The Fourth Industrial Revolution, also known as the Digital Revolution, has transformed the ways in which firms compete and create value. Customer habits and behaviors have changed faster than those of many companies, so embracing new technologies such as cloud computing, big data and analytics, artificial intelligence, IoT and blockchain has become a critical factor in business decision-making and even enterprise survival.

With real-world insights from internationally recognized companies which have successfully implemented digital technologies, this program introduces a set of skills and expertise in different types of technologies required for all professionals in any area of an organization.
"THE ONLINE LEARNING ENVIRONMENT FELT LIKE A COMMUNITY. WE HAD THE OPPORTUNITY TO CONNECT WITH OTHER COLLEAGUES AS WE SHARED OUR IDEAS AND EXPERIENCES, LEADING UP TO PRACTICE TESTS AND PREPARING FOR EXAMS.

In addition, the online sessions were very enriching and interactive. The live sessions were particularly impressive because you could see your classmates connected to the virtual classroom from all around the world.

THE PROGRAM ITSELF IS VERY WELL STRUCTURED, AND IT ENCOURAGES YOU TO ALWAYS GO THE EXTRA MILE."

Arianna Carrizo – Project Manager at Fitch Ratings

INTRODUCTION
Receive an overview of program expectations, schedule, learning materials and outputs. Review tips and requirements to successfully complete the program.

UNDERSTANDING THE DIGITAL REVOLUTION
Analyze the Digital Revolution and the challenges companies face with Digital Giants. Explore the importance of security with a cybersecurity expert from Grupo Santander.

TOWARDS CUSTOMER CENTRICITY
Learn how companies adapt to changing customer needs. With insights from experts from Ericsson Spain, participants will work to apply customer-centric strategies to their businesses.

ACHIEVING BUSINESS IMPACT WITH DATA
Digitalization enables companies to collect customer data and transform it into value. An expert in Data Science and Visualization will share real-world examples to better understand data.

FROM DATA TO KNOWLEDGE
Participants explore the power and advantages of artificial intelligence. Additionally, a renowned futurist shares insights on the existing technology and humanity debate.

STRUCTURING BUSINESSES FOR THE FUTURE
With knowledge from previous modules, participants explore how digital technology transforms traditional business models, while discovering strategies based on data and information.
TAKE-AWAYS

LEARN HOW TO APPLY
DIFFERENT TECHNOLOGIES
AND IMPLEMENT
them into any corporate strategy to transform it into a digital one.

MANAGE AND LEAD
product and service innovation initiatives in the digital space.

BUILD DIGITAL STRATEGIES
TO TRANSLATE INTO COMPETITIVE advantages and create value.

RECOGNIZE AND DIFFERENTIATE KEY TECHNOLOGIES
AND THEIR USES: from cloud, blockchain and analytics to artificial intelligence and robotics.

DEMONSTRATE THE IMPORTANCE OF INFORMATION TECHNOLOGY IN TODAY’S businesses and understand the issues surrounding the management of data and information.

APPRAISE NEW AND UPCOMING technologies that will shape people, businesses and societies of the future.

FACULTY

RAMIRO MONTEALEGRE
Montealegre has been a visiting professor for 20 years teaching Technology and Digital Innovation at IE Business School. He has worked for many years in technology-related roles for the United Nations and different government institutions. His research focuses on the interplay between innovative information technology and organizational transformation in highly uncertain environments.

CASIMIRO JUANES
Juanes has been an adjunct professor for more than 5 years at IE Business School, teaching Digital Innovation and Digital Transformation for the Executive MBA, as well as the Big Data, Cybersecurity and Digital Innovation programs. He has dedicated more than 22 years of his career to IT and security, and he has held numerous IT and security roles of increasing responsibility at Ericsson.

METHODOLOGY

Since 2001, IE has been successfully developing online programs, which for several years now have been ranked as the best in their categories by the Financial Times and The Economist. These programs have been designed to combine the flexibility that online education allows with the same academic rigor and quality of any face-to-face program offered at our institution.

Support from IE Professionals throughout the program

Synchronous activities, some hosted in IE’s WOW Room

Forums and discussion boards

Interactive videos recorded with the professors

Practice quizzes and exercises, graded assignments

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“WHAT I LOVED MOST ABOUT THE PROGRAM WERE THE CHALLENGING REAL-WORLD EXAMPLES USED IN CLASS, AND THE FACT THAT THE FACULTY AND THE WHOLE IE TEAM WERE ALWAYS AVAILABLE WHENEVER I NEEDED THEM.”

Lydia Gutierrez
WM EMEA Control Manager at J.P. Morgan