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Training Course in Digital Foundation



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Introduction:

This digital practitioner course will prepare the participants to gain fundamental knowledge about new industry standards, including key concepts such as digital transformation and digital-first, as well as the structure of the Body of Knowledge.

This comprehensive introduction serves as the cornerstone for becoming a proficient digital practitioner in today's rapidly evolving digital landscape. Master the essential digital foundation skills and understand the digital practitioner body of knowledge to enhance your expertise and become a certified digital practitioner.

The digital practitioner program assists individuals and organizations in crafting and managing product offerings with a growing digital component or guiding their organization through the twists and turns of Digital Transformation. It delivers in-depth guidance for the Digital Practitioner, aimed at those based in any domain of a business ecosystem, whether it be a traditional IT organization, manufacturing, sales, customer support, or integrated within an innovative product team.

Course Objective:

At the end of this digital practitioner course, participants will:

- Understand the fundamentals of digital transformation.
- Gain knowledge of digital business models and ecosystems.
- Learn about the role of IT in enabling digital practices.
- Acquire skills in digital innovation and design thinking.
- Explore digital governance and risk management strategies.
- Develop competencies in digital operations and delivery.
- Master the principles of digital product management.
- Understand customer engagement in a digital environment.
- Learn about digital leadership and culture change.
- Gain insights into digital technology trends and their impacts.

Targeted Competencies:

By the end of this digital practitioner training, participants competencies will:

- Learn how to create and manage product offerings with an increasing digital component.
- Lead your organization through Digital Transformation.
- Work as an IT professional within any organization, from a startup to a large enterprise, employing contemporary digital practices.

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Targeted Groups:

This digital practitioner course is a diverse group of professionals who aim to master the foundational knowledge of digital practice standards:

- Senior digital business professionals, including C-level ones, must comprehensively understand digital practices.
- Mid-career IT professionals seek to update their skills and achieve digital marketing practitioner status.
- Subject Matter Experts SMEs looking to reinforce their expertise in specific domain areas.
- Entry-level computing and digital business professionals.
- Hiring managers and workforce strategists focusing on digital capability building.
- College-level students and majors in computing and digital businesses.

Course Content:

Unit 1: Introduction to the DP Standard:

- Digital Transformation as a Strategy.
- Embrace a Digital-First Culture.
- The Seven Levers of Digital Change.
- Explore the DP Body of Knowledge and Structure with the Four Contexts.

Unit 2: The Digital Individual/Founder:

- Understand Digital Value Creation.
- Build a Robust Digital Infrastructure.
- Streamline Application Delivery.

Unit 3: The Digital Team:

- Effective Product Management in a Digital World.
- Agile Work Management for Digital Teams.
- Operations Management in a Digital Ecosystem.

Unit 4: The Digital Team of Teams:

- Coordination and Process Enhancement through Digital Means.
- Navigate Investment and Portfolio in a Digital Context.
- Cultivate Organization and Culture with Digital Transformation.

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Unit 5: The Enduring Digital Enterprise:

- Governance, Risk, Security, and Compliance in the Digital Age.
- Strategic Information Management and the Digital Practitioner.
- Digital Architecture and Foundation for Sustainable Growth.

Conclusion:

The course clarifies the pathway toward becoming a competent digital marketing practitioner by explaining digital practitioner, digital foundation, and digital foundation skills. Additionally, explanations such as what a digital foundation is and its meaning highlight the core concepts that underpin the course content. Importantly, by referencing the digital practitioner's body of knowledge, participants are assured of a comprehensive and recognized framework for their learning journey.