


2.00 credits

15.0 h

Q2

Teacher(s)	De Neef Christian ;
Language :	French
Place of the course	Mons
Main themes	<p>Context and challenges (human, organisational, digital, technological, etc.) of digital transformation: external and internal views of the organisation.</p> <p>Digital transformation process of an organisation:</p> <ul style="list-style-type: none"> • Key players (project leader, engineer, data architect, customer experience expert, financial analyst, marketer, etc.) ; • Key skills (acting as an ethical citizen, knowing how to observe, knowing how to anticipate, being a leader, innovating, being agile, etc.) ; • Key areas (business, culture, infrastructure, innovation, etc.) ; • Key steps (diagnosis, needs analysis, data management, human management, results analysis).
Learning outcomes	
Bibliography	<ul style="list-style-type: none"> • Barrère, J., Cherkaoui, N., Gohari, P. (2022), <i>Le nouvel horizon de la transformation digitale</i>, Editions DUNOD France • Kotter, John P. (2012), <i>Leading Change</i>, Harvard Business Review Press
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor : Business Engineering	INGM1BA	2		
Bachelor in Management	GESM1BA	2		