

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

Description :

Successful Digital Transformation Workshop Action Plan “Digital Enterprise”

Training Date : 16-17, 23-24 May & 06-07, 13-14 June 2024 ** เลื่อนการอบรมไปเป็นปี 2568 แทนคะ !!

fee : 35,000 ฿ (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 กรุงเทพ

Type : Classroom

Category : Executive Program

Objectives :

Overview:

Digital Transformation Business Model Successful Digital Transformation Workshop Action Plan “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 Organizational Design Step by Step Transformation Strategy / Focus Transformation Strategy / DAC Transformation Strategy / Agile Transformation Strategy / Digital Transformation Strategy / Work Process, Product and Outcome Digital Transformation 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) ?????????????????
- ??? (Advanced Data Analytics) ???

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

- Blockchain Technology and Cryptocurrency
- VR, AR, MR, and Metaverse
- Drone
- ????????????????????????????????? (Robotics) ???
- (Digital Transformation) ???
- 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) ???????????????

- Digital Transformation Strategy
- Digital Transformation Strategy
- (Alignment) (Business Goals)
- Digital Transformation Strategy
- (Best Practices) (Framework)
- Digital Transformation
- Digital Transformation (Do) (Don't) Digital Transformation
- Digital Transformation Strategy

Organizational Design Focus:

- Organizational Structure
- Organizational design
- Transformation strategy
- DAC transformation strategy
- Agile transformation strategy
- Digital transformation strategy
- Workshop Organization Design

Transformation Map & Project investment Focus:

- Behavior of Client
- Client Engagement
- Client Analysis
- Client Behavior VS Social Behavior
- Best Practice Sharing

Digital Transformation Plan Presentation

- Digital Transformation Plan Presentation
- Digital Transformation Plan Presentation

Payment Condition :

Payment can be made by:

1. Cash or Credit Card or Bank Cheque payable to "สำนักงานพัฒนาวิทยาศาสตร์และเทคโนโลยีแห่งชาติ" (a post-dated cheque is not accepted) on the first day of the service or within the last day of the service.

2. Account transfer and send the proof of the payment (the deposit slip) via email ttd@swpark.or.th

2.1 ธนาคารกรุงเทพ สาขาอุทยานวิทยาศาสตร์

Saving Account Number: 080-0-00001-0

Account Name: สำนักงานพัฒนาวิทยาศาสตร์และเทคโนโลยีแห่งชาติ

2.2 ธนาคารกรุงไทย สาขาตลาดไท

Saving Account Number: 152-1-32668-1

Account Name: สำนักงานพัฒนาวิทยาศาสตร์และเทคโนโลยีแห่งชาติ

Notes:

- Withholding tax (3%) is exempt.
- Should you need to withdraw, you must send the notice of the withdrawal in writing no later than 7 working days before the commencement date. The cancellation less than 7 days will be subject to a fine of 40% of the fee.
- Software Park Thailand reserves the rights to cancel courses due to unforeseen circumstances.

Contact Person :

For more information, contact our course coordinator on:

Name: Kotchaphan Aokdeelert

Tel: +66-2583-9992 Ext. 81425

Email: kotchaphan.aokdeelert@nstda.or.th or ttd@swpark.or.th

You are encouraged to use the course schedule as a guide to plan your training. The schedule is accessible at www.swpark.or.th for more information.