

# Digital Transformation Leadership Certificate Program

Global Digital Leaders | BMI Executive Education

BMI Executive Education

IAE Paris Sorbonne Business School & BMI Business School Istanbul

# About the Program

Global Digital Leaders - Digital Transformation Leadership Certificate Program, is an accelerated executive development program that aims to empower business leaders to overcome complex challenges of digital transformation journey at their organizations. In this respect, the program intends to develop "Next Generation Leaders" by providing essential leadership skills required for the digital age, as well as how these skills create an impact on the organization.

The participants will gain knowledge about changing customer requirements, designing the strategy and creating an enabling context in the era of digital disruption. They will obtain valuable insights about how other organizations are re-thinking their picture of success by examining the best practices on board. They will have a substantial understanding of how they can cope with the upcoming challenges and lead the way in the digital age.

## Program Length: 32 Hours (8 Days) | Location: Istanbul – Paris – Online

Frequency - Sessions: Yılda 2 Kez – Q2 ve Q4 | Capacity: Max. 20 Participants\*

\* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

## Objectives

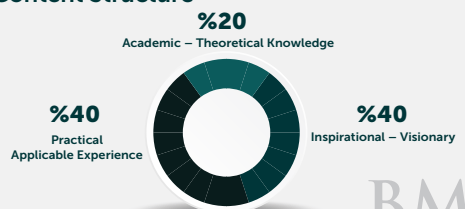
Global Digital Leaders Programme empowers its participants by;

- Developing necessary strategic management and leadership know-how for becoming a successful leader in the Digital age,
- Keeping up with emerging trends and methodologies on technology that is necessary for a top level Executive in the Digital age,
- Providing strategic and innovative perspective to understand how to implement Digital transformation to organization for value creation,
- Empowers necessary skills for guiding the organization into the Digital age and contributing to its success,
- Enabling to lead your organization and your team in elevating to a strategic and innovative perspective for Digital transformation,
- Improving communication, mentorship, and leadership skills that will be digital era and new generation employees.

### Focus Areas



### Content Structure



# Who Should Attend?

Global Digital Leaders Program is designed for business executives seeking to develop a comprehensive perspective needed to lead an organization, a department or a team into the digital world.

Therefore the program aims to develop;

- *Managers, Senior Managers, Directors, C Level Executives, and Board Members Experienced in diverse business functions such as;*
- *General Management, IT / IS, Human Resources, Marketing, Finance, and Operations,*

with an upcoming agenda to provide strategic understanding, organizational wisdom and innovative solutions to their teams in today's digital age.

## Participant Profile

Successful applicants should carry out the below qualifications to be eligible for the program;

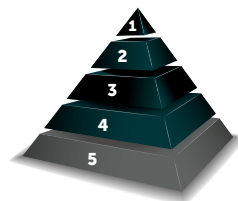
- *Minimum 10 years of working experience,*
- *Having experience in a managerial or team leading position within a company,*
- *At least an undergraduate degree,*
- *Fluent in English (Program will be conducted in English).*



\* Besides the above qualifications, application of family company leaders, business owners, entrepreneurs, professionals in governmental organizations, and Non-profit organization members are welcomed as well

### Organizational Level

%20	Level 1 – C-Level Executives, General Manager, Board Members
%40	Level 2 – Senior Executives, Directors, Department / Function Head
%30	Level 3 – Mid-Level Executives, Managers, Assistant Managers
%10	Level 4 – Senior Specialists, Consultants, Team Manager
%0	Level 5 – Specialist, Assistant Specialist, Analyst



### Department / Function

- General Management
- Finance
- IT / IS
- Marketing
- Operation
- Human Resources



**Lead the digital transformation of your organization and contribute to its success, with the Global Digital Leaders Executive Education Program that harmonize necessary digitalization know-how with strategic thinking and leadership skills.**

## **Digital World, Strategy and Organization**

- Digital World and Organizational Change
- From Digital Strategy to Digital Organization
- Diagnosing Organization Structure and Culture
- Enabling the Context for Digital Transformation

## **Digital Transformation Process**

- Identifying Opportunities and Challenges for Digital Transformation
- Managing the Digital Transformation Journey
- Evaluating the success of Digital Transformation
- Continuous & Sustainable Transformation

## **Digital Transformation, Digital Age, Digital Generation**

- Next / Native Digital Generation
- Digital Generation – Digital Employees
- Digital Generation – Digital Customers
- Digital Employee, Digital Customer, Digital Organization
- Being the Digital Organization that Attracts Digital Customer
- Winning in Experience Economy
- Digital Way of Working and New Trends
- Agile Organization, Agile HR, Agile Working
- Digital Leadership Competencies
- Data Security and Cyber Security Issues

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## Digitalization in Finance Management

- Digitalization of Banking and Finance Industry
- Banking, Markets and Economy in the Digital Age
- Strategic Finance Management in Digital Age
- Value Creation and Asset Management in Digital Age

## Digital World and Strategy: Coping with Opportunities

- Strategy and Strategic Management in Digital World
- Study Opportunities from Digital-based Business to Asset Optimization
- (Re) Inventing Products, Services, Value Chains, and Processes
- (Re) Thinking Innovation Strategies
- Implementing Analytical Tools of Digitalization and Data Science
- Disruption and Open Innovation

## Global Business Savvy & Digitalization

- From a Global Perspective to the Strategy of the Firm
- Constructing, Planning and Implementing the Global Business Savvy
- Global, Digital Business World and Current Trends
- Applying a Business Model Approach for Going Global
- Applying a Business Model Approach for Going Digital
- Case Studies & Best Examples



During this 7-day Executive education program, participants will work with leading experts and academicians from worldwide known Paris Sorbonne University, investigate the global examples and gain knowledge on Digital transformation practices. Moreover, through coaching and experience sharing sessions with outstanding CDO's and management consultants from Turkey, they will review up-to-date examples and cases, and obtain practical knowledge and competencies to lead their organization to compete and growth in the digital age.

<b>Dr. Eric Lamarque</b>	IAE Paris Sorbonne Business Sch. – Prof. of Finance & Bank Man.
<b>Dr. Didier Chabaud</b>	IAE Paris Sorbonne Business Sch. – Prof. of Entrepreneurship & Str.
<b>Dr. Geraldine Schmidt</b>	IAE Paris Sorbonne Business Sch. – Prof. of Strategy & Human Res.
<b>Dr. Jerome Caby</b>	IAE Paris Sorbonne Business Sch. – Prof. of Corporate Finance
<b>Dr. Valerie Zeitoun</b>	IAE Paris Sorbonne Business Sch. – Prof. of Innovation Man. & Mark.
<b>İsmail Hakkı Bosnalı</b>	SAP Turkey – Head of Services Sales, SEFA
<b>Özlem Kestioğlu</b>	SAP Turkey – Head of Customer Experience
<b>Bülent Bayram</b>	Vodafone Turkey – HR Director
<b>Cenap Mert Terzioğlu</b>	Simon Kucher & Partners Turkey – Board Member
<b>Cem Aracı</b>	PwC Turkey – Partner, Tax Technologies Service Leader
<b>Oktay Aktolun</b>	PwC Turkey – Partner, Digital Services Leader
<b>Etkin Çiftçi</b>	PwC Turkey – Experience Consulting Leader
<b>Sibel Eren</b>	PwC Turkey – Human Capital Leader
<b>Yasin Altunkaya</b>	Data Expert Executive Search – Partner

\*Guest speakers and business executives are arranged each session, regarding to the participants industry, level and function diversity.

For the next sessions guest speaker list please get in touch with education consultant.

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official “Digital Transformation Leadership” Certificate by IAE Paris Sorbonne Business School, and a second participation certificate by BMI Business School.

On leaving the Global Digital Leaders program, you become a full member of the BMI Alumni Community, which is open only to graduates of our Executive Education participants. In this regard, BMI Alumni Community Members can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

## Pricing & Registration

For the academic year of 2020 – 2021, program tuition fee is determined as 4.200Euro + VAT.

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations benefits %10 discount rate.
- Group participation of three or more people, benefits %10 discount rate.
- BMI Alumni Community Members benefits %30 discount rate for participation to the program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor. Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program.

Candidates admitted to the program, then will be directed to complete the payment and registration process.

## Further Information & Contact Us

**Program Coordinator – Aysel Yapar / BMI Education Consultant**

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In every industry, conventional business models and processes are transforming with the impact of new Digital Technologies and being disrupted by the VUCA economy. In order to adapt and develop, organizations need visionary leaders who can think strategically and harness each wave of digital change to create new value for customers and new opportunities for their business.

**Global Digital Leaders – Digital Transformation Leadership Certificate Program,**

unlike conventional digital transformation and change management trainings, develops its participants in order to be able to; strategically evaluate challenges and opportunities within the market, analyze organization-wide concerns and objectives, enable to lead the organization successfully to digital era. After the program, you will return to your organization, with a robust set of skills to lead your organization through globalization, competition and growth.



## Turkey's Leading Business School

**BMI Business School Istanbul Headquarters**

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