way we will be working in the future: discuss cases in which digital transformation was seen as a success, grasp the factors that make a difference between good and bad implementations, and furthermore, understand how digital transformation impacts the possibilities of a company to enter the so called "data revolution": machine learning and artificial intelligence, the essence of the new digital divide that will separate successful companies from unsuccessful ones.

Course **Basics**

Duration /

3 full days: in-person: on-campus

Course Cost /

SAR 11999 per delegate- includes tuition, course materials and lifelong access to Alumni Membership benefits are included in the price of this course

SAR 14999 per delegate- includes tuition, course materials, **full board accommodation** and lifelong access to Alumni Membership benefits are included in the price of this course

Dates /

May 21-23, 2017

Location /

State-of-the-art, purpose built MBSC campus located at King Abdullah Economic City (KAEC)

Who Should Attend?
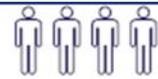
Chief Information officers, Non-IT business heads and Senior managers who are responsible to develop a strategic, organizational wisdom and innovation-based capabilities to lead digital transformation

PROFESSOR ENRIQUE DANS

Born in La Coruña in May 14, 1965, Enrique Dans is one of the most prominent Spanish academics in the fields of technology adoption, entrepreneurship and innovation. He graduated with a Baccalaureate in Science at Universidade de Santiago de Compostela in 1989 and a Master in Business Administration (MBA) at IE Business School (1989-90), before joining IE Business School as an Assistant Professor in IS/IT in September 1990. In 1996, Enrique got a grant to pursue doctoral studies at the John E. Anderson Business School at University of California in Los Angeles (UCLA): he graduated with a Ph.D. in Management in 2000, with a dissertation focused on the transition of newspapers from the paper to the screen and the measurable effects of IT adoption in small and medium enterprises. In September 2015, he got shortlisted for the prestigious Thinkers 50 award in the category "Digital thinking". In September 2016, he was awarded the Communication and Dissemination Prize from the Spanish Digital Economy Association (Adigital).