

# LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

## Adv Diploma in Digital Product Strategy

*Executive Level*



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### LAPT — London Academy of Professional Training

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**Reference** IT-SDA-E • IT Centres

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AT A GLANCE

|               |                                                |
|---------------|------------------------------------------------|
| REFERENCE     | IT-SDA-E                                       |
| AWARD         | Certificate                                    |
| ASSESSMENT    | 430 marks — 258 to pass (60%)                  |
| PREREQUISITES | None                                           |
| VALIDITY      | Lifetime                                       |
| AWARDING BODY | LAPT — London Academy of Professional Training |

CURRICULUM

1

Digital Business Models

5 chapters · 30 classes 65 marks

• 1 Understanding Traditional vs. Digital Business Models — 6 classes

› 1.1 Explore Key Characteristics of Traditional Business Models

› 1.2 Analyze Core Components of Digital Business Models

› 1.3 Compare Revenue Streams in Traditional vs. Digital Models

› 1.4 Identify Transformation Drivers from Traditional to Digital

› 1.5 Investigate Case Studies of Successful Digital Business Transitions

› 1.6 Develop Strategies for Integrating Digital and Traditional Models

• 2 Core Components of Successful Digital Business Models — 6 classes

› 2.1 Understanding Digital Business Models: Key Concepts and Definitions

› 2.2 Identifying Revenue Streams: Monetization Strategies in Digital Contexts

› 2.3 Analyzing Customer Value Proposition: Delivering Unique Digital Experiences

› 2.4 Exploring Operational Models: Optimizing Digital Processes

› 2.5 Leveraging Digital Ecosystems: Building Network Effects and Partnerships

› 2.6 Evaluating Business Model Sustainability: Metrics and Innovation

• 3 Value Creation and Capture in Digital Ecosystems — 6 classes

› 3.1 Understanding Digital Ecosystems

› 3.2 Identifying Value Drivers in Digital Business Models

› 3.3 Analyzing Mechanisms of Value Creation

› 3.4 Strategies for Capturing Value in Digital Markets

› 3.5 Evaluating Collaborative Networks within Ecosystems

› 3.6 Applying Value Capture Techniques in Digital Platforms

• 4 Evaluating and Innovating Business Models Through Emerging Technologies — 6 classes

› 4.1 Understanding Emerging Technologies in Business

› 4.2 Analyzing Current Business Model Frameworks

› 4.3 Identifying Technological Opportunities for Innovation

› 4.4 Evaluating Business Model Adaptability to Technologies

› 4.5 Integrating Emerging Technologies to Enhance Models

› 4.6 Prototyping and Testing Innovative Business Concepts

• 5 Strategic Implementation and Scaling of Digital Business Models — 6 classes

› 5.1 Understanding Strategic Implementation of Digital Models

› 5.2 Identifying Key Factors for Successful Scaling

› 5.3 Analyzing Case Studies of Scaled Digital Models

› 5.4 Developing a Roadmap for Scaling a Digital Business

› 5.5 Leveraging Technology for Efficient Scaling

› 5.6 Evaluating Metrics and KPIs for Scaling Success

**• 1 Understanding the Role of Innovation in Digital Strategy — 6**

classes

- › 1.1 Defining Innovation in Digital Strategy
- › 1.2 Exploring Key Trends in Digital Innovation
- › 1.3 Analyzing the Impact of Innovation on Business Models
- › 1.4 Identifying Opportunities for Innovation in Digital Products
- › 1.5 Integrating Innovation into Strategic Planning
- › 1.6 Evaluating the Success of Innovative Strategies

**• 2 Identifying Emerging Technologies and Market Trends — 6 classes**

- › 2.1 Understanding Emerging Technologies: Key Characteristics and Importance
- › 2.2 Analyzing Market Trends: Tools and Techniques
- › 2.3 Exploring Case Studies: Successful Adoption of Emerging Technologies
- › 2.4 Conducting Market Research: Identifying Opportunities and Risks
- › 2.5 Mapping the Technology Landscape: Competitive Analysis and Insights
- › 2.6 Predicting Future Trends: Scenario Planning and Forecasting

**• 3 Technology-Driven Product Development Frameworks — 6 classes**

- › 3.1 Understanding Technology-Driven Development Frameworks
- › 3.2 Exploring Key Components of Digital Product Frameworks
- › 3.3 Identifying Trends in Technology-Driven Product Innovation
- › 3.4 Analyzing Case Studies of Successful Tech-Driven Products
- › 3.5 Applying Frameworks to Real-World Product Challenges
- › 3.6 Evaluating and Iterating Product Development Strategies

**• 4 Innovation Management and Strategic Implementation — 6 classes**

- › 4.1 Understanding the Foundations of Innovation Management
- › 4.2 Analyzing Strategic Innovation Models
- › 4.3 Identifying and Overcoming Barriers to Innovation
- › 4.4 Developing a Strategic Innovation Roadmap
- › 4.5 Implementing Innovation Strategies in Digital Products
- › 4.6 Evaluating and Optimizing Innovation Outcomes

**• 5 Evaluating and Adapting Digital Products Post-Launch — 6 classes**

- › 5.1 Understanding Post-Launch Challenges in Digital Products
- › 5.2 Analyzing User Feedback for Continuous Improvement
- › 5.3 Measuring Product Performance Metrics Effectively
- › 5.4 Identifying Opportunities for Iterative Updates
- › 5.5 Implementing Adaptations Based on Market Trends
- › 5.6 Bridging Feedback Loops into Strategic Product Enhancements

**• 1 Understanding the Landscape of Digital Transformation — 6**

classes

- › 1.1 Defining Digital Transformation
- › 1.2 Exploring Key Drivers of Digital Change
- › 1.3 Analyzing Industry Trends and Innovations
- › 1.4 Identifying Stakeholders in Digital Transformation
- › 1.5 Evaluating Current Digital Maturity
- › 1.6 Mapping the Digital Transformation Journey

**• 2 Leadership Principles for Guiding Digital Change — 6 classes**

- › 2.1 Understanding the Core Principles of Leadership in Digital Transformation
- › 2.2 Analyzing the Role of Vision in Digital Leadership
- › 2.3 Exploring Strategies for Effective Digital Communication
- › 2.4 Building a Culture of Innovation and Agility
- › 2.5 Developing Skills for Leading Change in Digital Environments
- › 2.6 Implementing Successful Digital Transformation Initiatives

**• 3 Strategic Planning and Execution in Digital Projects — 6 classes**

- › 3.1 Understanding the Fundamentals of Strategic Planning in Digital Contexts
- › 3.2 Identifying Key Stakeholders and Setting Objectives
- › 3.3 Analyzing Digital Project Environments and Market Conditions
- › 3.4 Designing a Flexible Digital Project Roadmap
- › 3.5 Implementing Strategic Execution Tactics in Digital Projects
- › 3.6 Evaluating Performance and Iterating Digital Strategies

**• 4 Leveraging Emerging Technologies for Innovation — 6 classes**

- › 4.1 Understanding Emerging Technologies in Digital Transformation
- › 4.2 Identifying Opportunities for Innovation with New Technologies
- › 4.3 Analyzing the Impact of AI and Machine Learning on Strategy
- › 4.4 Exploring the Role of IoT in Enhancing Product Offerings
- › 4.5 Integrating Blockchain for Enhanced Security and Transparency
- › 4.6 Designing Innovative Solutions Using AR and VR Technologies

**• 5 Cultivating a Digital-First Organizational Culture — 6 classes**

- › 5.1 Understanding Digital-First Mindsets
- › 5.2 Identifying Key Drivers for Cultural Change
- › 5.3 Building Digital Leadership Competencies
- › 5.4 Fostering Collaborative Digital Environments
- › 5.5 Integrating Digital Tools into Organizational Practices
- › 5.6 Measuring and Sustaining Digital Culture Evolution

**• 1 Understanding Product Lifecycle Stages** — 6 classes

- › 1.1 Explore the Concept of Product Lifecycle Stages
- › 1.2 Identify Key Characteristics of Each Lifecycle Stage
- › 1.3 Analyze the Introduction Stage Strategies
- › 1.4 Investigate Growth Stage Challenges and Opportunities
- › 1.5 Evaluate Strategies for the Maturity Stage
- › 1.6 Plan for the Decline Stage and Extension Tactics

**• 2 Strategizing Product Development and Market Entry** — 6 classes

- › 2.1 Understanding the Product Development Cycle
- › 2.2 Identifying Market Opportunities for New Products
- › 2.3 Crafting a Strategic Product Development Plan
- › 2.4 Analyzing Competitive Landscape for Market Entry
- › 2.5 Developing a Go-To-Market Strategy
- › 2.6 Evaluating Product Development Success Metrics

**• 3 Implementing Agile Practices in Product Lifecycle Management** — 6 classes

- › 3.1 Understanding Agile Principles in Product Lifecycle Management
- › 3.2 Identifying Key Agile Roles and Responsibilities
- › 3.3 Mapping Agile Methodologies to Product Stages
- › 3.4 Implementing Agile Tools for Product Development
- › 3.5 Facilitating Agile Collaboration in Cross-Functional Teams
- › 3.6 Evaluating Agile Success Metrics in Product Lifecycles

**• 4 Optimizing Product Performance and User Experience** — 6 classes

- › 4.1 Understanding User Experience Fundamentals
- › 4.2 Analyzing Product Performance Metrics
- › 4.3 Identifying User Pain Points through Feedback
- › 4.4 Implementing Performance Optimization Techniques
- › 4.5 Enhancing User Experience with Design Improvements
- › 4.6 Evaluating Impact of Optimizations on User Satisfaction

**• 5 Ensuring Sustainable Product Retirement and Transition** — 6 classes

- › 5.1 Understanding Sustainable Product Retirement
- › 5.2 Analyzing Environmental Impacts of Product Disposal
- › 5.3 Identifying Opportunities for Product Reuse and Recycling
- › 5.4 Developing a Transition Plan for Product Lines
- › 5.5 Implementing End-of-Life Strategies for Legacy Products
- › 5.6 Measuring Success in Product Retirement and Transition

**• 1 Understanding Market Dynamics in Digital Products** — 6 classes

- › 1.1 Identifying Key Market Drivers in Digital Products
- › 1.2 Analyzing Consumer Behavior Patterns Online
- › 1.3 Evaluating Competitive Landscapes in the Digital Economy
- › 1.4 Understanding Technological Trends Impacting Market Dynamics
- › 1.5 Applying SWOT Analysis to Digital Product Markets
- › 1.6 Forecasting Future Market Trends in Digital Products

**• 2 Identifying Target Audiences and Segmentation** — 6 classes

- › 2.1 Understanding the Concepts of Target Audiences
- › 2.2 Exploring Market Segmentation Techniques
- › 2.3 Identifying and Profiling Customer Segments
- › 2.4 Analyzing Consumer Behavior Patterns
- › 2.5 Applying Segmentation to Refine Market Strategies
- › 2.6 Evaluating and Adjusting Market Segmentation Approaches

**• 3 Analyzing Competitive Landscapes** — 6 classes

- › 3.1 Understanding Competitive Landscapes: Key Concepts
- › 3.2 Identifying Market Players: Tools and Techniques
- › 3.3 Analyzing Competitor Strategies: Methods and Frameworks
- › 3.4 Evaluating Competitive Strengths and Weaknesses
- › 3.5 Mapping Competitive Forces: Applying Porter's Five Forces
- › 3.6 Synthesizing Insights: Creating a Strategic Action Plan

**• 4 Evaluating Market Entry Strategies for Digital Products** — 6 classes

- › 4.1 Exploring Digital Market Entry: Concepts and Considerations
- › 4.2 Analyzing Competitive Landscapes for Digital Products
- › 4.3 Assessing Market Readiness and Digital Product Fit
- › 4.4 Identifying Barriers and Opportunities in Digital Markets
- › 4.5 Crafting Effective Digital Market Entry Strategies
- › 4.6 Evaluating the Impact of Entry Strategies on Market Performance

**• 5 Developing Data-Driven Strategic Market Insights** — 6 classes

- › 5.1 Understanding the Importance of Data-Driven Insights in Market Strategy
- › 5.2 Identifying Key Data Sources for Strategic Analysis
- › 5.3 Analyzing Market Trends Through Data Interpretation
- › 5.4 Applying Predictive Analytics for Strategic Decision-Making
- › 5.5 Developing a Framework for Data-Driven Market Insights
- › 5.6 Evaluating the Impact of Data Insights on Market Strategy

**• 1 Foundations of Strategic Project Management** — 6 classes

- › 1.1 Understanding the Basics of Strategic Project Management
- › 1.2 Identifying Key Components of a Strategic Project Plan
- › 1.3 Analyzing Stakeholder Roles and Responsibilities
- › 1.4 Exploring Tools for Strategic Project Planning
- › 1.5 Implementing Strategic Initiatives in Project Management
- › 1.6 Evaluating Project Success through Strategic Metrics

**• 2 Project Planning and Resource Allocation in IT** — 6 classes

- › 3.1 Understanding the Basics of IT Project Planning
- › 3.2 Identifying Key Resources for IT Projects
- › 3.3 Designing a Resource Allocation Strategy
- › 3.4 Analyzing Timeframes and Deliverables
- › 3.5 Mitigating Risks in Resource Management
- › 3.6 Optimizing IT Project Plans for Success

**• 3 Risk Management and Mitigation Strategies in Software Development** — 6 classes

- › 3.1 Understanding Risk in Software Development
- › 3.2 Identifying Sources of Risk in Software Projects
- › 3.3 Analyzing Risk Impact and Probability
- › 3.4 Developing Risk Mitigation Strategies
- › 3.5 Implementing Risk Management Plans
- › 3.6 Evaluating and Adapting Risk Strategies

**• 4 Agile and Lean Methodologies in Strategic Management** — 6 classes

- › 4.1 Understanding Agile Principles and Practices in Strategic Management
- › 4.2 Exploring Lean Methodologies and Their Impact on Efficiency
- › 4.3 Integrating Agile into Traditional Project Management Frameworks
- › 4.4 Comparing Agile and Lean: Key Differences and Synergies
- › 4.5 Applying Agile Strategies to Enhance Team Collaboration
- › 4.6 Using Lean Thinking to Optimize Organizational Processes

**• 5 Performance Measurement and Control for IT Projects** — 6 classes

- › 5.1 Understanding Key Performance Indicators for IT Projects
- › 5.2 Analyzing Project Performance Metrics
- › 5.3 Implementing Control Systems in IT Project Management
- › 5.4 Utilizing Dashboard Tools for Real-Time Project Monitoring
- › 5.5 Evaluating Risk Management Strategies in IT Projects
- › 5.6 Applying Feedback Loops to Enhance Project Performance