DIGITAL BUSINESS STRATEGY AND ORGANISATIONAL INNOVATION COURSE

Introduction

The Digital Business Strategy and Organisational Innovation programme is designed for leaders and professionals who want to use digital capabilities to strengthen business models, develop new sources of value and improve organisational competitiveness. Digital technologies are changing how organisations reach customers, deliver products and services, manage relationships, coordinate supply chains and generate revenue. Businesses can no longer rely exclusively on established operating models when competitors are using digital platforms, data analytics, artificial intelligence and automation to deliver faster, more convenient and more personalized services. For public institutions and development organisations, similar opportunities exist to redesign service delivery, improve stakeholder engagement and create more accessible and efficient operating environments. The programme examines how organisations can incorporate digital opportunities into corporate strategy and translate them into commercially and operationally viable initiatives. Participants explore digital business models, platform-based operations, customer experience innovation, digital ecosystems, strategic partnerships, data-driven decision-making and technology-enabled revenue growth. The course also addresses innovation culture, design thinking, experimentation, business model validation, investment prioritisation and the management of innovation portfolios. Particular emphasis is placed on distinguishing attractive technology ideas from initiatives that solve genuine business problems and produce measurable outcomes

Course Objectives

- Analyse the impact of digital technologies on competition, markets and business models.
- Identify opportunities for digital business development and organisational innovation.

- Formulate digital business strategies aligned with organisational goals.
- Design and evaluate technology-enabled products, services and revenue models.
- Apply design thinking and structured innovation methods to business challenges.
- Use customer insights and data to guide strategic decisions.
- Evaluate digital partnerships, platforms and ecosystem opportunities.
- Build an organisational culture that supports experimentation and continuous improvement.
- Assess digital initiatives using feasibility, commercial viability and strategic value.
- Develop a digital business innovation plan with measurable performance outcomes.

Course Modules

> Module 1: Digital Business Strategy and Competitive Advantage

- Digital business strategy and its relationship with corporate strategy.
- Technology-driven changes in competition and industry structures.
- Digital disruption, market positioning and competitive differentiation.
- Identifying strategic opportunities arising from digital adoption.

> Module 2: Digital Business Models and Value Creation

- Traditional versus digitally enabled business models.
- Subscription, platform, marketplace and service-based models.
- Value propositions, customer segments and revenue streams.
- Business model mapping, validation and sustainability.

> Module 3: Market Intelligence and Digital Opportunity Assessment

- Analysing digital markets, customer needs and emerging trends.
- Competitor benchmarking and digital capability analysis.
- Identifying unmet needs and underserved market segments.
- Prioritising digital opportunities based on strategic fit and feasibility.

> Module 4: Customer-Centered Digital Innovation

- Understanding customer journeys and digital service expectations.
- Design thinking, user research and problem definition.
- Prototyping digital products and testing service concepts.
- Improving customer experience through technology-enabled redesign.

> Module 5: Digital Platforms, Partnerships and Ecosystems

- Platform economics and multi-sided digital markets.
- Strategic partnerships and digital ecosystem development.
- APIs, integration and collaborative digital services.
- Managing ecosystem dependencies, governance and shared value.

> Module 6: Data-Driven Business Decisions and Innovation
- Using business intelligence and analytics to identify opportunities.
- Customer data, market insights and demand forecasting.
- Experimentation, hypothesis testing and evidence-based decisions.
- Data governance, privacy and responsible commercial use of data.

> Module 7: Innovation Management and Organisational Culture
- Establishing innovation priorities and governance arrangements.
- Developing an innovation-oriented organisational culture.
- Cross-functional collaboration and employee-driven innovation.
- Managing resistance, experimentation and lessons from failure.

> Module 8: Digital Revenue Growth and Business Development
- Developing digital sales channels and new revenue opportunities.
- Customer acquisition, retention and digital relationship management.
- Pricing strategies and monetization of digital products and services.
- Scaling successful digital initiatives across markets and customer segments.

> Module 9: Evaluating and Implementing Digital Initiatives
- Assessing technical feasibility and business viability.
- Preparing digital innovation business cases and investment proposals.
- Prioritising initiatives using cost, value, risk and strategic impact.
- Defining implementation milestones, ownership and success indicators.

> Module 10: Digital Business Strategy Capstone
- Identifying a priority digital business opportunity.
- Designing a digital business model and customer value proposition.
- Developing an implementation roadmap and investment justification.
- Presenting a digital innovation plan with growth and performance indicators.