

Curriculum Digital & AI Transformation Management

10+Years
of Building
Careers

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: €63,636 – €96,600

<https://web.arbeitsagentur.de/entgeltatlas/beruf/134898>

The curriculum shown here is an exemplary guide to course content. We reserve the right to slightly adjust content and schedule for didactic and organizational reasons, or to reflect current labor-market requirements. Any adjustments will not affect the quality or the learning outcomes of the course.

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 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

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 Development

Attention to Detail

Communication Ownership

Storytelling Resilience

Stakeholder Management

Research skills Curiosity

Time Management

Problem Solving Teamwork

Creativity Adaptability

Analytical Thinking

You'll get a

**CLAUDE PRO
SUBSCRIPTION**
during the course

★
**Voucher for
Scrum
Master
PSM I**

Practical Project

Implementation of acquired knowledge in a real-life scenario.

Supported Job Search

Our career team of 4 coaches actively run the Career Compass program that train and support job searches, and we organize regularly masterclasses and events with industry experts.

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Digital & AI Transformation Management

Why now is the ideal time for further training

1 Why is Digital & AI Transformation Management an important competency in Germany?

According to LinkedIn "Skills im Trend 2026" (Deutschland), AI competence is Germany's fastest-growing skill area (#1), and project & product management ranks #5, driven by demand for end-to-end ownership and stakeholder coordination. Digital & AI Transformation Management sits where the two meet — and adds the piece most companies are missing: taking AI from an isolated pilot to something the whole organisation actually uses. One training, covering two of Germany's top skill areas plus the discipline that connects them.

LinkedIn News



#1 AI Competence

Key Skills: Generative AI, LLMs, prompt engineering, chatbot development, transformers, CNNs, and RAG techniques (connecting LLMs to external data).

Relevance: Knowledge of AI application is required in almost all professions today, even outside the tech industry.

💡 Boost your productivity with AI agents.

2 Why are companies looking for Digital & AI Transformation Managers?

AI is no longer optional. Germany's federal Hightech Agenda roadmap (BMFTR, 2026) expects that by 2030 practically no job in Germany will be untouched by AI. Companies are moving fast: according to Bitkom, the share of German companies using AI jumped from 17% to 41% between 2024 and 2026, with another 48% planning adoption.

But adoption is running ahead of readiness. Bitkom's AI study finds that 43% of companies give their employees no AI training at all — only 8% train everyone — and 31% name missing employee acceptance as a direct barrier to AI. Buying the technology is the easy part. Getting an organisation to adopt it, govern it and scale it is the job companies are now hiring for.

#5 Project and Product Management

Key Skills: Project management, end-to-end ownership, project documentation, strategy implementation, and coordination.

Relevance: In project and product management roles, coordinating between stakeholders is becoming increasingly important — as is professional project documentation.

3 Digital & AI Transformation Management Job postings in Germany

Glassdoor lists **over 3,300 job postings** for Transformation Manager in Germany as of September 2026, and over 2,700 for AI Manager. Over 3,800 job postings mention "AI Transformation".

As of September 2026, there are **more than 25,000 open positions** for AI Managers / KI Manager and Digital Transformation Manager in Stepstone.

Roles on StepStone	Job Postings (Sep 2026)
AI Manager / KI Manager	9,108
Digital Transformation Manager	17,692

Sources & References

[LinkedIn Skills im Trend 2026](#)
[BMFTR Technologie-Roadmap KI](#)
[Bitkom press release](#)
[Bitkom study "Künstliche Intelligenz in Deutschland"](#)
[Glassdoor and Stepstone job search \(Germany\), September 2026](#)

Curriculum Digital & KI Transformation Management

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Careers

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 €

<https://web.arbeitsagentur.de/entgeltatlas/beruf/134898>

Der hier dargestellte Lehrplan dient als beispielhafter Leitfaden für die Kursinhalte. Wir behalten uns das Recht vor, die Inhalte und den Zeitplan aus didaktischen oder organisatorischen Gründen sowie zur Anpassung an aktuelle Anforderungen des Arbeitsmarktes geringfügig zu ändern. Etwasige Anpassungen haben keine Auswirkungen auf die Qualität oder die Lernergebnisse des Kurses.

Tech Stacks

Digital Transformation & AI Literacy für Führungskräfte

- Digital Maturity Self-Assessment; 4 Wellen der Digitalisierung
- AI Technology 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

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

Entwicklung von Soft Skills

Detailgenauigkeit Resilienz

Stakeholder-Management

Kommunikation Storytelling

Recherchefähigkeiten

Problemlösung Teamwork

Eigenverantwortung

Kreativität Anpassungsfähigkeit

Analytisches Denken

Zeitmanagement Neugier

Du bekommst einen

CLAUDE PRO
ZUGANG
während des Kurses

★
Gutschein
für
Scrum
Master
PSM I

Praxisprojekt

Umsetzung des erworbenen Wissens in einem realen Szenario.

Unterstützte Jobsuche

Unser vierköpfiges Karriere-Team leitet aktiv das „Career-Compass“-Programm, das bei der Jobsuche schult und unterstützt; zudem organisieren wir regelmäßig Masterclasses und Veranstaltungen mit Branchenexperten.

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Digital & AI Transformation Management

Warum jetzt der ideale Zeitpunkt für eine Weiterbildung ist

1 Warum Digital & AI Transformation Management eine wichtige Kompetenz in Deutschland ist

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