

Certification Course: Change-Management - Transformation in times of digitalization

Summary

- ✓ Course dates: August 09 - 31, 2024
- ✓ Course duration: 3 weeks
- ✓ Language: German
- ✓ Location: Online
- ✓ Certificate: TU Berlin Certificate of Professional Education (3 ECTS)
- ✓ Format: Online
- ✓ Lecturer: Prof. Dr. D. Georg Adlmaier-Herbst
- ✓ Price: 3390 €

Course overview

The certificate course deals with the topic of change in a company and how this can be successfully shaped in the face of developments such as the far-reaching digitalization in society and the economy.

Course content

Basics of change management

- ✓ Definition on change and transformation
- ✓ Types of change
- ✓ Classic concepts and models of change management
- ✓ Newer models for change management
- ✓ Reasons for failure of change management
- ✓ Success factors for successful change

The management process

- ✓ Systematic change as a management process
- ✓ Systematics of the management process
- ✓ Aims, strategies, means and measures in change
- ✓ Management and control of change
- ✓ Recommendations for successful change management processes

Organisation in change management

- ✓ Resources
- ✓ Roles and responsibilities
- ✓ Processes and Structures
- ✓ IT
- ✓ Culture

Communication in change management

- ✓ Success factors
- ✓ Communication goals and strategies
- ✓ instruments of communication and their use
- ✓ Storytelling in change

Willingness to change

- ✓ Evaluation of changes
- ✓ Decision-making and action control in change management
- ✓ Success factors for the willingness to changes
- ✓ Motivation in change
- ✓ Application examples

Dates

Virtual classroom sessions:

- ✓ August 09, 2024, 15:00-21:00 (CET)
- ✓ August 17, 2024, 09:00-17:00 (CET)
- ✓ August 31, 2024, 09:00-17:00 (CET)

Following the conclusion of the first two virtual classroom sessions, participants will undertake a period of a self-study (of 20-30 hours). This independent study phase will be accompanied by the lecturer, up to the date of the final on-site session. Lecturers will support participants for approx. 8 hours online, in the form of an open office hour, a small group workshop (or similar), by arrangement.

Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: info@academy-tu.berlin. We hope to see you In Berlin - or online - very soon!