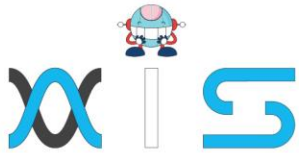# Professional Certificate Program in Digital Transformation
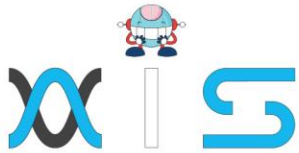
University Program

Course Outline

Course Overview:

This Professional Certificate Program in Digital Transformation will focus on the critical aspects of building a digital-ready business - understanding and leveraging the drivers of transformation to create a digital business strategy and providing effective leadership to help the organization navigate through the digital disruption.

In collaboration with Purdue University, this program provides you with a deep understanding needed to spot the opportunities for disruption in your industry. You gain the framework to build a disruptive digital business model driven by a customer-centric product and the toolkit to create a winning marketing strategy in a digitally disrupted world. You also learn how to lead yourself, your team, and your organization successfully through a massive transformational change.

This Digital Transformation program blends together online selfpaced videos that teach you the concepts and frameworks, live virtual classes that provide context and industry examples, and hands-on mid-cohort and capstone projects that help you apply your skills in context and crystallize your learnings. Moreover, you also gain a whole new perspective of digital transformation via the live online masterclasses delivered by top faculty members of Purdue University, where you learn about industry advancements and modern digital transformation tools.

Key Features:

- Certificate from Simplilearn in collaboration with Purdue University
- 8X higher live interaction with live online classes by industry experts
- Master Classes delivered by Purdue faculty
- Joint KPMG in india -Simplilearn Professional Certificate
- Enrollment in Simplilearn's JobAssist
- Become eligible to be part of the Purdue University Alumni Association
- Interactive peer learning through group projects and discussions
- Real-world capstone projects and mentoring by experts

About the Professional Certificate Program in Digital Transformation in collaboration with Purdue University

Purdue University is a top public research institution developing practical solutions to today's toughest challenges. Ranked the No. 5 Most Innovative University in the United States by U.S. News & World Report, Purdue delivers world-changing research and out-of-the-world discovery. Committed to hands-on and online, real-world learning, Purdue offers a transformative education to all.

Upon completing this program, you will:

- Certificate from Simplilearn in collaboration with Purdue University
- Become eligible to be part of the Purdue University Alumni Association
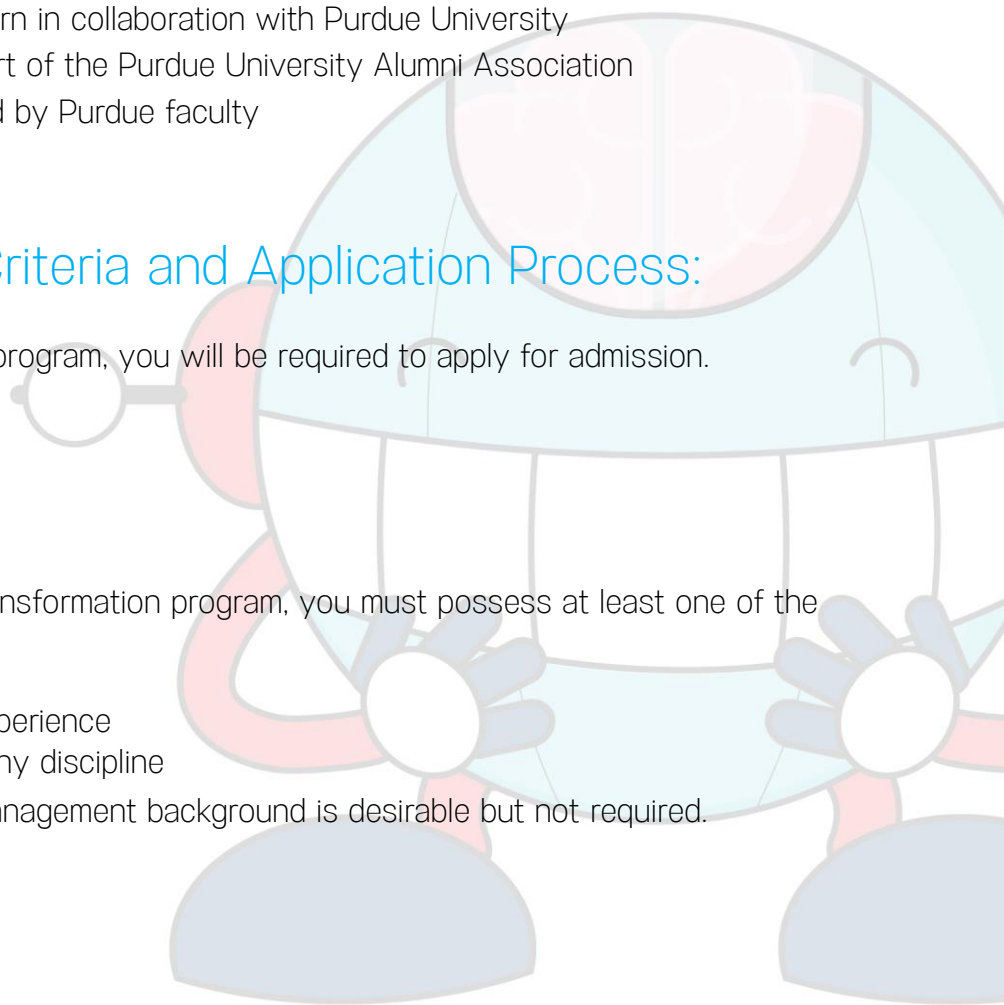- Master Classes delivered by Purdue faculty

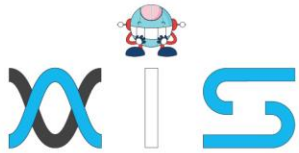# Program Eligibility Criteria and Application Process:

Those wishing to enroll in this program, you will be required to apply for admission.

Eligibility Criteria

For admission to this Digital Transformation program, you must possess at least one of the first two criteria below:
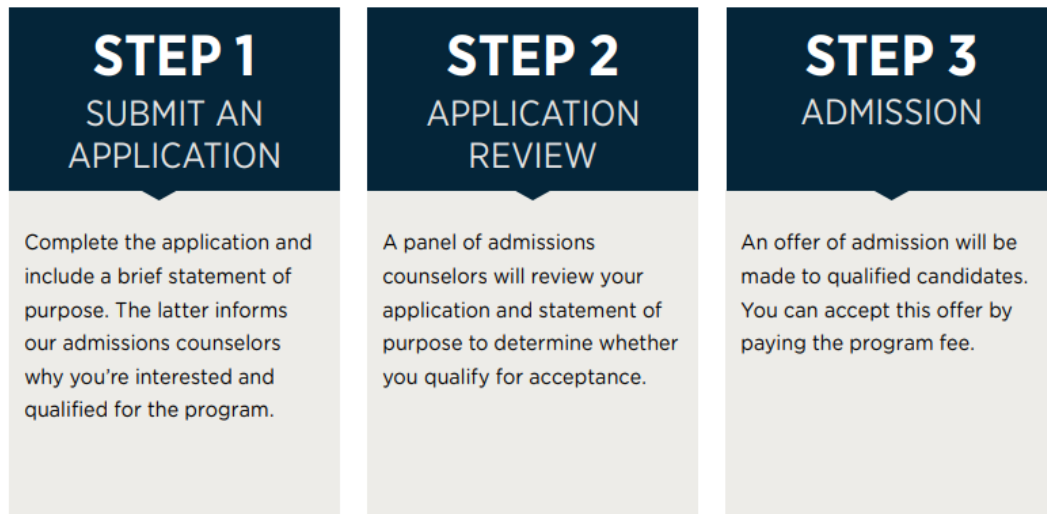
- At least five years of experience
- A Bachelor's degree in any discipline
- A strategy or general management background is desirable but not required.
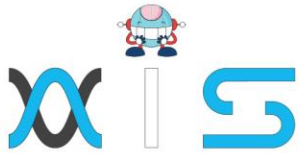
Application Process

The application process consists of three simple steps. An offer of admission will be made to the selected candidates and accepted by the candidates by paying the admission fee.

STEP 1
SUBMIT AN APPLICATION

Complete the application and include a brief statement of purpose. The latter informs our admissions counselors why you're interested and qualified for the program.

STEP 2
APPLICATION REVIEW

A panel of admissions counselors will review your application and statement of purpose to determine whether you qualify for acceptance.

STEP 3
ADMISSION

An offer of admission will be made to qualified candidates. You can accept this offer by paying the program fee.

Talk to an Admissions Counselor

We have a team of dedicated admissions counselors who are here to help guide you in applying to the program. They are available to:

- Address questions related to the application
- Assist with financial aid (if required)
- Help you resolve your questions and understand the program
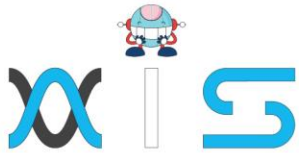
Program Outcomes:

At the end of this Professional Certificate Program in Digital Transformation, you will:

- Learn about the elements and examples of digital disruption
- Explore the transformative potential of disruptive technologies such as Artificial Intelligence, the Internet of Things, Big Data, and many more
- Develop a digital business model and refine it in stages
- Develop an innovative customer-centric product or service that can be at the center of your business model
- Build an agile organization that can support the execution of your digital transformation vision Foster an agile culture to meet the needs of a rapidly evolving business landscape
- Chart a new path to purchase for a digitally savvy customer
- Learn to use the most effective digital marketing tools and develop a marketing strategy for a digitally disrupted marketplace
- Explore the possibilities data can bring and acquire the know-how to use data as a strategic asset in your digital transformation plan
- Lead the disruptive change through the personal, team, and organizational leadership

Who should enroll in this Program?

The program is best suited for individuals seeking the following careers:

- Strategists such as CXOs, Partners, and Principals who would like to create digital as a business strategy and drive the transformation to build value from new opportunities by innovative use of data and technology
- Implementers such as Program/Product Managers who aim to translate a digital transformation strategy to innovative business models to address underserved markets
- Technologists such as Business/Solution Architects and Technical Leads looking to design technology systems with pronounced business value or reorient business processes for higher business impact and reach

Learning Path:

1. Digital Disruption & Strategies for a Digital Transformation
2. Design Thinking
3. Agile Business Transformation
4. Digital Leadership
5. Marketing for the Digital Age
6. Digital Transformation Capstone

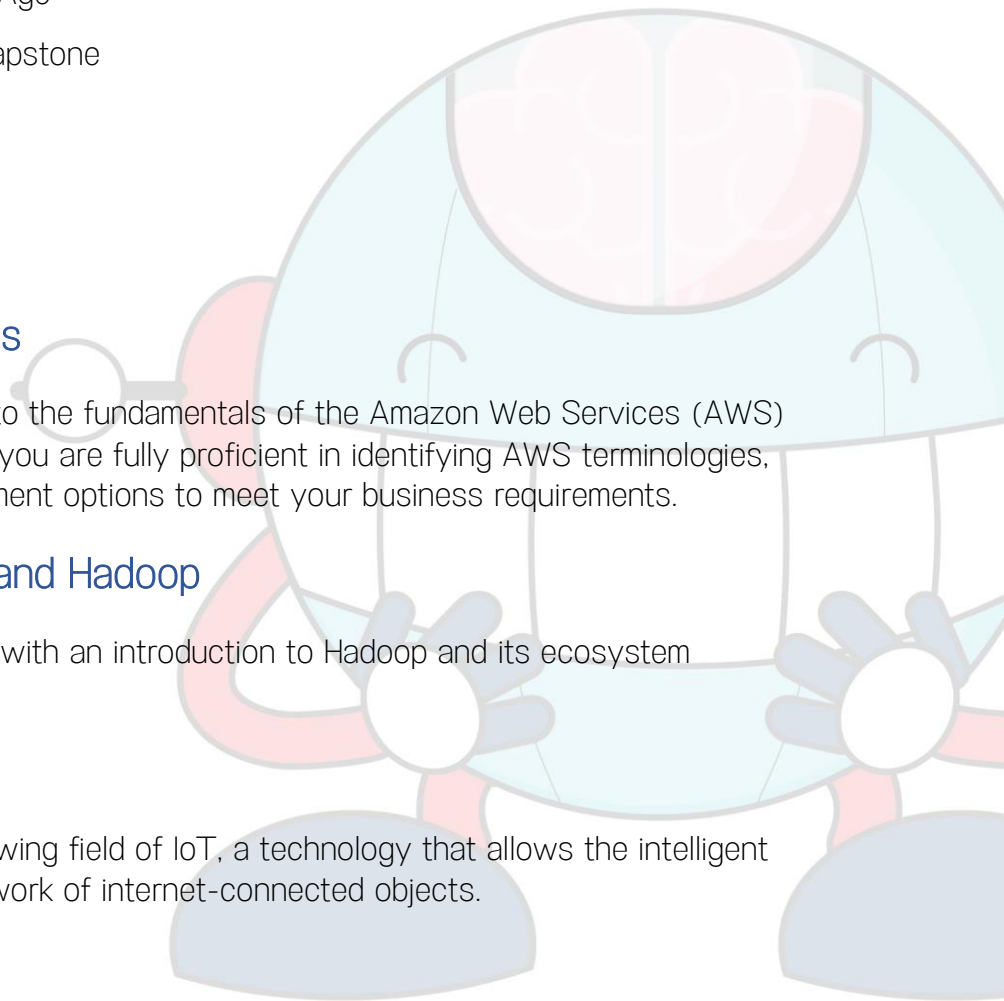# Electives:

AWS Technical Essentials

This course will introduce you to the fundamentals of the Amazon Web Services (AWS) cloud platform and ensure that you are fully proficient in identifying AWS terminologies, concepts, benefits, and deployment options to meet your business requirements.
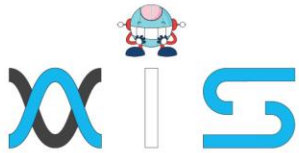
Introduction to Big Data and Hadoop

Step into the world of Big Data with an introduction to Hadoop and its ecosystem components.
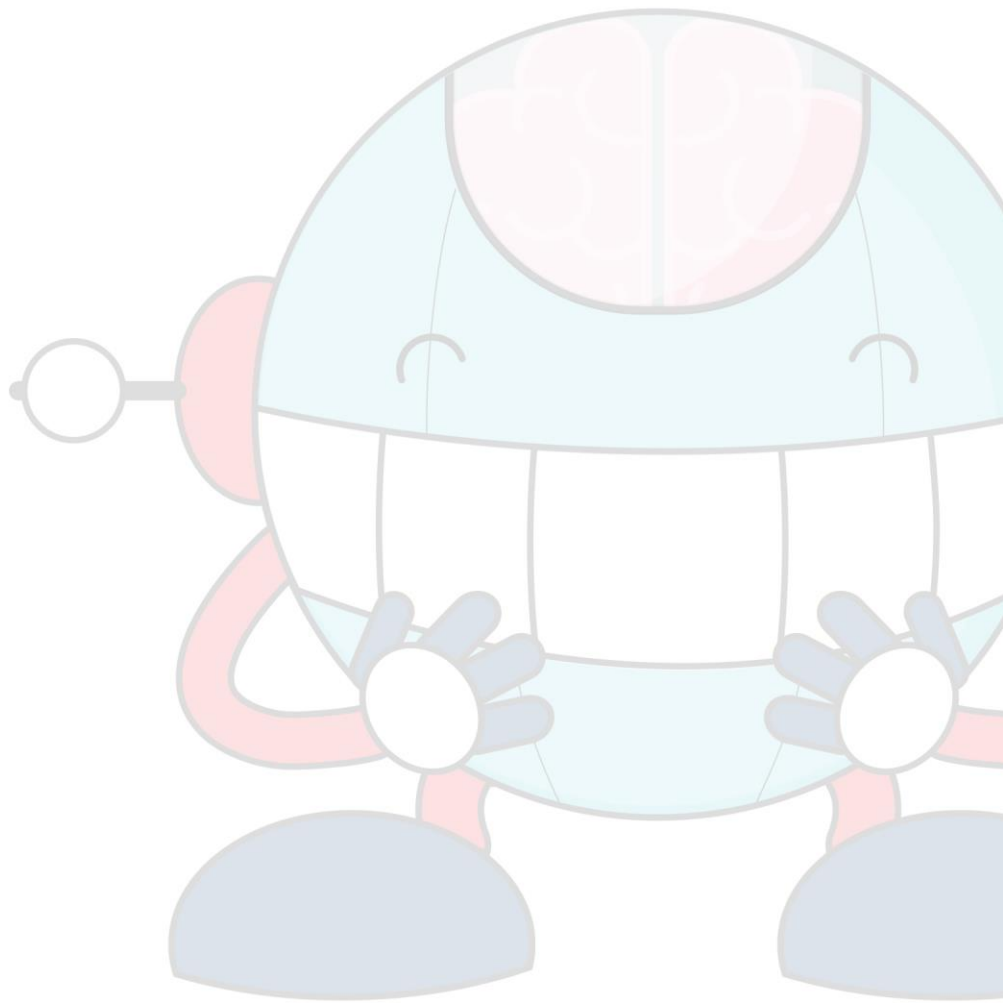
Introduction to IoT

Get a glimpse into the ever-growing field of IoT, a technology that allows the intelligent exchange of data among a network of internet-connected objects.
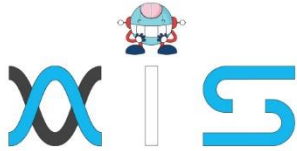
Introduction to Artificial Intelligence Course

This course is designed to help learners decode the mystery of artificial intelligence and its business applications. This AI for beginners' course provides an overview of AI concepts and workflows, machine learning, deep learning, and performance metrics.

AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners

SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.

Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.

Technology Partner

Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.
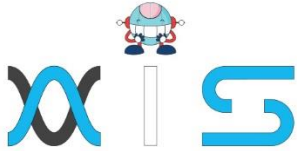
Partners & Affiliates

The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

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Jupiter St. corner Makati Avenue
Makati City, Philippines

- **Branch Office**
Room 201 2nd floor OLS Building
443 Gorordo Avenue., Brgy. Kamputhaw
Cebu City, Philippines

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47170, Selangor

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