

TTEP02 : Successful Digital Transformation Program (การปรับเปลี่ยนด้วยดิจิทัลอย่างประสบความสำเร็จ) รุ่นที่ 3/2024**Description :**

????????? **Successful Digital Transformation** ???
????????????????????? **Workshop** ?????????????????????? **Action Plan**
??? “?????????????????” ????? “Digital Enterprise”
??????????

Training Date : 18-19, 25-26 May and 01-02, 08- 09 Jun

fee : 35000 ฿ (ราคายังไม่รวม Vat 7%)

Days & Duration : 8 Day(s) | 48 Hour(s)

Time : 09:00:00 - 16:00:00

Instructor :

Language : Thai

Venue : ณ ห้องประชุม โรงแรม เดอะ สุโกศล กรุงเทพฯ

Type : Classroom

Category : Executive Program

Objectives :**Overview:**

????????????? **Digital Transformation**
??
??
??
????????????????????? **Digital Transformation**
??
??
????????????????????? **Business Model** ??????????????????
????????????????????? ?????????????????????? ?????????? ?????????? ??????????
????????????? **Successful Digital Transformation**
??
??
“?????????????????” ????? “Digital Enterprise” ??????????

?? (Program Method and Organization):

????????? ??? (Organizational Focus)
?? Digital Maturity Model (DMM) ?????????????????? ??????????
????????????????? ??? Workshop:
Organizational Analysis ???
?? Client Focus
?? Supply Chain,
Competitiveness Change New Emergency Readiness ?????????????????????????????????
??
Workshop: Futuristic Analysis & Future Plan
?? Update
????????????????????
??
???????????????????? Big Data Analysis, Blockchain Technology, Artificial Intelligence (AI), VR AR MR, Drone, Robotics,
IoT & Smart Cities, Social Media ?????????
??
??
??
Step by Step ?????????????????? Transformation Strategy /
Focus Transformation Strategy / DAC Transformation Strategy / Agile Transformation Strategy / Digital
Transformation Strategy / Work Process, Product and Outcome ??? Workshop
??
??
??
Transformation Map & Project investment
??

Target Group :

- CIO, CISO, CTO, CFO, CEO
- IT Director and IT Manager
- IT Consultants and IT Specialists
- IT Professional

Design Thinking for Digital Transformation

(??)

- ?????????????????????? (Design Thinking) ????????
- ?????????????????????? (Design Thinking)
- ?????????????????????? (Digital Transformation)
- ?????????????????????? (Design Thinking)
- ?????????????????????? (Design Thinking) ??? (Digital Transformation) ??????????????
- ?????????????????????? (Design Thinking) ??????????????
- ?????????????????????? (Design Thinking)
- ?????????????????????? (Digital Transformation)
- ?????????????????????? (Design Thinking) ?????????????????????

Change Management for Digital Transformation : ????????????

- Competitiveness Change
- New Culture
- Regulatory Requirements
- New Supply Chain
- New Emergency Readiness
- ???
- ?????????????????????? (Change Management) ????????
- ?????????????????????? (Change Management)
- ?????????????????????? (Digital Transformation)
- ?????????????????????? (Change Management)
- ?????????????????????? (Digital Transformation)
- ?????????????????????? (Key Success Factors) ??? (Change Management) ??? (Digital Transformation) ??????????????
- **Workshop:** Futuristic Analysis & Future Plan
- ???

Change Management for Digital Transformation ????????????

- ???
- ?????????????????????????????????????
- ???
- ???
- ?????????????????????????????????????
- ???
- ???

Driving Transformation with Data Science

(??)

- ?????????????????????? (Digital Data) ?????????? ???
- ?????????????????? (Big Data) ?????????? ?????????????????????????????????
- ?????????????????? (Data Science) ?????????? ????????????????????????????????? (Data Scientist) ???????
- ??? (Data-Driven Organization) ?????????? ?????????????????????????????????
- ??? (Data-Driven Organization)
- ?????????????????? (Business Intelligence) ?????????? ??? (Advanced Data Analytics) ?????????? ???
- ??? (Data Analytics Maturity Levels) ??????????????
- ??? (Business Intelligence) ??????????????????????????????????????
- ?????????????????? (Advanced Data Analytics) ?????????????????? (Leaders) ??????????????
- ?????????????????? BI (Business Intelligence) ??? (Advanced Data Analytics) ???

Digital Tools Focus: ??? Update ???????????????????

- Blockchain Technology and Cryptocurrency
- VR, AR, MR, and Metaverse
- Drone
- ?????????????????????? (Robotics) ???
- The Roles of AI, ML, DL and Social Analytics for Digital Solution (????????????????????????????????)
- 5G, IOT & Smart Cities
- Social Media
- EV Technology
- Case Study

Transformation Strategy Focus: ??? Workshop

- ???
- ??? (Digital Transformation Strategy) ??????????????

