

# CERTIFICATE OF INNOVATION EXCELLENCE AND DIGITAL TRANSFORMATION



## Module 1: Leading Digital Transformation (6 hours)

Tuesday November 9, 2021

Wednesday November 10, 2021

## Module 2: Designing and leading business transformation (6 hours)

Thursday November 11, 2021

Tuesday November 16, 2021

## Module 3: Digital Business (18 hours)

Level 1: Brand Creation (3 hours)

Wednesday November 17, 2021

Level 2: Working remotely (3 hours)

Thursday November 18, 2021

Level 3: Basic social media (6 hours)

Tuesday November 23, 2021

Wednesday November 24, 2021

Level 4: Advanced Digital Marketing and E-commerce (6 hours)

Thursday November 25, 2021

Tuesday November 30, 2021

**Schedule:** From 5:00 to 8:00 (Beirut time)

**Total number of hours:** 30 hours

**Cost per participant:** 900\$ (Bank Transfer) or 2 700 000L.L.

[Register here](#)

For more info: contact us on 0096170119341 or write us on [cfp@usj.edu.lb](mailto:cfp@usj.edu.lb)

# Module 1: Leading Digital Transformation (6 hours)

Tuesday November 9, 2021

Wednesday November 10, 2021

The webinar objective is to help participants understand the impact of digital technologies on companies: on their strategies, structure, culture, people and mainly on how to organize innovation. This course is designed to allow the participants to reflect upon their own companies and businesses, apply, and test some of the acquired knowledge and skills in order to set a roadmap for a digital transformation journey. The second aspect of this course will get the participants familiar with the lean startup methodology for innovation.

## Participants will be able to:

- Analyse the impact of digital transformation on the strategy, structure, culture, and Innovation management of an organization.
- Develop an understanding of how to assess the impact of digital trends on companies (customers, Competitors, employees)
- Understand how digital technologies are leveraged to enhance companies' performance
- Understand the Lean Startup Methodology for Innovation



## Ms Jocelyne Ziadeh

Jocelyne Ziadeh, Chief Information Officer at Hotel Dieu de France. Jocelyne has been managing the digital transformation program at HDF since 2013, including the selection and implementation of an integrated HIS solution covering the EMR, ERP and HRIS. She has an extensive experience in IT management across multiple industries, having worked in the banking and manufacturing sectors, where she has led several IT infrastructure, IT security and Information System projects. Jocelyne holds a Computer and Communications Engineering Degree from ESIB-USJ and enrolling an EMBA at ESA and ESCP Business Schools. Jocelyne is married with 2 children, Lynn and Carl. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.

## Module 2: Designing and leading business transformation (6 hours)

Thursday November 11, 2021

Tuesday November 16, 2021

The webinar will cover essential concepts in designing and leading business transformations based on the influencing model, a change management framework developed by McKinsey & Company to navigate the shifts in people, processes, and focus when an organization must operate differently than it has in the past.

### Participants will be able to:

- Assess the need for a transformation in your company / department
- Understand the key success factors of business transformation
- Understand the key principles to follow to design the right transformation program for you



### Mr. Ralph Bou Nassif

Ralph Bou Nassif, is a seasoned strategy and transformation advisor with extensive experience with world leading management consulting firms McKinsey & company and Booz & company. An engineer and a graduate of management from HEC-Paris, Ralph has been serving companies, investment funds, family conglomerates, and governments for the last 15 years across Europe, the GCC, and Africa on strategy, growth and business transformation. Ralph is the co-founder and MD of StratHaus, a boutique strategy consultancy based in Paris. Expert at the Professional Training Center of USJ.

# Module 3:

## Digital Business

Join our Digital Business Program

Gain verifiable and relevant competencies and earn invaluable recognition from USJ, entirely online.

Learn how to create your brand online, use the right tools and processes to manage your team remotely, how to activate and promote your brand on social media, finally how to run your e-commerce business.

Experience a flexible but structured approach to online education as you plan your learning around your life to meet weekly milestones.

Enjoy a personalized, online learning experience augmented with human interaction that supports you every step of the way.

### Level 1: Brand Creation (3 hours)

**Wednesday November 17, 2021**

Participants will be able to:

- Understand what a brand is (and is not) and why consumers seek meanings for brands.
- Analyse the way information is received and processed by consumers
- Understand the central role of brand meaning in brand strategy.

### Level 2: Working remotely (3 hours)

**Thursday November 18, 2021**

Participants will be able to:

- Identify the appropriate web tools
- Manage their team remotely
- Enhance communication for a higher productivity

### Level 3: Basic social media (6 hours)

**Tuesday November 23, 2021 | Wednesday November 24, 2021**

Participants will be able to:

- Understand the Social Media platforms and marketing strategies – Facebook, Instagram, Twitter, YouTube
- Create & Implement a comprehensive digital marketing optimization strategy
- Market a small business with free tools (mobile applications)
- Advertise at low cost

### Level 4: Advanced Digital Marketing and E-commerce (6 hours)

**Thursday November 25, 2021 | Tuesday November 30, 2021**

Participants will be able to:

- Create integrated campaigns on social media with creative content
- Understand and create SEO content
- Implement Advanced-Advertising techniques
- Analyse the review of the website



### Dr Mariah Frangieh

Maria Frangieh is a university instructor, Doctorate in Business Administration graduate, with emphasis in Web Tools and knowledge sharing (digital marketing in marketing and HR). She is also a founder and managing partner of Socialprise a digital marketing and communications agency operating globally for more than a decade. Lecturer at Haigazian University and USJ, she has offered courses in French and English in Microeconomics, Macroeconomics, Digital Business, Social Media Marketing Management, Digital Business and E-commerce, among others. Expert at the Professional Training Center (CFP) of Université Saint Joseph de Beyrouth.