



# Curriculum Digital & AI Transformation Management

Full-time: 16 weeks / 4 months

German

Remote

Our course **Digital & AI Transformation Management** is a 16-week, future-focused course designed for professionals ready to lead AI-driven change.

Participants gain the skills to shape digital strategy, scale AI across organisations, and guide transformation from vision to execution.

Covering topics from AI governance and data strategy to stakeholder management, change leadership, and business case development, the programme prepares learners to drive meaningful, enterprise-wide impact. Through hands-on projects and a final capstone simulation, participants build a portfolio of practical deliverables that demonstrate their ability to lead transformation in an AI-powered world.

## Future jobs for you:

- > AI Manager
- > AI Enablement / Adoption Manager
- > Transformation Manager
- > Change Manager
- > Digital Transformation Manager

Annual salary: 40.000 – 75.000 €

The curricula presented here are intended as an exemplary guide to course content. Adjustments to the content and schedule are possible from didactic and organizational perspectives reasons as well as to adapt to the state of the art and current requirements of the labor market expressly remain reserved, without thereby impairing the character of the course and the overall quality of its content.

## Tech Stacks

### Digital Transformation & AI Literacy for Leaders

- Digital maturity self-assessment; 4 waves of digitalisation
- AI landscape map; EU AI Act Art. 4 compliance; strategic prompt engineering
- Industry benchmarks; AI readiness scorecard; enterprise prompt library
- Reflection; AI tools: ChatGPT/Perplexity for strategic research; prompt pattern of the week

### Change Management & Organisational Readiness

- ADKAR analysis; Kotter 8-step model
- Resistance mapping & countermeasures; force-field analysis
- Change plans; communication plan; resistance roleplay
- Reflection; AI tools: ChatGPT/Perplexity for change communication

### AI Platforms & Data Governance Foundations

- Vendor evaluation matrix (AI platforms incl. RAG, automation fit, MCP compatibility)
- Data quality framework; RACI; RAG prerequisites; platform vs automation
- Enterprise AI workspace hands-on (e.g. Langdock/Microsoft Copilot); data catalogue
- Vendor evaluation presentation
- Reflection; AI tools: AI platform vs workflow automation comparison

### Stakeholder Management & Key User Strategy

- Stakeholder map; power/interest grid; RACI
- Key user framework; champions programme; AI-driven stakeholder analysis
- Executive briefing simulation; engagement calendar
- Stakeholder roleplay
- Reflection; AI tools: Miro + Copilot for visualisation

### AI Governance, Ethics & Regulation

- EU AI Act checklist (incl. agentic use cases, legal suitability, OpenClaw negative case)
- ISO 42001 governance; ethics impact assessment
- GDPR + AI Act overlap; responsible AI policy
- Compliance audit simulation
- Reflection; AI tools: Power BI/Notion governance dashboards

### AI ROI, Business Case & Capstone

- Business case template; ROI calculation
- TCO analysis (build vs buy vs partner)
- C-level investment proposal; KPI framework
- Capstone presentation (peer jury)
- Reflection; AI tools: Excel/Sheets + Copilot for modelling

### AI Business Case Development & Financial Modelling

- NPV/IRR Calculation for AI Investment Scenarios
- Sensitivity Analysis, Investment Portfolio Map
- Board Presentation, Enterprise AI Platform ROI Calculator
- Investment Pitch Competition
- Reflection, AI Tool: Copilot for Financial Modelling

### Data Strategy & Enterprise Governance

- Data strategy canvas; RAG use-case framing
- DCAM maturity; data quality dashboard; RAG architecture assessment
- Data architecture decisions; lineage mapping; hands-on RAG evaluation
- Presentation
- Reflection; AI tools: RAG-enabled enterprise knowledge assistants

### Scaling AI: Pilot to Enterprise

- Scaling roadmap; barrier analysis
- Agentic AI & workflow automation (n8n prototype, MCP integration)
- AI agent scoping; MLOps for managers; CoE design
- Scaling defence
- Reflection; AI tools: n8n vs Make vs Zapier comparison

### AI Programme Management & Portfolio Governance

- Programme charter (vision, scope, governance)
- OKRs for AI transformation
- Agile portfolio board; shadow AI risk assessment
- Programme simulation review
- Reflection; AI tools: Jira/Notion + Copilot

### Capstone: AI Transformation Strategy

- Integrated transformation strategy document
- Executive summary + 1-page canvas
- Scaling, change & adoption monitoring plan
- Strategy defence (peer committee)
- Reflection; full AI toolset

### Full-Stack Implementation

- Implementation plan (work packages)
- Change execution (newsletter, townhall)
- AI platform deployment; transformation dashboard
- Mid-simulation review & adjustment
- Reflection; integrated AI workflow tools

### Stakeholder Presentation, Defence & Iteration

### Certification, Portfolio & Career

## Soft Skills

Click here for final projects

Communication Skills

Teamwork

Domain Knowledge

Problem Solving

Attention to Detail

Time Management

Adaptability

Open to Criticism

Patience

## Practical Project

Implementation of acquired knowledge in a real-life scenario.

## Supported Job Search

We actively support job searches, offering regular networking events where participants connect with experienced tech professionals.



# Curriculum Digital & KI Transformation Management

Vollzeit: 16 Wochen / 4 Monate

Deutsch Remote

Unser Digital & AI Transformation Management Programm ist ein 16-wöchiger, zukunftsorientierter Kurs für Professionals, die AI-getriebene Veränderung in Unternehmen gestalten und führen wollen. Teilnehmende lernen, digitale Transformationsstrategien zu entwickeln, KI unternehmensweit zu skalieren und Veränderungsprozesse von der Vision bis zur Umsetzung zu steuern.

Inhalte reichen von AI Governance (inkl. European Union Artificial Intelligence Act und ISO/IEC 42001) über Datenstrategie und Stakeholder-Management bis hin zu Change Leadership und Business Case Entwicklung. Durch praxisnahe Projekte und eine abschließende Capstone-Simulation entsteht ein Portfolio, das die Fähigkeit zur Führung echter AI-Transformationen im Unternehmen belegt.

## Zukunftsjobs für dich:

- > AI Manager
- > AI Enablement / Adoption Manager
- > Transformation Manager
- > Change Manager
- > Digital Transformation Manager

Jahresgehalt: 40.000 - 75.000 €

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## Tech Stacks

### Digital Transformation & AI Literacy für Führungskräfte

- Digital Maturity Self-Assessment; 4 Wellen der Digitalisierung
- AI Technologie Landscape Map; EU AI Act Art. 4
- Compliance; Strategisches Prompt Engineering
- Branchen-Benchmarks; AI Readiness Scorecard; Enterprise Prompt Library
- Reflexion; AI Tool: ChatGPT/Perplexity für strategische Recherche; Prompt Pattern of the Week

### Change Management & Organisatorische Bereitschaft

- ADKAR-Analyse; Kotter 8-Stufen-Modell
- Widerstands-Analyse & Gegenmaßnahmen; Force-Field-Analyse
- Change-Pläne; Kommunikationsplan; Widerstands-Roleplay
- Reflexion; AI Tool: ChatGPT/Perplexity für Change-Kommunikation

### AI Plattformen & Data Governance Grundlagen

- Vendor-Evaluierungs-Matrix für AI Plattformen inkl. RAG-Fähigkeit, Automations-Fit, MCP-Kompatibilität
- Data Quality Framework; RACI-Matrix; RAG-Voraussetzungen; Abgrenzung Plattform vs. Automation
- Hands-on Enterprise AI Workspace (z. B. Langdock oder Microsoft Copilot); Data Catalogue Konzept
- Vendor-Evaluierungs-Präsentation
- Reflexion; AI Tool: Vergleich AI Plattformen vs. Workflow Automation Tools

### Stakeholder Management & Key User Strategie

- Stakeholder Map für AI-Agent Rollout; Power/Interest Grid; RACI-Matrix
- Key User Framework; Champions-Programm; AI-gestützte Stakeholder-Analyse
- Executive Briefing Simulation für AI-Agent Rollout; Engagement-Kalender
- Stakeholder Simulation Roleplay
- Reflexion; AI Tool: Miro + Copilot für Visualisierung

### AI Governance, Ethik & Regulierung

- EU AI Act Compliance Checkliste inkl. Agentic Use Case; Legal Suitability Check; OpenClaw Negativfall
- AI Governance Framework: ISO 42001; Ethics Impact Assessment
- GDPR + AI Act Überschneidungsanalyse; Responsible AI Policy
- Compliance Audit Simulation
- Reflexion; AI Tool: Governance Dashboards (PowerBI/Notion) für AI-Agent Freigaben

### AI ROI, Business Case & Capstone

- BTCO Analyse: Build vs Buy vs Partner
- Investment Proposal für C-Level; KPI Framework
- Capstone Präsentation vor Peer Jury
- Reflexion; AI Tool: Excel/Sheets + Copilot für Finanzmodellierung

### AI Business Case Entwicklung & Finanzmodellierung

- NPV/IRR Berechnung für AI Investitionsszenarien
- Sensitivitätsanalyse; Investment Portfolio Map
- Board Präsentation; AI Platform ROI Calculator
- Investment Pitch Wettbewerb
- Reflexion; AI Tool: Copilot für Finanzmodellierung

### Data Strategy & Enterprise Governance

- Enterprise Data Strategy Canvas; RAG Use-Case Framing
- Data Governance Reifegrad (DCAM); Data Quality Dashboard; RAG Architektur-Analyse
- Data Architektur Entscheidungen; Data Lineage Map; Hands-on RAG Evaluation
- Data Strategy Präsentation
- Reflexion; AI Tool: RAG-gestützte Wissensassistenten im Unternehmen

### AI Skalierung – vom Pilot zum Unternehmen

- AI Scaling Roadmap; Skalierungsbarrieren Analyse
- Agentic AI & Workflow Automation Landscape; n8n Workflow Prototyp; MCP Tool-Integration
- AI Agent Scoping; MLops für Führungskräfte; AI Center of Excellence Design
- Skalierungs-Strategie Verteidigung
- Reflexion; AI Tool: n8n vs Make vs Zapier Vergleich

### AI Programm-Management & Portfolio Governance

- AI Programm Charter: Vision, Scope, Governance
- OKR Framework für AI Transformation
- Agile Portfolio Board; Shadow AI Risikoanalyse
- Programm Review Simulation
- Reflexion; AI Tool: Jira/Notion + Copilot für Tracking & Shadow AI Governance

### Capstone – AI Transformationsstrategie

- Integriertes AI Transformationsstrategie Dokument
- Executive Summary + 1-Seiten Strategy Canvas
- Skalierungsplan; Change & Adoption Monitoring Plan
- Strategie-Verteidigung vor Steering Committee
- Reflexion; vollständiger AI Tool Stack

### Full-Stack Transformation Implementation

- Detaillierter Implementierungsplan: Work Packages
- Change & Communication Umsetzung; Newsletter; Townhall
- Enterprise AI Platform Deployment Plan; Transformations-Health Dashboard
- Mid-Simulation Review + Kurskorrektur
- Reflexion; integrierter AI Workflow

### Stakeholder Präsentation, Verteidigung & Iteration

### Zertifizierung, Portfolio & Karriere

## Soft Skills

Teamarbeit

Problemlösung

Kommunikationsfähigkeit

Zeitmanagement

Anpassungsfähigkeit

Detailgenau

Kritikfähig

Geduld

Eigenmotivation

Hier klicken für finale Projekte

### Praxisprojekt

Umsetzung des erworbenen Wissens in einem realen Szenario.

### Unterstützte Jobsuche

Zusätzlich unterstützen wir aktiv bei der Jobsuche. Schon während des Lehrgangs können Teilnehmer:innen in regelmäßig stattfindenden Netzwerkveranstaltungen wertvolle Kontakte zu erfahrenen Fachkräften der Tech-Szene knüpfen.

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