


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	<p>At the end of this learning unit, the student is able to :</p> <p><u>Learning Outcomes (LO) at the end of the learning unit</u></p> <p>At the end of this learning unit, the student is able to:</p> <ul style="list-style-type: none"> • Understand the challenges of any organisation's digital transformation process ; • Set the milestones for the digital transformation of an organisation, identifying key players, key competencies, key domains and key steps. <p><u>Contribution of the learning unit to the LO of the program</u></p> <p>1 Having regard to the learning outcomes (LO) of the Bachelor programs, this activity contributes to the development and acquisition of the following learning outcomes (<i>Please refer to the competencies framework (LSM compass) of the programs concerned by this learning unit</i>):</p> <ul style="list-style-type: none"> • 1 ; • 3.3 ; • 3.4 ; • 3.5 ; • 4.1 ; • 7.1
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		