

DIGITAL LEADERSHIP

Digital Leadership

Course description

Digital Leadership is a comprehensive course designed to provide learners with the skills and knowledge needed to succeed as digital leaders in today's rapidly changing digital landscape. The course covers a range of topics including innovation, collaboration, change management, digital strategy, and emerging technologies. Through a combination of lectures, case studies, and practical assignments, learners will develop a deep understanding of the qualities and skills needed to lead in a digital context.

Throughout the course, learners will be introduced to key concepts and tools such as design thinking, agile methodologies, and change management strategies. They will also explore the importance of communication and collaboration in digital leadership, and learn how to build and lead effective digital teams. In addition, learners will examine the ethical and social implications of emerging technologies and develop strategies for leading the responsible use of these technologies.

By the end of the course, learners will have developed a comprehensive digital leadership toolkit and be able to apply their new skills and knowledge to their own organizations and industries. They will also have the opportunity to network with other learners and digital leaders, and gain valuable insights into the latest trends and best practices in digital leadership.

Learning outcomes

- Identify the qualities and skills needed to succeed as a digital leader.
- Develop skills in innovation and design thinking for creative problem-solving.
- Understand the importance of collaboration and communication in digital leadership, and develop strategies for building and leading effective digital teams.
- Understand the challenges and opportunities in the change management process, and develop strategies for leading change management in a digital context.

- Develop effective digital strategies and execution plans for organizations and industries.
- Foster innovation, drive digital transformation, and foster entrepreneurship in digital organizations.
- Understand emerging technologies and their potential impact on digital leadership, while also considering the ethical and social implications of these technologies.
- Develop strategies for leading the responsible use of emerging technologies.
- Understand the importance of leadership in the context of virtual collaboration, digital transformation, and emerging trends.
- Apply their new skills and knowledge to their own organizations or industries and lead effectively in a rapidly changing digital landscape.

Module 1: Introduction to Digital Leadership

1.1 Overview of Digital Leadership

1. Introduction to digital leadership and its importance in modern organizations
2. Characteristics of effective digital leaders
3. Examining the role of digital leadership in innovation, collaboration, and change management

1.2 Digital Transformation and Disruptive Technologies

1. Overview of digital transformation and disruptive technologies
2. Understanding the impact of disruptive technologies on organizational strategy and leadership
3. Examining the role of digital leaders in driving digital transformation and innovation

1.3 Collaborative Leadership in a Digital World

1. Understanding the importance of collaboration in a digital world
2. Developing effective collaboration strategies and tools for digital leadership
3. Examining the role of digital leaders in building and leading collaborative teams

Homework Assignment: Introduction to Digital Leadership

1. Choose a digital transformation case study (e.g. a successful digital transformation in a company, industry or government)

2. Analyze the qualities and skills exhibited by digital leaders in the case study
3. Write a report summarizing the analysis and how it can be applied to your own leadership practices

Evaluation Criteria:

- Comprehensive analysis of digital leadership qualities and skills exhibited in the case study
- Clear and concise report summarizing the analysis and how it can be applied to your own leadership practices

Module 2: Innovation and Creativity in Digital Leadership

2.1 The Importance of Innovation in Digital Leadership

1. Understanding the role of innovation in digital leadership
2. Examining the characteristics of innovative digital leaders
3. Developing strategies for fostering a culture of innovation in organizations

2.2 Design Thinking in Digital Leadership

1. Overview of design thinking and its application in digital leadership
2. Understanding the principles and techniques of design thinking
3. Applying design thinking in digital product and service development

2.3 Developing a Digital Leadership Mindset

1. Understanding the importance of developing a digital leadership mindset
2. Examining the characteristics of a digital leadership mindset
3. Developing strategies for cultivating a digital leadership mindset in organizations

Homework Assignment: Innovation and Creativity in Digital Leadership

1. Choose a digital product or service (e.g. a mobile app, a website)
2. Develop an innovative solution or feature for the product or service
3. Apply design thinking principles and techniques in the development process
4. Write a report summarizing the innovation and design thinking process

Evaluation Criteria:

- Creativity and originality of the proposed innovative solution or feature
- Proper application of design thinking principles and techniques

- Clear and concise report summarizing the innovation and design thinking process

Module 3: Change Management in Digital Leadership

3.1 Understanding Change Management in a Digital World

1. Overview of change management and its importance in a digital world
2. Examining the characteristics of effective change leaders
3. Developing change management strategies for digital organizations

3.2 Agile Methodologies in Digital Leadership

1. Overview of agile methodologies and their application in digital leadership
2. Understanding the principles and practices of agile methodologies
3. Applying agile methodologies in digital product and service development

3.3 Developing a Growth Mindset in Digital Leadership

1. Understanding the importance of developing a growth mindset in digital leadership
2. Examining the characteristics of a growth mindset in digital leaders
3. Developing strategies for cultivating a growth mindset in organizations

Homework Assignment: Change Management in Digital Leadership

1. Choose a change management case study (e.g. a successful digital transformation in a company, industry or government)
2. Analyze the change management strategies used in the case study
3. Identify the key challenges and opportunities in the change management process
4. Write a report summarizing the analysis and how it can be applied to your own change management practices

Evaluation Criteria:

- Comprehensive analysis of change management strategies used in the case study
- Clear identification of key challenges and opportunities in the change management process
- Clear and concise report summarizing the analysis and how it can be applied to your own change management practices

Module 4: Collaboration and Communication in Digital Leadership

4.1 The Importance of Collaboration and Communication in Digital Leadership

1. Understanding the importance of collaboration and communication in digital leadership
2. Examining the characteristics of effective communicators and collaborators
3. Developing strategies for building and leading effective digital teams

4.2 Virtual Collaboration in a Digital World

1. Understanding the challenges and opportunities of virtual collaboration
2. Developing effective virtual collaboration strategies and tools for digital leaders
3. Examining the role of digital leaders in building and leading virtual teams

4.3 Developing Effective Communication Skills in Digital Leadership

1. Understanding the importance of effective communication in digital leadership
2. Developing effective communication skills for digital leaders
3. Examining the role of digital leaders in building and leading effective communication strategies

Homework Assignment: Collaboration and Communication in Digital Leadership

1. Choose a digital project or team (e.g. a remote team working on a software development project)
2. Develop effective communication and collaboration strategies and tools for the project or team
3. Implement the strategies and tools and evaluate their effectiveness
4. Write a report summarizing the implementation and evaluation process

Evaluation Criteria:

- Adequate use of appropriate collaboration and communication strategies and tools
- Proper execution and functionality of the project or team
- Clear and concise report summarizing the implementation and evaluation process

Module 5: Leading Change in Digital Leadership

5.1 Understanding Digital Disruption and Innovation

1. Overview of digital disruption and innovation
2. Understanding the impact of digital disruption and innovation on organizational strategy and leadership
3. Examining the role of digital leaders in leading digital disruption and innovation

5.2 Developing Change Management Strategies in Digital Leadership

1. Overview of change management and its importance in digital leadership
2. Developing effective change management strategies for digital organizations
3. Examining the role of digital leaders in leading change management in a digital context

5.3 Leadership Ethics in a Digital World

1. Understanding the importance of leadership ethics in a digital world
2. Examining the challenges and opportunities of leading ethically in a digital context
3. Developing strategies for leading with ethics in a digital world

Homework Assignment: Leading Change in Digital Leadership

1. Choose a digital organization or industry facing disruptive innovation (e.g. a traditional retail business facing competition from e-commerce)
2. Develop effective change management strategies for the organization or industry
3. Implement the change management strategies and evaluate their effectiveness
4. Write a report summarizing the implementation and evaluation process

Evaluation Criteria:

- Adequate use of appropriate change management strategies
- Proper execution and functionality of the change management process
- Clear and concise report summarizing the implementation and evaluation process

Module 6: Digital Strategy and Execution

6.1 Developing a Digital Strategy

1. Understanding the importance of developing a digital strategy
2. Examining the components of a digital strategy
3. Developing a digital strategy for an organization

6.2 Execution of Digital Strategy

1. Understanding the challenges and opportunities of executing a digital strategy
2. Developing effective execution strategies for digital leaders
3. Examining the role of digital leaders in leading execution of a digital strategy

6.3 Measuring and Evaluating Digital Success

1. Understanding the importance of measuring and evaluating digital success
Examining key metrics for measuring digital success
Developing strategies for measuring and evaluating digital success

Homework Assignment: Digital Strategy and Execution

1. Choose an organization or industry and develop a digital strategy for it
2. Develop an execution plan for the digital strategy
3. Implement the execution plan and evaluate its effectiveness using key metrics
4. Write a report summarizing the digital strategy, execution plan, and evaluation process

Evaluation Criteria:

- Comprehensive digital strategy and execution plan
- Adequate use of appropriate metrics for measuring and evaluating digital success
- Clear and concise report summarizing the digital strategy, execution plan, and evaluation process

Module 7: Digital Leadership and Innovation

7.1 Leading Innovation in a Digital Context

1. Understanding the importance of innovation in a digital context
2. Examining the role of digital leaders in fostering innovation
3. Developing strategies for leading innovation in digital organizations

7.2 Digital Transformation and Innovation

1. Understanding the relationship between digital transformation and innovation
2. Examining the role of digital leaders in driving digital transformation and innovation
3. Developing strategies for leading digital transformation and innovation in organizations

7.3 Digital Leadership and Entrepreneurship

1. Understanding the relationship between digital leadership and entrepreneurship
2. Examining the role of digital leaders in fostering entrepreneurship in organizations
3. Developing strategies for leading entrepreneurship in digital organizations

Homework Assignment: Digital Leadership and Innovation

1. Choose a digital organization or industry and develop strategies for fostering innovation, driving digital transformation, and fostering entrepreneurship
2. Implement the strategies and evaluate their effectiveness
3. Write a report summarizing the innovation, digital transformation, and entrepreneurship strategies, as well as their implementation and evaluation processes

Evaluation Criteria:

- Comprehensive innovation, digital transformation, and entrepreneurship strategies
- Proper execution and functionality of the strategies
- Clear and concise report summarizing the strategies, as well as their implementation and evaluation processes

This course teaches a broad range of skills and knowledge necessary for success as a digital leader in today's dynamic and constantly evolving digital landscape. It covers various topics, including the importance of collaboration, communication, innovation, and change management in digital leadership. Additionally, learners explore the development of digital strategies and the execution of digital plans, while also considering the ethical and social implications of emerging technologies. This course

also helps learners develop an understanding of leadership in the context of entrepreneurship, virtual collaboration, and digital transformation. By the end of this course, learners will have gained a deep understanding of the qualities and skills required to lead effectively in the digital era and will have practical tools and strategies to apply in their respective organizations or industries.