Welcome to Digital Talent Academy

**Henley Business School
University of Reading**

August 2024

Henley
Business School
UNIVERSITY OF READING

Where business comes to life

Henley Business School

A Triple-accreditation Crown by AMBA, EQUIS and AACSB

- **Founded in 1945**, one of the first business school in the UK, and a full service global business school.

- Part of **University of Reading (UoR)**, a high-profile research-intensive university. (QS 2024 ranking 169)

- A **Top 50 of Best Business Schools**, as listed by the global business schools by Financial Times and Economist.

- FT executive education ranking 2024 – top 5 in UK, top 20 in Europe, and top 25 in the world.

Digital Talent Academy (DTA@Henley)

A hub for academics and business to meet and interact, and to add value to all parties.

Purpose
- To empower individuals and organisations with better leadership and talents in digital transformation
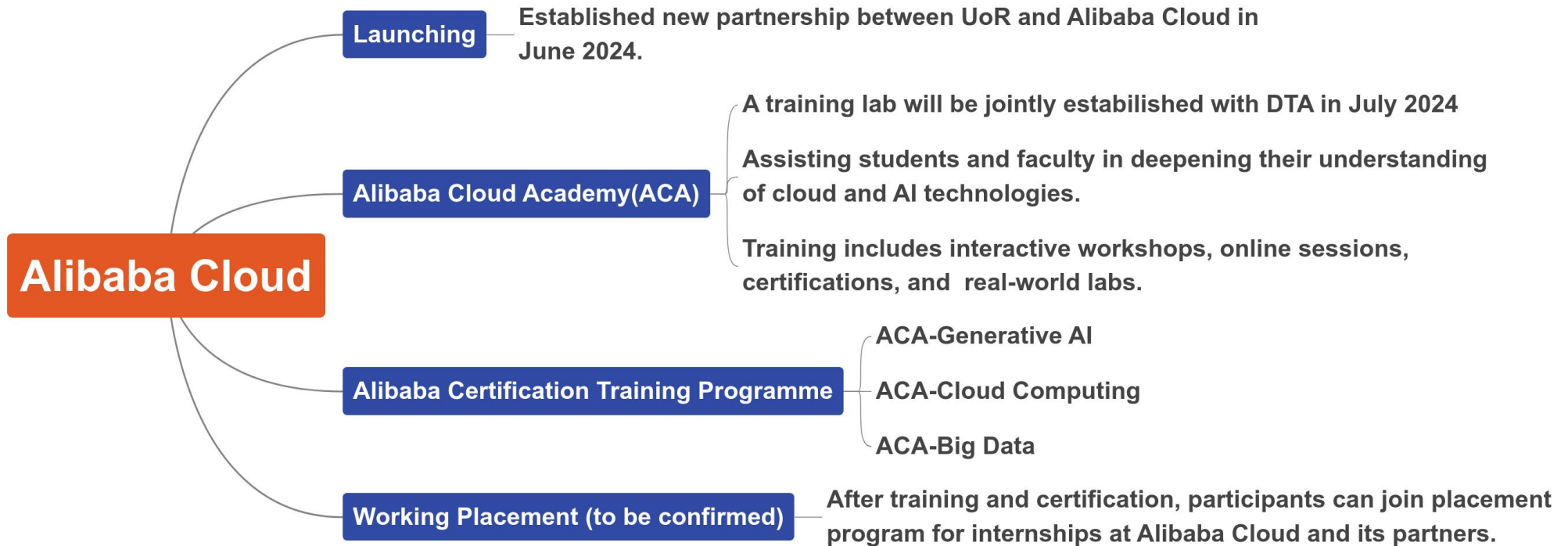
Service
- To provide digital and management training and consultancy to organisations locally and globally

Target
- To enhance digital competencies and employability of university graduates and individuals through training in digital technical and problem-solving skills

Working with Industry

Alibaba Cloud

Launching — Established new partnership between UoR and Alibaba Cloud in June 2024.

Alibaba Cloud Academy(ACA)
- A training lab will be jointly estabilished with DTA in July 2024
- Assisting students and faculty in deepening their understanding of cloud and AI technologies.
- Training includes interactive workshops, online sessions, certifications, and real-world labs.

Alibaba Certification Training Programme
- ACA-Generative AI
- ACA-Cloud Computing
- ACA-Big Data

Working Placement (to be confirmed) — After training and certification, participants can join placement program for internships at Alibaba Cloud and its partners.
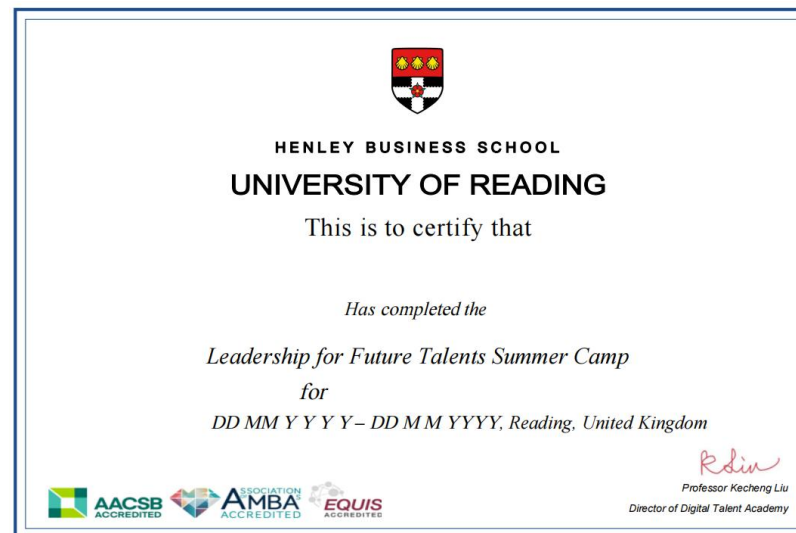
Three Types of Training Programmes

01
Leadership for Digital Transformation

02
Future Leadership

03
Digital Competences and Skills
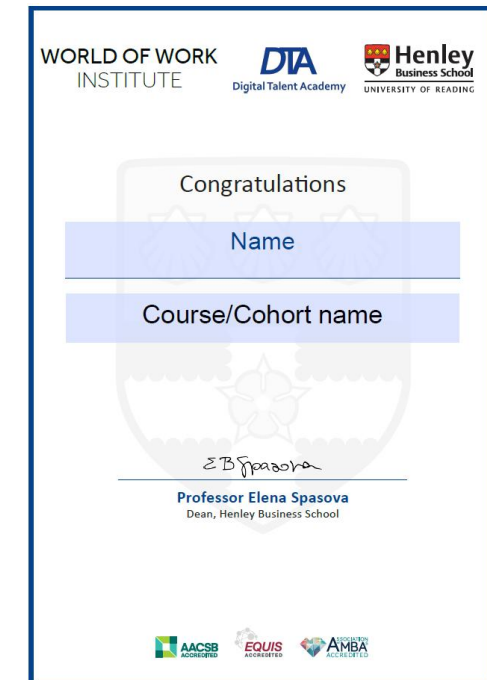
Leadership for Digital Transformation (LeDT)

Programme Highlight

Contents

- Trends and challenges in digital transformation
- Leadership theory, model, capability and practice
- Collaborative leadership
- Strategic alignment
- Transformation journey and managed change
- Digital business ecosystems for value co-creation
- Leading transformation journey in workplace

Languages

- English
- French
- Chinese

Audience

- Executives, and directors

Duration - 5 days

- 4 days workshops
- 1 day industrial visits (Telco, telecom service, or vertical industry)

Sites

- Henley Business School, UK
- Possible: Denmark, Finland, Germany, South Africa, China

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Leadership for Digital Transformation (LeDT)

An Example Curriculum

Day 1	Day 2	Day 3	Day 4	Day 5
Digital World of Opportunities		**Transformation Journey Planning and Change Leadership**		
Digital Mastermind: Embracing and Thriving in Digital Transformation	Discovery Journey (Vertical industry)	Strategic Management in Digital Transformation and Alignment	Financial Strategies: Global and Beyond	Pulling All Together (Develop Your Plan)
Lunch Break				
Digital transformation of vertical industries in the digital era	Discovery Journey (Government)	Leadership in cultural change Driving Change, Agility, Experimentation and Change	Collaborative Leadership in Transformating Organisation	Team Presentation & Learning with a panel of experts Group Feedback Closing Ceremony

Key learning outcomes

- To understand changes induced by business and emerging technologies in the digital era

- To identify critical areas in organisations with new business models and applications

- To master the digital leadership and lead in ~~sformation~~

Contents and visits are customised to the attendees' requirements.

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Leadership for Digital Transformation (LeDT)

Seeking Confirmation

"In digital transformation, we know where we are going, but confirmations with sound academic ground made us more confident."

Knowledge & Insight

"Knowledge and insight are hard to gather as we were so busy in workplace. With you, this became possible. "

Leadership for Digital Transformation (LeDT)

Motivation and Value to Leaders
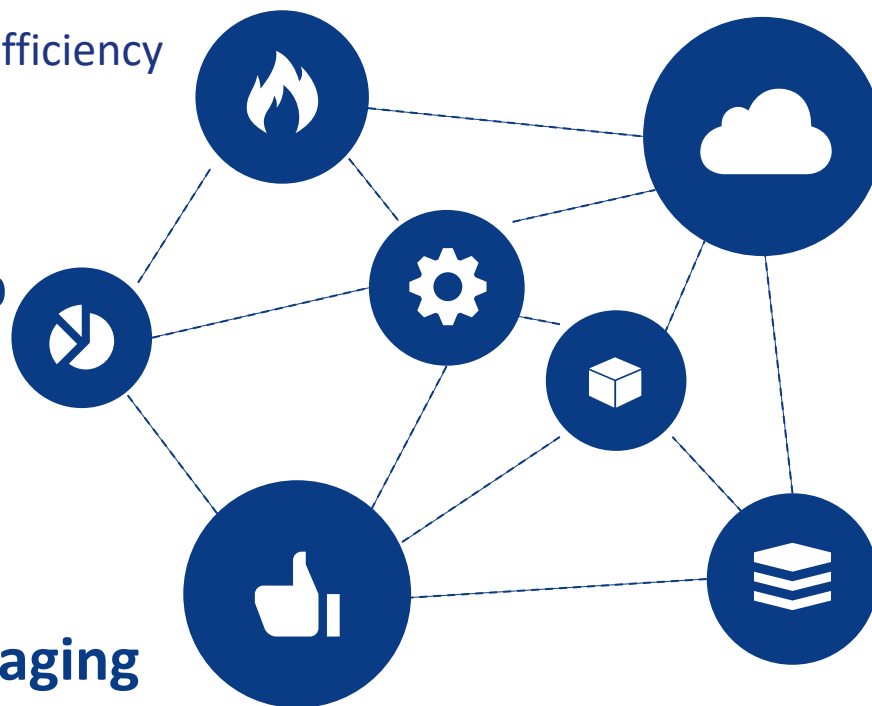
Addressing Leaders 'pain points'

- Valued by effectiveness & efficiency
- Customer experience

Leaveraging leadership

- Building on leaders knowledge & experience

Interactive and Engaging

- Working together through use cases and examples

Relevance by deep customisation

- Context: sector and the company
- Gaps, concerns and issues

Back to Practice

- Guided working on own cases in workplace by all participants

Future Leadership

Contents
- business strategy and operations
- business systems and processes
- digital technology and solutions
- innovation and entrepreneurship
- digital transformation (e.g. government, healthcare, and education)
- and open programme in other topics

Languages
- English
- French
- Chinese

Audience
- Future leaders
- Professionals
- Visiting students

Duration - 5 days
- 4 days workshops
- 1 day industrial visits (Telco, telecom service, or vertical industry)

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Audience

- Future Leaders

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Future Leadership

An Example Curriculum

| Day 1 | 1. Management and Leadership | 2. Digital Technologies & Vertical Industry |

Day 2 through to Day 4

Dimension 1 (in mornings): Management Competences & Skills
- 3. Strategy and Competitive Business
- 5. Financial Management & Governance
- 7. Leadership Qualities and Competences in Business

Dimension 2 (in afternoons): Digital Business Leadership
- 4. Digitisation and servitisation in business
- 6. Digital Business Ecosystems
- 8. Digital Strategy & Transformation

Day 5
- 9. Interactive workshop: from strategy to implementation
- 10. Interactive workshop: working out your plan and presentation

Contents/ visits are customised to the attendees' requirements.

Workshop Photos

Future Leadership

Industry Visit Photos

Digital Competences and Skills

Programme Highlight

Contents
- digital skills training for enhancing career development
- latest trend of technology development
- promoting the integration of cross-disciplinary knowledge and expertise
- accredited by the leading ICT firms and communities

Languages
English

Audience
- Non-specialists
- University students

Duration
3 or 5 days of workshop

Sites
Henley Business School, UK

Digital Competences and Skills

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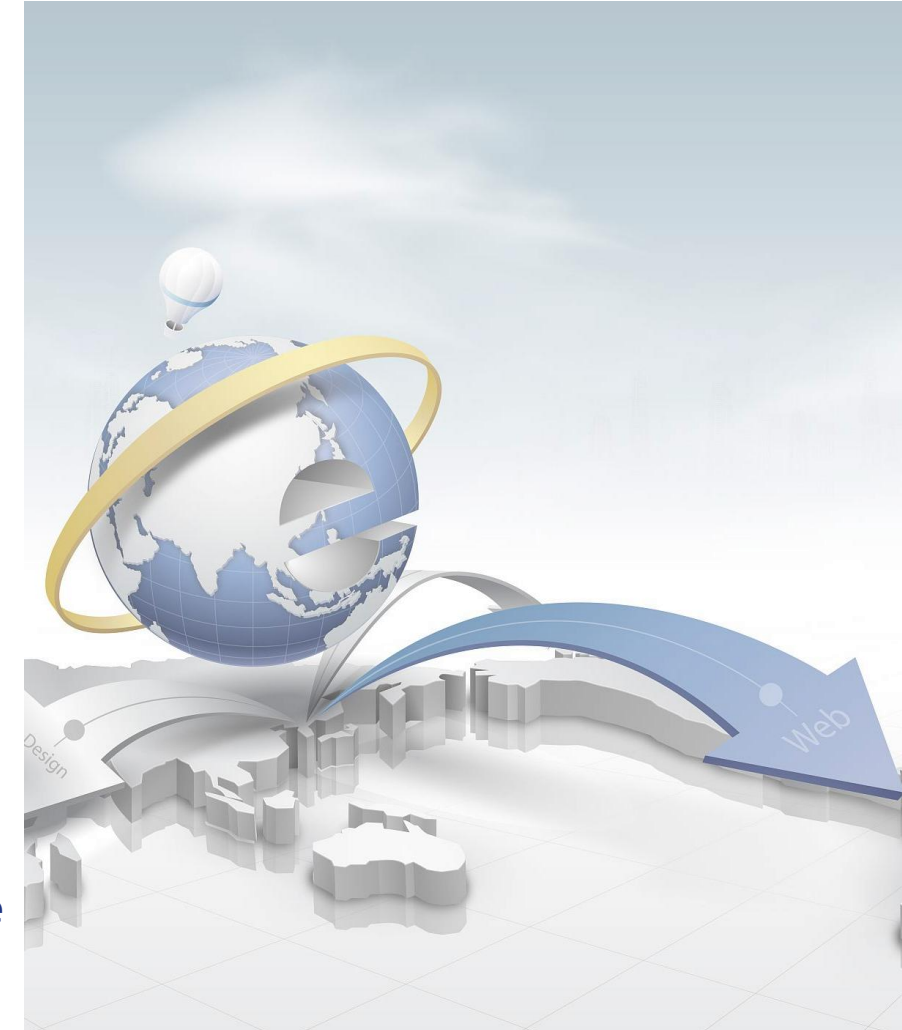
Digital Competences and Skills

Example Course

Excel Your Career – intensive course on Microsoft Excel

- To perform basic operations of Excel incl. layout, interface, worksheet/workbook structure
- To master the input management functions, incl. cell properties
- To develop understanding and skills of Excel advanced functions for data analysis and visualisation
- To complete a capstone project with the obtained Excel skills

Empower your career with Python – intensive course on Python Programme

- To understand basic principles of Python programming
- To master the skills of importing and implementing Python library package
- To develop understanding and skills of using Python automation to manage data from multiple office files, such Excel files integration, split, and query
- To complete a capstone project with the obtained Python programming skills

DTA Training Sites

Henley
Business School
UNIVERSITY OF READING

Where business comes to life

Whiteknights Campus Training Site

Henley Business School at the Whiteknights Campus, University of Reading, is a leading institution with modern facilities, designed to foster innovation and collaboration in business education

- **State-of-the-Art Facilities:** Henley Business School at Whiteknights Campus offers advanced technology and modern amenities for an exceptional learning experience.

- **Inspiring Environment:** Located within the vibrant University of Reading campus, providing a rich academic community and stimulating atmosphere.

- **Convenient Location:** Close to London, offering easy access to resources and opportunities while maintaining a peaceful setting..

Greenlands Campus Training Site

Henley Business School at Greenlands Campus offers a tranquil riverside setting with state-of-the-art facilities, providing a unique environment that enhances both education and professional development..

- **Scenic Setting:** Henley Business School at Greenlands Campus is beautifully situated by the River Thames, offering a serene and inspiring backdrop for training.

- **Modern Facilities:** The campus features advanced technology and contemporary amenities, providing an excellent environment for immersive learning.

- **Exclusive Atmosphere:** The tranquil and secluded location promotes focus and engagement, enhancing the overall training experience.

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DTA London Training Centre at Magna Carta Island

Magna Carta Island, where DTA has a training centre, is a historic site where King John of England sealed the Magna Carta in 1215. This historic document laid the foundation for modern constitutional law and individual rights.

- **Historical Significance**: Situated on Magna Carta Island, by the River Thames
- **Exclusive Environment:** Offers a secluded and private setting away from urban distractions, fostering focus and concentration among participants.
- **Natural Beauty**: Surrounded by scenic landscapes, including lush greenery, riverside views, and tranquil surroundings, enhancing the ambiance for productive learning.

www.woodlandtrust.org.uk/visiting-woods/woods/magna-carta-island/

- **Versatile Spaces**: Provides a variety of indoor and outdoor venues suitable for different training formats, including classrooms, meeting rooms, and outdoor areas for team-building activities.

- **Modern Facilities**: Equipped with modern amenities such as audiovisual equipment, high-speed internet access, and comfortable seating arrangements to support interactive training sessions.

- **Professional Services**: Dedicated event staff available to assist with event planning, logistics, and on-site coordination, ensuring a smooth and successful training experience.

DTA London Training Centre on Bond Street

A combination of luxury, professionalism, and modern amenities for an unparalleled experience

- **Central Location**: Situated in the heart of London, offering convenience and accessibility for participants traveling from various locations.

- **Luxurious Setting**: Provides a prestigious and upscale environment conducive to executive-level training sessions.

- **Professional Atmosphere**: Exudes professionalism and sophistication, enhancing the credibility and prestige of the training programme held at the venue.

- **Exclusive Spaces**: Versatile layouts tailored to specific needs and preferences of executive training programmes
- **Catering Services**: High-quality catering options, including gourmet meals and refreshments, to enhance the overall experience for attendees
- **Excellent Reputation**: As a premier executive training venue, backed by testimonials and feedback from satisfied clients and participants

Successful Cases

Successful participants are eligible to become Henley alumni

Where business comes to life

Case 1：Executive Training Programme for Hainan Government Officers (海南省政府)

- Topics: Digital Ecosystem, Digital Governance, Digital Transformation and Sustainability

- 22 Hainan government senior officers spending 60 days on campus and fieldwork

- Facilitated by Chinese State Administration of Foreign Experts Affairs (SAFEA)

Successful Cases

Case 2: Technology Innovation Training for Fujian Association for Science and Technology (福建省科委）

- Topics: Digital Manufacturing, Industry 4.0, Disruptive Innovation, and Entrepreurnship in Digital Era

- 10 engineers and 9 university professors for 3 days on campus studies and fieldwork

Case 3: Future Digital Leader Programme for Chongqing University (重庆大学)

- Topics: E-commerce, Digital Business, Fintech, Digital Marketing

- 30 students from Chongqing University, China

Case 4: Leadership for Digital Transformation

- for a top telecom company from Middle East

- 9 executives participated in a 5-day session including workshop and industrial visits

Case 5: Training of Future Digital Leadership in Business for another top telecom company from Middle East

- Topics: models of business strategy, planning and management, methods and techniques of business management in the digital era

- 14 delegates spent 1 week for classroom-based workshop, and another week for industrial visit in the UK

Case 6: Leadership for Future Talents Summer Camp for students of Guangzhou University

- Topics: digitalisation in business; digital leadership and management; development of leadership competences; team-working and presenting outcomes of the Summer Camp

- In 2023, 21 students from Guangzhou University spent 2 weeks for classroom-based workshops, visits to other universities, excursions and cultural experiences

- In 2024, 30 students (including 20 MBA students) participated in the programme

Successful Cases

Case 7: Beijing Institute of Technology Leadership Development Programme

- Topics: leadership in higher education; research and innovation; teaching and learning; digital strategy; campus estate; human resources; internationalisation; student experience

"干部国际化能力提升" 培训班
BIT Leadership Development Programme
with University of Reading

Speaker
Prof. Robert Van de Noort
Vice Chancellor
University of Reading

Topic
University Leadership —
Modern leadership in Higher Education

北京理工大学
BEIJING INSTITUTE OF TECHNOLOGY

20-28 April 2023

University of Reading

- Online live streaming from Reading to Beijing
- Attended by 38 leaders from BIT

Successful Cases

Case 8：Future Talent Training Summer Camp for DUT

- Topic: The values and impacts of cloud computing, artificial intelligence, and emerging information technologies on business

- Students from Dalian University of Technology participated in workshops with themes focused on the role of cloud computing and artificial intelligence in industry, the value and impact of artificial intelligence and emerging digital technologies on business. In 2024 two programs have been delivered for Dalian University of Technology.

Case 9: Digital Skills Training – Python & Excel

- The Digital Talent Academy (DTA) and the World of Work Institute jointly organized courses on Python and MS Excel

- In the Python course, participants began with basic syntax and advanced to data analysis and file management automation, combining real-world examples and exercises

- The Excel training covered everything from basic operations to advanced data analysis and visualization

Case 10：Future Talents Training Programme in **Creative Industries and Cultural Trade**

- Topics: AI Virtual Reality and Metaverse, Communication and Management , Digitisation and Entrepreneurship, International Business Strategy, Globalizing Creative Culture: Industrialization, Internationalization, and Digital Trade

- 12 students from top University in Beijing, China spent 2 weeks for classroom-based workshops and cultural visit to several famous museums, galleries, libraries and concerts.

Case 11: MBA Programme of Digital Transformation for **Tianjin University**

- Topics: Digital Transformation: Opportunities and Challenges, Digitisation and Entrepreneurship, Collaborative Leadership, AI, Virtual Reality, and Metaverse.

- 24 MBA students from Tianjin University, China spent 1 weeks for classroom-based workshops, study tour to Oxford University and industrial visit to companies in London.

DTA Faculty & Speakers

DTA empowers individuals and business with more competence and talent in digital transformation!

For more information, please contact:

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