

EXECUTIVE EDUCATION

DIGITAL TRANSFORMATION

“The challenge is not only knowing what you’re going to do, but more importantly, who you want to be.”



EUROPEAN INSTITUTE OF
FINANCE & MANAGEMENT

ABOUT EXECUTIVE COURSES

Executive education is a series of courses designed by leading industry experts and top universities to develop and enhance the key professional skills needed to succeed in today's most in-demand career fields. Find a program that meets your specific needs and that will enable you to take your career path one step further.



YOU CHOOSE A COURSE

We offer training programs in many specializations and specializations that are currently in demand and will help you get ahead in your field.

VALUABLE CERTIFICATE

A certificate that demonstrates the knowledge and experience you have gained and is backed by several accreditation associations or major global institutions.

YOU LEARN AT YOUR OWN PACE

All courses are taught online, so you can take them on your PC, tablet or phone, which makes learning flexible and makes time for even the busiest of you.

MOVING YOUR CAREER UP

Use the knowledge and skills you've gained to influence and develop your career at work. This step is up to you.

EXECUTIVE EDUCATION refers primarily to business management courses designed to help the professional development of executives and managers, which are considered part of an ongoing lifelong learning process.

Develop your talent through study at EIFM



We live in a time of constant change. As we venture into this unstable reality, we will have to trust even more not only our core values and sound judgment, but also our ability to challenge the status quo. Creativity will be crucial to successfully navigating the present and the future, enabling us to meet the challenges that lie ahead.

The new leader must be able to combine two strands: on the one hand, the highest degree of professionalism and self-motivation to constantly strive for excellence and, as a result, personal and professional fulfilment; on the other, the generosity with which all these efforts will be devoted to serving others, society and the world. If you consider yourself a challenging and non-conformist person who wants to improve and move forward, and who feels that you have much more to give to make a real and lasting impact, then you are the ideal student for one of our executive courses.

“EIFM is the only school I applied to because not only is it a prestigious world-class institution with world-class faculty, but it is focused on collaboration and community, a key aspect that sets it apart from other world-class universities. It is taught by practitioners who provide practical experience outside the academic world; its focus brings it more in line with the professional world of workers and managers, and which are considered part of an ongoing process of lifelong learning.”

PETER BARROS, student

STUDY BENEFITS

Executive education is an intensive journey of personal and professional transformation that prepares you to meet the challenges of any business environment.

Our certificate programs are special courses that enable business executives to develop their business, leadership, communication and other skills to become better managers and business leaders.



GENERAL OVERVIEW

You'll gain a deep, comprehensive overview of the company from a general management perspective, allowing you to understand the uniqueness of each operational area and their interrelationships, as well as how they affect your decisions.

EFFECTIVE LEADERSHIP

You'll increase your ability to engage your team in top-level projects and manage diverse personal profiles and motivations to align them around a common goal. You will become a leader who is committed to professionalism and integrity and to a spirit of service for the good of the organization and the company.

DECISION-MAKING SKILLS

You will learn that to be an exceptional leader, you must become an expert at making difficult decisions. By examining more than 300 business cases, you will hone your ability to analyze challenging situations, justify your strategy, and decide on the best course of action.

GLOBAL IMPACT

The program's highly engaging content, teacher guidance and intensive weeks in multiple locations around the world will give you a better understanding of the trends and opportunities shaping today's global business landscape.

BUSINESS SPIRIT

You will discover the entrepreneur in you. EIFM courses will help you discover new opportunities and gain the knowledge and tools to make the most of them, both inside and outside your organisation.

PERSONAL GROWTH

The program pushes you to your limits to stimulate deeper self-discovery and the discovery of your strengths and areas of growth. You will emerge better equipped to face any leadership challenge.

WHY STUDY AT EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE LEARNING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how that will develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ADMISSION PROCESS

We accept applicants for specific courses on a rolling basis, subject to availability, and we encourage you to apply as soon as possible. Although most programs have no formal educational requirements, admissions are selective based on your professional achievements and organizational responsibilities. Therefore, your application for a specific course should be accompanied by your CV and, if applicable, a cover letter, which will be used to decide whether you are accepted for admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme matches your exact needs.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

BEGIN STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.



STUDY STRUCTURE

In this course you will learn how to find and create new, streamlined and disruptive business ideas through a digital audit and rapid ideation process. In addition, you will have the opportunity to pitch your ideas and develop a plan for rigorous testing and evaluation of the opportunity to ensure its marketability.



BASIC INFORMATION:

- ✓ SCHEDULE: online form, individual
- ✓ LENGTH OF STUDY: 5 weeks
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 840
- ✓ STARTING DATE: any time

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a 5% discount on the tuition fee will be applied retrospectively.

Every day, technology brings exciting opportunities and new challenges to businesses around the world. And these businesses need digital experts to help them stay ahead. Our instructors have deep expertise in digital transformation - so the course of study is developed based on cutting-edge research and insights, and is designed to make you the leader your organization turns to when it's time to develop a digital strategy, adopt innovative approaches, and explore the potential of new technologies.

Digital transformation is a hot topic at the moment and is on the agenda in almost every organisation. This new reality affects the way we approach customers, the way teams work, communication and, in short, the value proposition of companies. For organizations to respond to these new needs, leaders must be able to create a clear vision and a well-defined plan.



CREATIVITY



DIGITAL STRATEGY



DIGITÁLNÍ DIGITAL
INNOVATIONS



TRANSFORMATION

WHO IS THE STUDY SUITABLE FOR?

THOUGHT DEVELOPMENT

You fully understand the link between big data, data analytics and today's most successful organisations and want to develop in this area.

YOU AIM TO VALUES

You think about the impact a stakeholder-focused proposition can have on the success of the business, and where you can take the business.

YOU AIM TO DEVELOP

You will learn how to find and create new, streamlined and disruptive business ideas that you can then implement within your organization.



GRADUATION CERTIFICATE

Upon successful completion of the course, you will receive a certificate of completion from the European Institute of Finance & Management, which will be valuable evidence that you have acquired improved skills, knowledge and abilities in the field of digital transformation.

Throughout the course you will be continually assessed in relation to the completion of several practical assignments. These assignments are always completed online and successful completion of these assignments is a prerequisite for completing the entire course. You must therefore complete all the assignments given to you as part of your studies in order to be issued with a certificate of successful completion. These assignments vary from course to course and are based on the difficulty of the course and the requirements of the course sponsors or lecturers.

The certificate will be issued in your legal name and will be sent to you on successful completion of the programme as per the requirements set out at the address you have provided on your course application form. The certificate has unlimited validity and can be used throughout your career.



MODULES

PROTOTYPES AND PILOT PROJECTS

You design a plan for testing your product or service. You choose an experimental strategy, such as prototypes or pilot projects to collect real data. You will then formulate your experiment to ensure reliable results while being mindful of accuracy and cost. You'll determine what success looks like for your product or service and develop metrics to test these factors. At the end, you'll be ready to test your prototype or pilot and evaluate how your new product or service idea can be improved.

CREATIVITY AND IDEA GENERATION

You will learn best practices for quickly generating ideas for new businesses. Use the tools and activities to expand your list of ideas and flex your creative muscles daily. Then you'll apply your best practices to a series of product and service design, business model transformation, and sales transformation templates to come up with ideas for new products and services.

CREATING OPPORTUNITIES FOR DIGITAL TRANSFORMATION

You will use a range of techniques to develop the use of digital tools in your organisation. You will evaluate your business model and determine where you can integrate digital tools to better meet your customers' needs and increase profitability. You will then identify digital market techniques that are opportunities to meet unmet customer needs. Finally, you'll have a comprehensive toolkit for developing new ideas across your organization or for your business.

COMPREHENSIVE PREPARATION FOR DIGITAL TRANSFORMATION

All organisations rely on business model development through the identification and use of new digital tools. In this course you will discover how to select the best ideas for digital transformation for your organisation or business venture. You'll conduct a builder audit to assess the current state of the innovation process and identify what the ideal state of the organisation should be, and once this is complete, you'll conduct a digital audit to assess the current state of the use of digital tools in supply chain, organisational processes, customer interaction and after sales services. This analysis will lead you to identify opportunities for leveraging digital technologies.

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