UNIVERSITY 4 INDUSTRY

+ Skills training for digital competencies

+ Self-paced online training in high-quality video formats

+ Content from industry experts

+ Practical exercises

+ Company-specific content & sequencing

Blended learning with live sessions

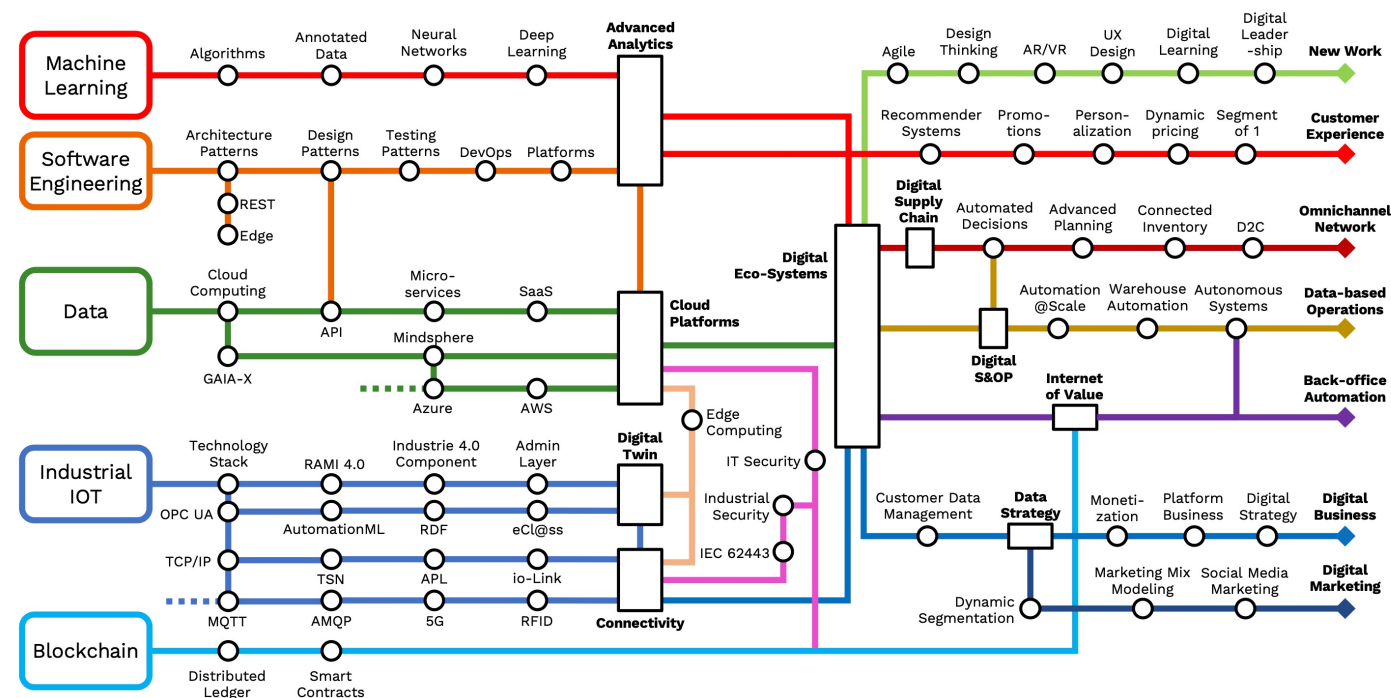1-2 hours per week over 4-8 weeks

Target group: Executives & teams in companies in all industries who need a basic understanding of technologies, trends and interrelationships

Digitalization for companies as a complete system

Today's opportunities - tap into digital business potential

Managers have to understand the overall system in order to be able to successfully lead their company through digitalization. It's all about having an overview, recognizing connections and, where necessary, also having detailed knowledge. Depending on the industry, function and topic, different parts of the overall system must be in focus. Our learning content covers all the topics shown:

The preconfigured courses are the basis for your company-specific and target group-specific program. In addition, you can configure your program from existing content granularly according to your needs and combine it with own content from your company.

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Acquire digital skills in order to act

Four steps to create value for your company:

Learn

Knowledge selected by experts specifically for your company

Online learning content

- Video-based modules
- Interactive exercises explained by experts

Online, self-directed, flexible

Explore

Experiment and gain experience online

Online labs
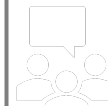
- Practical experience
- Experiments with data, software & hardware

Online, self-directed, flexible

Discuss

Find applications with colleagues

Group work & discussion

- Discuss and deepen understanding in context
- Apply new skills in group projects

Online & in-person formats

Act

Take measures and implement them

Define next steps

- Transfer to your own work environment
- Determine the need for action in your own company
- Define projects

Online & in-person formats

U4I cloud platform + integration with Microsoft Teams for efficient implementation

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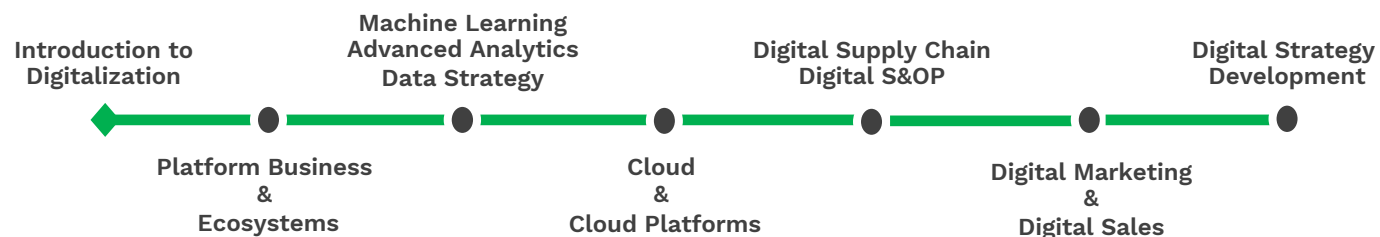
Understand digitalization, recognize connections

Example of a management program: the Digital Competence Training

Only sufficient knowledge and understanding of the interrelationships enable successful digitalization. Many management teams deal with questions such as: How is competitiveness redefined in a digital world? What levers and prerequisites are there for success? How do technologies, processes and skills have to work together?

The most important topics of digitalization are conveyed in a practical manner in this 7-week program with renowned experts in various online formats. There is a recommended amount of content for each week; the time required is approx. 1 - 2 hours per week. As part of the training, live events or online labs for experimentation take place every week.

The program is aimed at middle and senior management levels, project managers for digitalization projects and everyone who is interested in the potential of digitalization.

Introduction to Digitalization

Machine Learning
Advanced Analytics
Data Strategy

Digital Supply Chain
Digital S&OP

Digital Strategy
Development

Platform Business
&
Ecosystems

Cloud
&
Cloud Platforms

Digital Marketing
&
Digital Sales

✓ Flexible integration into the work day

✓ 1 year access to learning content

✓ Live sessions with experts