



*Training Course:
E-Technologies for Middle and Top Managers*

*28 June - 2 July 2027
Casablanca (Morocco)*

Training Course: E-Technologies for Middle and Top Managers

Training Course code: MA9327 From: 28 June - 2 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction

In today's digital era, organizations must leverage emerging technologies to remain competitive, agile, and innovative. Middle and top managers play a crucial role in driving digital transformation, adopting e-technologies, and aligning technology initiatives with business strategy.

This program, developed by [Global Horizon Training Center](#), provides a comprehensive understanding of key electronic e-technologies and their strategic applications in modern organizations. It focuses on how managers can utilize digital tools, data, and systems to improve decision-making, enhance operational efficiency, and lead technology-driven change.

Participants will gain practical insights into integrating e-technologies into business processes, managing digital initiatives, and navigating the challenges of technological transformation.

Course Objectives

By the end of this program, participants will be able to:

- Understand the role of e-technologies in modern organizations
- Identify key digital tools and platforms used in business operations
- Leverage technology for improved decision-making and performance
- Apply e-business and digital transformation concepts
- Manage digital projects and technology-driven initiatives
- Enhance communication and collaboration using digital tools
- Understand cybersecurity risks and data protection principles
- Align technology strategies with organizational objectives

Target Audience

This program is designed for:

- Middle and Senior Managers
- Executives and Department Heads
- Business and Operations Leaders
- IT and Digital Transformation Managers
- Project and Program Managers
- Public Sector and Government Officials
- Professionals involved in strategic decision-making and innovation

Outline

Day 1: Digital Transformation and E-Technologies Overview

- Introduction to E-Technologies and Digital Transformation
- The Role of Technology in Business Strategy
- Key Digital Trends AI, Cloud Computing, IoT, Automation
- E-Business Models and Digital Ecosystems
- The Impact of Technology on Organizational Performance
- Case Studies on Digital Transformation

Day 2: Digital Tools for Management and Operations

- Enterprise Systems ERP, CRM, SCM
- Cloud-Based Platforms and Applications
- Collaboration and Communication Tools
- Workflow Automation and Process Digitization
- Managing Virtual Teams and Digital Workplaces
- Best Practices for Technology Adoption

Day 3: Data, Analytics, and Decision-Making

- Introduction to Business Data and Analytics
- Data-Driven Decision Making
- Dashboards and Reporting Tools
- Key Performance Indicators KPIs in Digital Environments
- Business Intelligence BI Tools Overview
- Case Studies on Data Utilization

Day 4: Cybersecurity and Risk Management

- Fundamentals of Cybersecurity for Managers
- Data Protection and Privacy Regulations
- Identifying and Managing Digital Risks
- Risk Mitigation Strategies in IT Environments
- Governance and Compliance in Digital Systems
- Incident Response and Recovery Planning

Day 5: Leading Digital Innovation and Future Trends

- Managing Digital Change and Transformation
- Innovation and Emerging Technologies
- Strategic Planning for Technology Integration
- Measuring ROI of Digital Investments
- Future Trends in E-Technologies
- Developing a Digital Action Plan

Registration form on the Training Course: E-Technologies for Middle and Top Managers

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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