



DIGITAL TRANSFORMATION

A SEIDMAN NXT CERTIFICATE PROGRAM

This cutting-edge program, delivered by our top-notch faculty and industry experts, focuses on evolving manual or non-digital processes to the use of new, fast and frequently changing digital technology to solve problems.



Compact Commitment

Six week remote learning commitment



Applied Learning

Develop a Digital Strategy for your organization following a proven Digital Strategy Playbook



Competitive Pricing

One bundled price for the entire certification from an AACSB accredited Business College with group discounts available

This program is geared for managers and executives from Information Technology, Finance, Marketing and Operations who are interested in leading their organizations through the development of a value creating digital transformation. Because of the hands-on nature of this program we recommend that organizations consider sending two or three students that they would like to participate in creating their Digital Strategy.

Learn more and inquire today: gvsu.edu/seidman/NXT