



Co-funded by the  
Erasmus+ Programme  
of the European Union



# MANAGEMENT CONSULTING IN THE DIGITAL AGE

## BUDS Intensive Training Programme - 2022 Edition



11-15 July



suitable for master  
level students



digital skills



3 ECTS



# About the programme

The programme aims to provide participants with hints and a direct engagement on how management consulting companies are driving digital transformation processes

**13 JUNE**

Opening of the self-paced training on the fundamentals of digital transformation - accessible on Open edX

**11-15  
JULY  
morning**

Practice-based lectures on how management consulting companies are structuring digital transformation projects

**11-15  
JULY  
afternoon**

Group work on a consulting project assigned and supervised by a consulting company

**BY  
22 JULY**

- Online group works presentation to the consulting company
- Individual essay on the summer school learning & experience

## OPTIONAL ACTIVITIES

**17 JUNE**

Introductory workshop on SAS Visual Analytics + self-paced activity

**1 JULY**

Introductory workshop on Salesforce CRM + self-paced activity

# WEEKLY PLANNING: 11th to 15th July

MON

**9:00 - 13:00** Accenture and Salesforce: Digital platforms

**14:30 - 17:30** Groupwork activities (with the support in presence of Accenture mentors)

TUE

**9:00 - 13:00** Deloitte: Customer Journey and cybersecurity

**14:30 - 17:30** Groupwork activities (with the support in presence of Deloitte mentors)

WED

**9:00 - 13:00** NTT Data: Agility for successful digital transformation

**14:30 - 17:30** Groupwork activities (with the support in presence of NTT Data mentors)

THU

**9:00 - 13:00** SAS: Analytics and Artificial Intelligence

**14:30 - 17:30** Groupwork activities

FRI

**9:00 - 13:00** SAP: Intelligent Enterprise and sustainability

**14:30 - 16:00** Debriefing session

# The lectures

Monday July 11	Accenture and Salesforce
Title	<i>Digital Platforms</i>
Learning goal	To analyse how the relevance and role of platforms in digital transformation with a focus on Salesforce CRM application
Topics	<ul style="list-style-type: none"><li>• Digital platforms and the "adopt vs. adapt" issue</li><li>• Salesforce key functionalities and strategic impact</li></ul>
Interactions on	<ul style="list-style-type: none"><li>• Software vendor and consultants joining efforts</li><li>• Business cases challenges in redesigning marketing &amp; sales processes</li></ul>
Tuesday July 12	Deloitte
Title	<i>Cybersecurity and customer journey</i>
Learning goal	To analyse how cybersecurity and customer focus are key for a sound and effective digital transformation
Topics	<ul style="list-style-type: none"><li>• Design and implementation of a cybersecurity strategy</li><li>• Approach and tools for the analysis and redesign of a customer journey</li></ul>
Interactions on	<ul style="list-style-type: none"><li>• Cybersecurity hidden weak points</li><li>• Business cases challenges in redesigning marketing and sales processes</li></ul>
Wednesday July 13	NTT Data
Title	<i>Agility in digital transformation</i>
Learning goal	To analyse how new agile organizational rules and agile leadership models are both required to achieve a successful digital transformation journey
Topics	<ul style="list-style-type: none"><li>• Organizational agility</li><li>• Behavioural agility</li></ul>
Interactions on	<ul style="list-style-type: none"><li>• Agile roles</li><li>• Emotional intelligence</li></ul>

Thursday July 14	SAS
Title	<i>Analytics and Artificial Intelligence</i>
Learning goal	To analyse how analytics are fostering an evidence-based management and how AI can boost it
Topics	<ul style="list-style-type: none"> <li>• Big Data Monetization</li> <li>• Machine Learning and Artificial Intelligence</li> </ul>
Interactions on	<ul style="list-style-type: none"> <li>• AI: Explainability, Ethics and Trust</li> <li>• Analytics and Sustainability</li> </ul>

Friday July 15	SAP*
Title	<i>Intelligent Enterprise and Sustainability*</i>
Learning goal	To analyse how Enterprise IT Systems can support a more sustainable management
Topics	<ul style="list-style-type: none"> <li>• The role of IT systems towards an Intelligent Enterprise</li> <li>• The role of IT systems towards a Sustainable Management</li> </ul>
Interactions on	<ul style="list-style-type: none"> <li>• Strategic and Organisational implications of Enterprise IT Systems</li> <li>• Sustainability goals and enterprise KPIs</li> </ul>

\* to be confirmed

## MANAGEMENT CONSULTING IN THE DIGITAL AGE

### CONTACTS

Phone: +39 0672595555

Email: [digitalconsulting.yerun@mscba.uniroma2.it](mailto:digitalconsulting.yerun@mscba.uniroma2.it)

Website: <https://buds.uniroma2.it/intensive-training-programme/>



*Management Consulting in the Digital Age* is developed as a training activity within the BUDS (Building Up Digital Strategists) project, the strategic partnership co-funded by the European Commission, which involves five partner universities and three associate partners.

The main project objectives are:

- explore innovative ways to use digital teaching technologies
- transfer consulting skills as required for supporting digital transformation processes

Website: <https://buds.uniroma2.it/buds>

Email: [info@buds.uniroma2.it](mailto:info@buds.uniroma2.it)



University  
of Antwerp

uc3m

Universidad  
Carlos III  
de Madrid



UNIVERSITY OF  
EASTERN FINLAND



UNIVERSIDADE  
NOVA  
DE LISBOA



TOR VERGATA  
UNIVERSITY OF ROME



CONFINDUSTRIA  
ASSOCONSULT  
Associazione delle Imprese di Consulenza di Management

