

# Take the lead in digital innovation

## The Digital Transformation Lifecycle



Certificate of Competence

Leverage modern digital technology to ensure your business continues to thrive in changing times.

## WHY?

- Ensure successful digital transformation by managing across the organisation's transformation lifecycle.
- Manage and track the transformation journey iteratively and incrementally.
- Improve how digital technology is selected, developed and deployed in organisations of any size.

Design and implement successful solutions for digital transformation processes and strategies.

### Aimed at

- Managers and leaders responsible for digital transformation strategy
- Senior technical staff responsible for implementing digital transformation plans
- Those interested in understanding how digital technologies impact organisations



**Duration:** 5 consecutive weeks of online learning engagement, one exam in week 8



# IMAGINE

Successfully designing, implementing and monitoring relevant and appropriate digital transformation strategies for your business that unlock ongoing competitive advantage and continuous innovation and improvement, no matter the size or stage of the organisation.

## Learning outcomes

- Understand the pros and cons of lifecycle models for Digital Transformation
- View the Digital Transformation journey via a “Digital Transformation Lifecycle” (DTLC) model
- Apply techniques and tools to develop a business case for Digital Transformation
- Design and plan solutions for Digital Transformation
- Understand what is required in implementing a plan for Digital Transformation

The aim of this course is to break down digital transformation into specific phases, each with its own drivers, objectives, methods, and tools. The course will show how these phases can be combined in different lifecycle models, each with its own strengths and weaknesses.

# The Digital Transformation Lifecycle Course Prospectus

## Format

Wits University Certified Online Short Course

## Breakdown

5 weeks consecutive online learning (asynchronous), one exam in week 8

## Language

English

## Course Outcomes (Summarised)

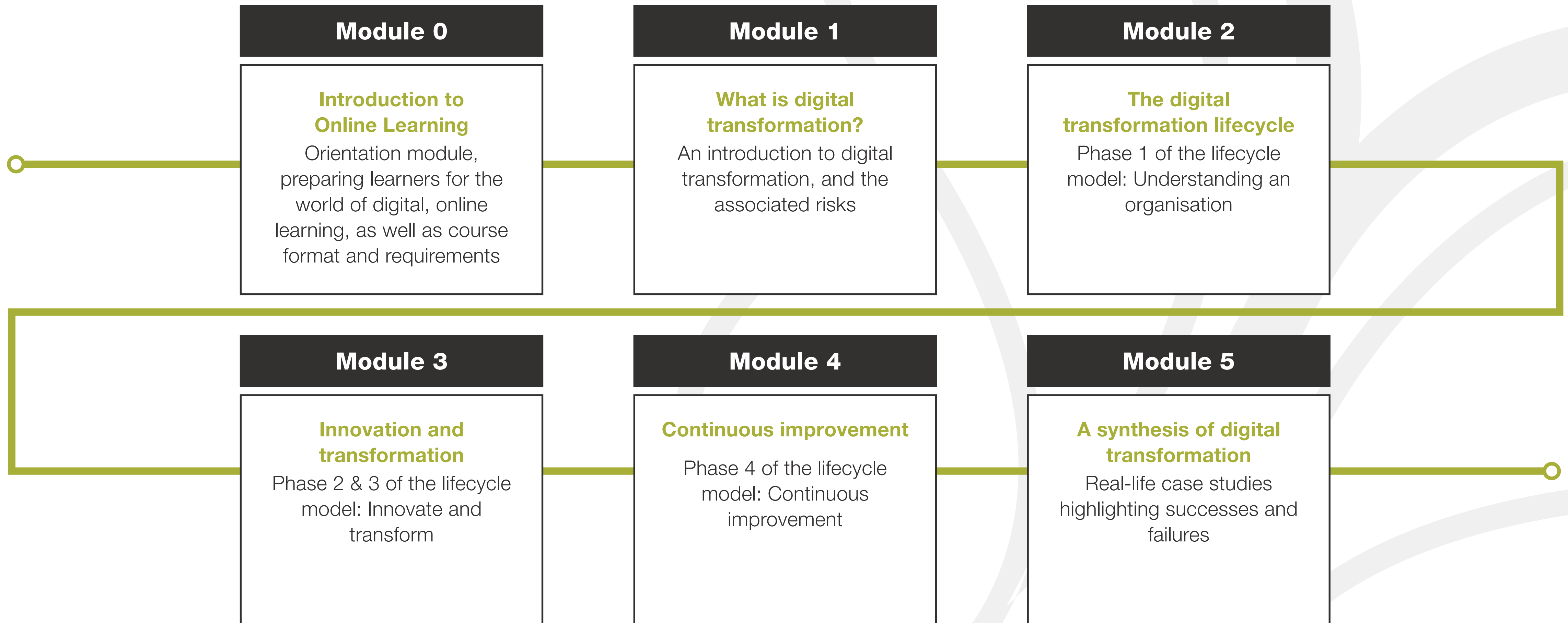
- Building the business case for Digital Transformation
- Planning and implementing Digital Transformation through a lifecycle model approach
- Applying an incremental and iterative approach to Digital Transformation

## Course Curriculum

<b>Module 1</b>	What is digital transformation?
<b>Module 2</b>	The digital transformation lifecycle
<b>Module 3</b>	Innovation and transformation
<b>Module 4</b>	Continuous improvement
<b>Module 5</b>	A synthesis of digital transformation

# The Digital Transformation Lifecycle Course Prospectus

## Course Outline





# The Digital Transformation Lifecycle Course Prospectus

## Course and Module Overview

### Course Overview

Anyone responsible for running a business or organisation in the Digitally Transformed world of the 21st Century is under increasing pressure to “Go Digital”. This is true whether your organisation is a spaza shop or a multi-national corporation, or whether you are in the public or private sector. This short course looks at the Digital Transformation journey as a lifecycle. It looks at the phases that need to be traversed in designing, or redesigning, an organisation to leverage the advantages of modern digital technology. The focus is on digital technology, how it is selected, developed and deployed.

### Module 1: What is digital transformation?

In module 1, students are introduced to digital transformation, as well as its risks. Students are then introduced to the concept of a lifecycle.

- **Topic 1:** Defining digital transformation
- **Topic 2:** The risks of digital transformation
- **Topic 3:** The phases of a digital transformation lifecycle

### Module 2: The digital transformation lifecycle

In this module, students are introduced to the digital transformation lifecycle. Students are then introduced to the first phase of the model, the *understand* phase.

- **Topic 1:** An overview of the digital transformation lifecycle
- **Topic 2:** Understanding an organisation: The first phase of the model



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## Course and Module Overview

### Module 3: Innovation and transformation

In this module, students are introduced to the second and third phases of the digital transformation lifecycle model: innovate and transform.

- **Topic 1:** The second phase of the lifecycle model: Innovation
- **Topic 2:** The third phase of the lifecycle model: Transformation

### Module 4: Continuous improvement

In this module, students are introduced to the final phase of the lifecycle model: continuous improvement.

- **Topic 1:** Measurement, governance and improvement

### Module 5: A synthesis of digital transformation

In this module, students are introduced to a number of real-life case studies that highlight the success and failures of digital transformation, from the perspective of various organisations.

- **Topic 1:** Digital transformation in action



# Content Experts and Lecturers



## Emeritus Professor Barry Dwolatzky

Course lecturer for The Digital Transformation Lifecycle  
BSc Engineering (Wits), PhD (Wits), FSAIEEE, Fellow IITPSA

Barry Dwolatzky is an Emeritus Professor in the School of Electrical & Information Engineering at Wits University. He is the founder and Director of the University's Joburg Centre for Software Engineering (JCSE). He is also the founder of Wits University's Tshimologong Digital Innovation Precinct in Braamfontein, Johannesburg. In July 2021 he was appointed as Director of Innovation Strategy in the Office of the Wits Deputy Vice-Chancellor: Research and Innovation. Professor Dwolatzky is a popular keynote speaker and offers advice as an independent software engineering consultant.





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- Individual interaction with Wits academics and tutors
- Focused learner support and engagement on the learning journey
- Completion and progress reporting to track your investment and impact your scorecard



# Contact Us

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When you apply we will be able to discuss these with you and help you choose the best option for you.