



Centre for CONTINUOUS PROFESSIONAL DEVELOPMENT

Digital Transformation

(Certificate of Competence)

Note:

This course is currently not publicly but can be customised and offered on an in-house basis.

ENQUIRIES: ccpd@spu.ac.za

Course Duration	6 Weeks with a minimum workload of 15 hours per week
Entry level requirements and rules of admission	NSC or equivalent

Rationale for offering this course:

Government at different levels (national & local) have increasingly embarked on implementing digitization strategies to enhance the effectiveness and efficiency of their operations. They are still not benefiting from the advantages of complete digital transformation. This short course is an essential method to bridge the gap and upskill employees in digital transformation capabilities to support government efforts to fit into the digital era successfully.

This course introduces participants to digital transformation processes of using digital technologies to create new/modify existing business processes, culture, and customer experiences to meet changing business and market requirements. This course will illustrate how the digital world can be advantageous to businesses running in terms of roles like sales, marketing, and customer service. In a nutshell, this course will demonstrate how an organisation can move from paper to spreadsheets, databases, and smart applications for managing the business, and how they will have the chance to reimagine how they do business with digital technology on their side. This course hence strives to future-proof organisations by building a 21st-century business as handwritten ledgers are proving to be unsustainable. This course will stimulate thinking, planning, and building digitally that is agile, flexible, and ready to grow.

Thus, both private and public sector employees are a huge market for the short course. With SPU being the only university in the Northern Cape, this allows targeting the thousands of government employees in the province. Also, the changes caused by the 4IR as well as the COVID 19 Pandemic are propelling the private sector to implement digital transformation strategies to remain afloat. There is a vast opportunity to approach companies to provide this training to their employees.

COURSE OVERVIEW:

Course Content	<p>This course covers the following:</p> <ul style="list-style-type: none"> • basic introductory aspects on computer hardware. • Determine the importance of a digital platform in a company's digital transformation • Investigate the use of digital transformation and customer needs to develop digital solutions • Understand existing digital innovation processes and models • Understand the foundation of digital transformation and the concepts of emergence, function, and performance • Comprehend and respond to the pace of change we are experiencing globally
Specific Outcomes	<p>Outcome 1: By the end of this module the students should be able to:</p> <ul style="list-style-type: none"> • Understand the key drivers of successful digital transformation • Describe the role of digital design in delivering new value propositions • Discuss the key design elements in an organization • Analyze an organizations' five building blocks for digital business design. <p>Outcome 2: By the end of this module the students should be able to:</p> <ul style="list-style-type: none"> • Evaluate what needs to be done to embrace digital transformation

	<ul style="list-style-type: none"> • Understand existing digital innovation processes and models <p>Outcome 3: By the end of this module the students should be able to:</p> <ul style="list-style-type: none"> • Investigate the use of technology and customer needs to embrace digital solutions. • Design a digital transformation strategy that focuses on the customers' needs <p>Outcome 4: By the end of this module the students should be able to:</p> <ul style="list-style-type: none"> • Describe the major components that make up an organization's digital platform • Implement new ideas and innovations to increase the competitiveness of organisations by aligning people, data, and technology <p>Outcome 5: By the end of this module the students should be able to:</p> <ul style="list-style-type: none"> • Understand the importance of using high-performing and innovative digital tools • Assessment of current and emerging digital transformation technologies
Critical cross-field outcomes	<p>The following will be covered in the course:</p> <ol style="list-style-type: none"> 1. Identify and solve problems 2. Organise and manage themselves 3. Collect analyze and evaluate information 4. Communicate effectively 5. Use science and technology effectively 6. Recognize problem solving contexts 7. Reflect and restore effective learning strategies 8. Explore education and career opportunities 9. Develop entrepreneurial opportunities
Teaching and learning strategies	<ul style="list-style-type: none"> • Lectures (face-to-face or online): A lecture is normally a presentation or demonstration designed to give an overview of a topic. • Independent study: Students will be expected to take responsibility for learning and need to manage time effectively to fit this around the academic timetable and any other activities. • Practical learning: Students may be asked to work independently, in pairs, or as part of a small team to submit a piece of work that will count towards their overall assessment. • Individual/group project: Students will be presented with real-life problems/case studies to work with.

An essential part of the learning activities would be to engage the participants. The course will focus on active learning strategies. One approach will be peer teaching, where participants will demonstrate digital implementations to their peers and receive feedback. Group discussions and flipped classrooms will also be used.
