MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

DIGITAL COURSES FOR ENTERPRISES

"Empowering Enterprise Growth Through Digital Literacy, Innovation, and Strategy."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

Digital transformation is not just about technology—it's about reimagining business for the digital age. This course is designed to equip enterprise leaders, department heads, and digital teams with the essential knowledge and skills to integrate digital solutions across organizational functions. Covering foundational concepts to applied strategies, it ensures enterprises become agile, data-driven, and innovation-ready. Participants will explore enterprise-grade tools, platforms, governance models, and success frameworks.

Objectives

By the end of this course, participants will be able to:

- Understand digital transformation fundamentals tailored to enterprise environments
- Map digital capabilities to strategic business goals
- Select and adopt technologies such as cloud, AI, and analytics for enterprise use
- Foster an innovation culture and enable cross-functional digital alignment
- Build enterprise roadmaps for digital capability development

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Why Attend

This course addresses the challenges and opportunities of digital transformation within large organizations. It prepares professionals to lead, implement, and sustain enterprise-wide digital initiatives with confidence and clarity.

Target Audience

- Enterprise Executives and C-Level Leaders
- Digital Transformation Officers & Strategy Leads
- Functional Heads (Finance, Operations, HR, Supply Chain)
- Enterprise Architects and IT Program Managers
- Innovation and Change Management Teams

Individual Benefits

- Gain cross-functional knowledge of digital enterprise ecosystems
- Build leadership capability in digital strategy and decision-making
- Improve collaboration with IT, data, and innovation teams
- Access frameworks to lead change and measure impact

Organizational Benefits

- Accelerate enterprise-wide digital maturity
- Improve customer experience, data utilization, and operational efficiency
- Enhance risk management and cybersecurity posture
- Foster a digitally capable, future-ready workforce

Instructional Methodology

- Enterprise case studies from global leaders (e.g., Amazon, Siemens, Unilever)
- Group strategy simulations and leadership labs
- Interactive toolkits for enterprise digital planning and capability mapping
- Blended learning: presentations, group work, role-play, and hands-on demos

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: The Digital Enterprise Landscape

Module 1: Introduction to Digital Enterprise Concepts (07:30 – 09:30)

Module 2: Key Technologies – Cloud, IoT, AI, RPA, Blockchain (09:45 – 11:15)

Module 3: Case Study: Digital-First Business Models (11:30 – 01:00)

Module 4: Enterprise Digital Readiness Assessment (02:00 – 03:30)

Day 2: Enterprise Architecture & Digital Capabilities

Module 1: Designing a Scalable Digital Infrastructure (07:30 – 09:30)

Module 2: Integrating Systems, Platforms & APIs (09:45 – 11:15)

Module 3: Enterprise Data Governance & Analytics (11:30 – 01:00)

Module 4: Workshop: Building a Digital Capability Map (02:00 – 03:30)

Day 3: Driving Innovation in the Enterprise

Module 1: Innovation Management and Digital Culture (07:30 – 09:30)

Module 2: Agile & Lean Thinking for Enterprise Teams (09:45 – 11:15)

Module 3: Digital Products, Platforms & Service Design (11:30 – 01:00)

Module 4: Enterprise Innovation Labs Simulation (02:00 – 03:30)

Day 4: Strategy, Governance & Risk in Digital Enterprises

Module 1: Digital Strategy Frameworks (07:30 – 09:30)

Module 2: Governance Models for Digital Transformation (09:45 – 11:15)

Module 3: Managing Cybersecurity, Risk & Compliance (11:30 – 01:00)

Module 4: Group Activity: Digital Strategy Draft (02:00 – 03:30)

Day 5: Digital Execution & Enterprise Transformation Roadmap

Module 1: KPIs and Metrics for Digital Performance (07:30 – 09:30)

Module 2: Leading Organizational Change & Digital Skills Development (09:45 – 11:15)

Module 3: Final Capstone: Enterprise Digital Transformation Pitch (11:30 – 01:00)

Module 4: Review, Peer Feedback & Certification Ceremony (02:00 – 03:30)

Certification

Participants will receive a **Certificate in Enterprise Digital Strategy & Innovation** upon successful completion. This credential demonstrates strategic understanding and leadership ability in enterprise-scale digital transformation.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.