

# Digital Strategies for Business Transformation

Programs in collaboration with



3 Months



## Learning Outcomes

- Frameworks to invent/reinvent business models for a digital world.
- Digital customer behaviours.
- Platform business models.
- Mastering disruptive business models.



## Modules

- 5 domains of digital transformation
- Customer networks and the new path to purchase
- Understanding digital customer behaviors
- Platform business models
- Coopetition, disintermediation, and asymmetric competitors
- Building data as a strategic asset for your business
- Big data at work: new data, new tools, and templates of value
- Innovation through experimentation: A/B test and minimum viable products
- Translating the lean startup to enterprise scale innovation
- Adapting your value proposition
- Mastering disruptive business models
- Surviving disruption: 6 incumbent responses to a disruptive challenger
- Leadership and the customer value imperative



## About Emeritus

Emeritus collaborates with more than 80 top-ranked business schools, including Harvard, MIT, Wharton, INSEAD, London Business School, Columbia, Cambridge Judge, Berkeley and more, to design & deliver high-quality Executive Education Programs (Online, LIVE Virtual, In-Class, Blended). Till date, Emeritus has educated more than 250,000 individuals across 80 countries with a completion rate of 90%.

## About Eduvos

Eduvos is one of South Africa's largest independent private higher education institutions with 12 campuses across the country. Eduvos educators believe in building skills for the future and enabling students to take up careers in a volatile, uncertain, chaotic, and ambiguous world. Their education is designed to create a deep understanding of an area, supporting skills development through practical application, and challenging thinking to allow for adaptation to new possibilities.