ASIAN INSTITUTE OF MANAGEMENT

SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Digital Business Transformation Online Program

**Drive the Launch and Monetization
of Your Digital Business Platform**

Five half-days starting October 26, 2020

For inquiries, visit go.aim.edu/seellinquiries

Digital Business Transformation Online Program

Drive the Launch and Monetization of Your Digital Business Platform

OVERVIEW

Businesses today are faced with ever-changing and unpredictable times, increasing the pressure to go digital. With so many technologies available, it is a challenge to determine the best digital business solutions and translating these into tangible benefits that positively affect bottom line, customer engagement, and customer satisfaction.

The Digital Business Transformation Online Program will introduce participants to the many ways networked markets are transforming the economy and will provide strategies for designing, monetizing, and launching a digital platform. This program will immerse participants in the best technology management practices, as well as discuss new industry trends. Participants will learn the fundamentals of digital transformation, identify why platforms beat products, and how they can make their business a platform. They will also learn how to launch and grow a digital platform and determine how to leverage open innovation.

Through practical exercises, participants will be given scenarios on how to translate a Business Problem into possible and practical solutions using Technology. At the end of the program, they will be equipped with knowledge on governing their business platform and strategically evaluating competition, as well as gain a futuristic view of digital transformation across industries.

This program is a must for leaders and entrepreneurs of businesses with established digital platforms that are looking to improve their operations, as well as those that are just about to start their digital transformation journey.

PROGRAM OBJECTIVES

- Fundamentals of Digital Business Transformation
- Aligning strategic business needs with technology solutions
- Create a roadmap for Digital Transformation initiatives for the business
- Managing a world-class IT Operations
- Leading change management of technology projects
- Partnering and Vendor Management
- Establish IT Project Management and Governance
- Appreciate emerging trends and state-of-the-art Technologies:
    – Cloud Platform and Solutions
    – Business Intelligence
    – IOT (internet of Things)
    – Data Analytics
    – AI and Machine Learning

PROGRAM SCHEDULE
October 26, 28, 30, November 4, 6, 2020
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 28,000.00 or USD 570.00
Inclusive of Reference Book
PLUS free consultation

PHP 25,000.00 or USD 500.00
Reference Book not included

*USD 1 = PHP 50.00

EXCLUSIVE OFFER FOR PARTICIPANTS
Participants to the program can purchase the reference book, "Managing Information Technology" by Francisco Castillo, PHD, PMP, PfMP, at a special rate. Consult your Business Development Coordinator for guidance.

YOUR PROGRAM FACULTY

Francisco Castillo, PhD, PMP, PfMP
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries

Download our latest program calendar at https://go.aim.edu/seellprogramcalendar

FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

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WHAT YOU WILL LEARN

- Fundamental of Digital Business Transformation
- The Role of the CIO and Technology Managers in the Business Transformation Process
  - Translating business needs into technology projects, keeping things running
  - How to view the business strategically from a technology viewpoint
  - The three components of IT
  - Projects vs. Operations
  - How to set up the ideal IT Organization
- Managing Technology Projects
  - Methodologies: Waterfall and Agile
  - The different phases of a project
  - Defining and managing scope
  - Change Management: How to lead successful change in the organization, identifying the different types of personnel from a change management perspective
  - Cut-over: Moving projects into operations (how to ensure their success, how to safeguard their evolving and continuous support)
- Identifying key business imperatives and translating these to technology projects
  - Managing portfolios
  - The portfolio lifecycle: Planning and Design, Assessing and communicating, Rebalancing, Monitoring and Control, Governance
  - Guaranteeing and managing for success: The use of Business Dependency diagrams, translating a business benefit into measurable Technology KPIs
- Managing an IT Operations setup
  - ITSM: A best practice
  - The different teams in an operation: Service Desk, Field Support, IT Operations Mgt., Technical Mgt., Networks, System Administration, DBA, Application Mgt., Testing, Programming, IT Security
  - Tickets: What they are, type and how they are handled
  - Configuration Items: What it is and how it affects the way IT Operates
  - Release Management: Techniques for minimizing risks, the standard different environments, DEV, QA/Testing, Training, Production
  - The Change Approval Board, functions and roles, invocation, the ECAB
- Procurement of Technology
  - Best practices in procuring technology
  - The tender and award process
  - Common caveats in the technology industry
- How to Reap the Benefits of Technology
  - Putting it all together
  - Revisiting the portfolio
  - Measuring success
  - Common roadblocks in technology projects
- Understanding New Technologies, Their Applicability, and Limitations
  - Cloud
  - Business Intelligence
  - IOT (Internet of Things)
  - Data Analytics
  - AI and Machine Learning

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KEY BENEFITS

- Create a roadmap for transforming one's company to digital
- Align company strategies with digital transformation initiatives and business potential
- Maximize the return on IT investments
- Develop strategic thinking of CIO and technology managers
- Appreciate leading-edge technologies and its potential use to the business as a competitive advantage

WHO SHOULD ATTEND

This program is a must for Business Owners, Senior Executives, and Business Leaders who are responsible for driving the digital transformation initiatives of their company and who wish to understand how to maximize their digital technology investments and drive technology adoption. IT Managers, Supervisors, and Technologists who wants to prepare themselves for the Chief Information Officer or IT Director position in the future are also highly recommended to take the program.

Reference Book: "Managing Information Technology", published by Springer (Germany)
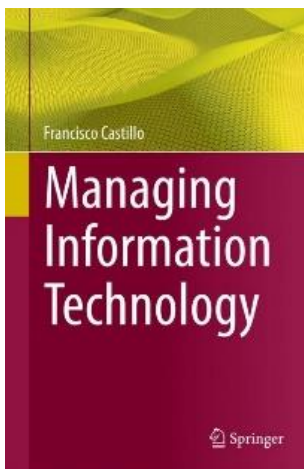
ABOUT THE BOOK

There are two different, interdependent components of IT that are important to a CIO: strategy, which is long-term; and tactical and operational concerns, which are short-term. Based on this distinction and its repercussions, this book clearly separates strategy from day-to-day operations and projects from operations – the two most important functions of a CIO. It starts by discussing the ideal organization of an IT department and the rationale behind it, and then goes on to debate the most pressing need – managing operations. It also explains some best industry standards and their practical implementation, and discusses project management, again highlighting the differences between the methodologies used in projects and those used in operations.

A special chapter is devoted to the cutover of projects into operations, a critical aspect seldom discussed in detail. Other chapters touch on the management of IT portfolios, project governance, as well as agile project methodology, how it differs from the waterfall methodology, and when it is convenient to apply each. Taking the fundamental principles of IT service management and best practices in project management, the book offers a single, seamless reference for IT managers and professionals. It is highly practical, explaining how to apply these principles based on the author's extensive experience in industry.

KEY HIGHLIGHTS

- Clearly distinguishes between strategic (long-term) and operational (short-term) concerns
- Unites long-term sustainability with short-term project management
- Presents a seamless reference for IT managers, with numerous examples and practical checklists

HOW TO PURCHASE

Participants to the program can purchase "Managing Information Technology" by Francisco Castillo, PHD, PMP, PfMP, for only PHP 3,000.00, inclusive of shipping fee. To avail of the special rate, consult your Business Development Coordinator for guidance.

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Your Program Faculty

Francisco Castillo, PhD, PMP, PfMP
Adjunct Faculty
Asian Institute of Management

Francisco Castillo, PhD, PMP, PfMP is part of the Adjunct Faculty of the Institute and author of the book, "Managing Information Technology", published by Springer (Germany). He is affiliated with Maynilad Water Services, Inc. as Sr. Vice President and Chief Information Officer and worked previously for a multinational technology consulting company as Managing Consultant for the Asia-Pacific, for Phinma as Assistant to the Sr. Executive Vice President, and for Universität Politecnica de Catalunya as Associate Director. He was recognized as the ASEAN CIO of the Year in 2013 and 2016.