

Management Programs

Next Generation Digital Strategy

Curriculum

Program Outline :

Module 1: Digital Platforms

- 1. Introduction to Digital Platforms**
 - Core principles and concepts.
- 2. Leveraging Digital Platforms for Value Creation**
 - Techniques for utilizing digital platforms.
- 3. Digital Platforms Workshops**
 - Hands-on workshops to practice using digital platforms.

Module 2: Ecosystems

- 4. Introduction to Digital Ecosystems**
 - Core principles and concepts of ecosystems.
- 5. Understanding the Importance of Digital Ecosystems**
 - Strategies for building and leveraging ecosystems.
- 6. Ecosystems Workshops**
 - Hands-on workshops to practice developing ecosystems.

Module 3: Artificial Intelligence (AI)

- 7. Introduction to AI**
 - Core principles and concepts of AI.

8. Utilizing AI to Enhance Business Processes

- Techniques for integrating AI into business processes.

9. AI Workshops

- Hands-on workshops to practice using AI.

Module 4: Blockchain

10. Introduction to Blockchain

- Core principles and concepts of blockchain.

11. Exploring the Potential of Blockchain Technology

- Techniques for implementing blockchain solutions.

12. Blockchain Workshops

- Hands-on workshops to practice using blockchain.

Module 5: Metaverse

13. Introduction to the Metaverse

- Core principles and concepts of the metaverse.

14. Discovering Opportunities in the Metaverse

- Strategies for leveraging the metaverse.

15. Metaverse Workshops

- Hands-on workshops to practice exploring the metaverse.

Elective Modules

16. Data-Driven Decision Making in Digital Strategy

- Techniques for making decisions based on data and insights.

17. Risk Management in Digital Strategy

- Strategies for identifying and managing risks in digital strategy efforts.

18. Behavioral Decision Making in Digital Strategy

- Understanding human behavior in digital strategy processes.

19. Ethical Digital Strategy

- Ensuring ethical standards in digital strategy practices.

20. Collaborative Digital Strategy

- Techniques for effective collaboration in digital strategy.

21. Conflict Resolution in Digital Strategy

- Managing and resolving conflicts in digital strategy settings.

Websites:

- <https://chools.in/>
- <https://ramaqchools.com/>
- <https://www.choolsgroup.com/>