

Curriculum Digital & AI Transformation Management

10+Years
of Building
Careers

Full-time: 16 weeks / 4 months

German

Remote

Our course **Digital & AI Transformation Management** is a **16-week, future-focused course designed for professionals ready to lead AI-driven change.**

Participants gain the skills to shape digital strategy, scale AI across organisations, and guide transformation from vision to execution.

Covering topics from AI governance and data strategy to stakeholder management, change leadership, and business case development, the programme prepares learners to drive meaningful, enterprise-wide impact. Through hands-on projects and a final capstone simulation, participants build a portfolio of practical deliverables that demonstrate their ability to lead transformation in an AI-powered world.

Future jobs for you:

- AI Manager
- AI Enablement / Adoption Manager
- Transformation Manager
- Change Manager
- Digital Transformation Manager

Annual salary: €40,000 - €75,000

The curriculum shown here is an exemplary guide to course content. We reserve the right to slightly adjust content and schedule for didactic and organizational reasons, or to reflect current labor-market requirements. Any adjustments will not affect the quality or the learning outcomes of the course.

Tech Stacks

Digital Transformation & AI Literacy for Leaders

- Digital maturity self-assessment; 4 waves of digitalisation
- AI landscape map; EU AI Act Art. 4 compliance; strategic prompt engineering
- Industry benchmarks; AI readiness scorecard; enterprise prompt library
- Reflection; AI tools: ChatGPT/Perplexity for strategic research; prompt pattern of the week

Change Management & Organisational Readiness

- ADKAR analysis; Kotter 8-step model
- Resistance mapping & countermeasures; force-field analysis
- Change plans; communication plan; resistance roleplay
- Reflection; AI tools: ChatGPT/Perplexity for change communication

AI Platforms & Data Governance Foundations

- Vendor evaluation matrix (AI platforms incl. RAG, automation fit, MCP compatibility)
- Data quality framework; RACI; RAG prerequisites; platform vs automation
- Enterprise AI workspace hands-on (e.g. Langdock/Microsoft Copilot); data catalogue
- Vendor evaluation presentation
- Reflection; AI tools: AI platform vs workflow automation comparison

Stakeholder Management & Key User Strategy

- Stakeholder map; power/interest grid; RACI
- Key user framework; champions programme; AI-driven stakeholder analysis
- Executive briefing simulation; engagement calendar
- Stakeholder roleplay
- Reflection; AI tools: Miro + Copilot for visualisation

AI Governance, Ethics & Regulation

- EU AI Act checklist (incl. agentic use cases, legal suitability, OpenClaw negative case)
- ISO 42001 governance; ethics impact assessment
- GDPR + AI Act overlap; responsible AI policy
- Compliance audit simulation
- Reflection; AI tools: Power BI/Notion governance dashboards

AI ROI, Business Case & Capstone

- Business case template; ROI calculation
- TCO analysis (build vs buy vs partner)
- C-level investment proposal; KPI framework
- Capstone presentation (peer jury)
- Reflection; AI tools: Excel/Sheets + Copilot for modelling

AI Business Case Development & Financial Modelling

- NPV/IRR Calculation for AI Investment Scenarios
- Sensitivity Analysis, Investment Portfolio Map
- Board Presentation, Enterprise AI Platform ROI Calculator
- Investment Pitch Competition
- Reflection, AI Tool: Copilot for Financial Modelling

Data Strategy & Enterprise Governance

- Data strategy canvas; RAG use-case framing
- DCAM maturity; data quality dashboard; RAG architecture assessment
- Data architecture decisions; lineage mapping; hands-on RAG evaluation
- Presentation
- Reflection; AI tools: RAG-enabled enterprise knowledge assistants

Scaling AI: Pilot to Enterprise

- Scaling roadmap; barrier analysis
- Agentic AI & workflow automation (n8n prototype, MCP integration)
- AI agent scoping; MLOps for managers; CoE design
- Scaling defence
- Reflection; AI tools: n8n vs Make vs Zapier comparison

AI Programme Management & Portfolio Governance

- Programme charter (vision, scope, governance)
- OKRs for AI transformation
- Agile portfolio board; shadow AI risk assessment
- Programme simulation review
- Reflection; AI tools: Jira/Notion + Copilot

Capstone: AI Transformation Strategy

- Integrated transformation strategy document
- Executive summary + 1-page canvas
- Scaling, change & adoption monitoring plan
- Strategy defence (peer committee)
- Reflection; full AI toolset

Full-Stack Implementation

- Implementation plan (work packages)
- Change execution (newsletter, townhall)
- AI platform deployment; transformation dashboard
- Mid-simulation review & adjustment
- Reflection; integrated AI workflow tools

Stakeholder Presentation, Defence & Iteration

Certification, Portfolio & Career

Soft Skills

Communication Skills

Teamwork

Domain Knowledge

Problem Solving

Attention to Detail

Time Management

Adaptability

Patience

Open to Criticism

AI Tools

Claude

Perplexity

Power BI Desktop

Notion

Canva

Enterprise AI Workspace

Mir / FigJam

n8n

You'll get a
**CLAUDE PRO
SUBSCRIPTION**
during the course

Practical Project

Implementation of acquired knowledge in a real-life scenario.

Supported Job Search

Our career team of 4 coaches actively run the Career Compass program that train and support job searches, and we organize regularly masterclasses and events with industry experts.

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Digital & AI Transformation Management– the Job Engine since 2026

Why now is the ideal time for further training:

1 AI Transformation Becomes a Business Imperative

German companies are investing in AI at unprecedented levels – 92% plan bigger 2026 budgets, over half by more than 25%. Germany's AI market is set to grow from €10bn to over €32bn by 2030; the federal government invested €1.6bn in 2025.

Yet 70% lack full control over AI systems, with EU fines up to €35m from August 2026, and demand for AI skills has risen 245% since 2023.

Professionals who can lead this shift are highly sought-after in the market.

2 The EU AI Act Creates New Roles and Responsibilities

Since 2 February 2025, all EU companies must ensure employees working with AI systems have adequate AI literacy (EU AI Act Art. 4). From August 2026, full compliance requirements apply to high-risk AI systems, with fines of up to €35 million for violations.

The "Chief AI Officer" (CAIO) is the fastest-growing leadership role globally: 76% of companies have now appointed a CAIO – up from just 26% a year ago. These governance roles require professionals with expertise in strategy, change management, data governance, and regulatory compliance.

ISO 42001 (AI Management Systems) and GDPR overlap create further upskilling demand at leadership level.

3 Demand & Salaries: AI Leadership Roles 2026

Role	Jobs DE	Average Salary
Transformation Manager (allg.)	3.600+	€61k–€88k
Digital Transformation Manager	high demand	€49k–€80k+
Chief AI Officer (CAIO)	growing	€150k–€300k+
AI Governance / Compliance	emerging	€65k–€100k
Change Management / AI Adoption	growing	€55k–€90k
AI Product Manager	1.150+	€85k Ø

Why Our Digital & AI Transformation Management Program is Essential

The Digital & AI Transformation Management programme is the only **neue fische** | SPICED course designed explicitly for leaders, project managers, and change agents – not developers. It builds precisely the competencies companies need in an era of mandatory AI governance:

- EU AI Act (Art. 4, Art. 6, Annex III) and ISO 42001 – operationalised, not just theoretical
- ADKAR, Kotter 8-Step, Force-Field Analysis: proven change frameworks for real AI rollouts
- Business cases with ROI, NPV/IRR, and TCO – ready for C-level presentations
- AI agents, RAG, MCP integration: evaluate strategically, without needing to code
- Enterprise capstone simulation (Weeks 13–16) with real team roles: CEO, CTO, CDO, CHRO, CFO
- Graduates build a portfolio of 16 weeks of practical deliverables and are immediately deployable in transformation manager, AI governance, and change management roles.

Sources & References

Glassdoor Job Search – Transformation Manager Germany, April 2026 (3,600+ open roles)
MindStudio / TechyFlavors 2026 – 76% of companies now have a Chief AI Officer
European Commission / EU AI Act – Art. 4 Compliance Deadline Feb 2025, High-Risk Aug 2026
CEPR VoxEU – Generative AI in German Firms: Diffusion, Costs & Expected Economic Effects 2025/2026
GTAI Fact Sheet – Artificial Intelligence in Germany 2025/2026 (€32B market by 2030)
Experteer / Stepstone / Jobted – Digital Transformation Manager Salary Germany 2026
DigitalDefynd – AI Salaries in Germany by Role 2026
Ad-hoc-News 2026 – Almost 70% of German Firms Lack Full Control Over AI
Anthropic Agentic Coding Trends Report 2026
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Curriculum Digital & KI Transformation Management

10+Years
of Building
Careers

Vollzeit: 16 Wochen / 4 Monate

Deutsch Remote

Unser Digital & AI Transformation Management Programm ist ein 16-wöchiger, zukunftsorientierter Kurs für Professionals, die AI-getriebene Veränderung in Unternehmen gestalten und führen wollen. Teilnehmende lernen, digitale Transformationsstrategien zu entwickeln, KI unternehmensweit zu skalieren und Veränderungsprozesse von der Vision bis zur Umsetzung zu steuern.

Inhalte reichen von AI Governance (inkl. European Union Artificial Intelligence Act und ISO/IEC 42001) über Datenstrategie und Stakeholder-Management bis hin zu Change Leadership und Business Case Entwicklung. Durch praxisnahe Projekte und eine abschließende Capstone-Simulation entsteht ein Portfolio, das die Fähigkeit zur Führung echter AI-Transformationen im Unternehmen belegt.

Zukunftsjobs für dich:

- AI Manager
- AI Enablement / Adoption Manager
- Transformation Manager
- Change Manager
- Digital Transformation Manager

Jahresgehalt: 40.000 - 75.000 €

Der hier dargestellte Lehrplan dient als beispielhafter Leitfaden für die Kursinhalte. Wir behalten uns das Recht vor, die Inhalte und den Zeitplan aus didaktischen oder organisatorischen Gründen sowie zur Anpassung an aktuelle Anforderungen des Arbeitsmarktes geringfügig zu ändern. Etwasige Anpassungen haben keine Auswirkungen auf die Qualität oder die Lernergebnisse des Kurses.

Tech Stacks

Digital Transformation & AI Literacy für Führungskräfte

- Digital Maturity Self-Assessment; 4 Wellen der Digitalisierung
- AI Technologie Landscape Map; EU AI Act Art. 4
- Compliance; Strategisches Prompt Engineering
- Branchen-Benchmarks; AI Readiness Scorecard; Enterprise Prompt Library
- Reflexion; AI Tool: ChatGPT/Perplexity für strategische Recherche; Prompt Pattern of the Week

Change Management & Organisatorische Bereitschaft

- ADKAR-Analyse; Kotter 8-Stufen-Modell
- Widerstands-Analyse & Gegenmaßnahmen; Force-Field-Analyse
- Change-Pläne; Kommunikationsplan; Widerstands-Roleplay
- Reflexion; AI Tool: ChatGPT/Perplexity für Change-Kommunikation

AI Plattformen & Data Governance Grundlagen

- Vendor-Evaluierungs-Matrix für AI Plattformen inkl. RAG-Fähigkeit, Automations-Fit, MCP-Kompatibilität
- Data Quality Framework; RACI-Matrix; RAG-Voraussetzungen; Abgrenzung Plattform vs. Automation
- Hands-on Enterprise AI Workspace (z. B. Langdock oder Microsoft Copilot); Data Catalogue Konzept
- Vendor-Evaluierungs-Präsentation
- Reflexion; AI Tool: Vergleich AI Plattformen vs Workflow Automation Tools

Stakeholder Management & Key User Strategie

- Stakeholder Map für AI-Agent Rollout; Power/Interest Grid; RACI-Matrix
- Key User Framework; Champions-Programm; AI-gestützte Stakeholder-Analyse
- Executive Briefing Simulation für AI-Agent Rollout; Engagement-Kalender
- Stakeholder Simulation Roleplay
- Reflexion; AI Tool: Miro + Copilot für Visualisierung

AI Governance, Ethik & Regulierung

- EU AI Act Compliance Checkliste inkl. Agentic Use Case; Legal Suitability Check; OpenClaw Negativfall
- AI Governance Framework: ISO 42001; Ethics Impact Assessment
- GDPR + AI Act Überschneidungsanalyse; Responsible AI Policy
- Compliance Audit Simulation
- Reflexion; AI Tool: Governance Dashboards (PowerBI/Notion) für AI-Agent Freigaben

AI ROI, Business Case & Capstone

- BTCO Analyse: Build vs Buy vs Partner
- Investment Proposal für C-Level; KPI Framework
- Capstone Präsentation vor Peer Jury
- Reflexion; AI Tool: Excel/Sheets + Copilot für Finanzmodellierung

AI Business Case Entwicklung & Finanzmodellierung

- NPV/IRR Berechnung für AI Investitionsszenarien
- Sensitivitätsanalyse; Investment Portfolio Map
- Board Präsentation; AI Platform ROI Calculator
- Investment Pitch Wettbewerb
- Reflexion; AI Tool: Copilot für Finanzmodellierung

Data Strategy & Enterprise Governance

- Enterprise Data Strategy Canvas; RAG Use-Case Framing
- Data Governance Reifegrad (DCAM); Data Quality Dashboard; RAG Architektur-Analyse
- Data Architektur Entscheidungen; Data Lineage Map; Hands-on RAG Evaluation
- Data Strategy Präsentation
- Reflexion; AI Tool: RAG-gestützte Wissensassistenten im Unternehmen

AI Skalierung – vom Pilot zum Unternehmen

- AI Scaling Roadmap; Skalierungsbarrieren Analyse
- Agentic AI & Workflow Automation Landscape; n8n Workflow Prototyp; MCP Tool-Integration
- AI Agent Scoping; MLOps für Führungskräfte; AI Center of Excellence Design
- Skalierungs-Strategie Verteidigung
- Reflexion; AI Tool: n8n vs Make vs Zapier Vergleich

AI Programm-Management & Portfolio Governance

- AI Programm Charter: Vision, Scope, Governance
- OKR Framework für AI Transformation
- Agile Portfolio Board; Shadow AI Risikoanalyse
- Programm Review Simulation
- Reflexion; AI Tool: Jira/Notion + Copilot für Tracking & Shadow AI Governance

Capstone – AI Transformationsstrategie

- Integriertes AI Transformationsstrategie Dokument
- Executive Summary + 1-Seiten Strategy Canvas
- Skalierungsplan; Change & Adoption Monitoring Plan
- Strategie-Verteidigung vor Steering Committee
- Reflexion; vollständiger AI Tool Stack

Full-Stack Transformation Implementation

- Detaillierter Implementierungsplan: Work Packages
- Change & Communication Umsetzung; Newsletter; Townhall
- Enterprise AI Platform Deployment Plan; Transformations-Health Dashboard
- Mid-Simulation Review + Kurskorrektur
- Reflexion; integrierter AI Workflow

Stakeholder Präsentation, Verteidigung & Iteration

Zertifizierung, Portfolio & Karriere

Soft Skills

Teamarbeit

Problemlösung

Kommunikationsfähigkeit

Zeitmanagement

Anpassungsfähigkeit

Detailgenau Geduld

Kritikfähig Eigenmotivation

AI Tools

Claude

Perplexity

Power BI Desktop

Notion Canva

Enterprise AI Workspace

Mir / FigJam n8n

Du bekommst einen
**CLAUDE PRO
ZUGANG**
während des Kurses

Praxisprojekt

Umsetzung des erworbenen Wissens in einem realen Szenario.

Unterstützte Jobsuche

Unser vierköpfiges Karriere-Team leitet aktiv das „Career-Compass“-Programm, das bei der Jobsuche schult und unterstützt; zudem organisieren wir regelmäßig Masterclasses und Veranstaltungen mit Branchenexperten.

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Digital & AI Transformation Management – der Jobmotor ab 2026

Warum jetzt der ideale Zeitpunkt für eine Weiterbildung ist

1 KI-Transformation wird zur Pflichtaufgabe

Deutsche Unternehmen investieren massiv in KI – 92 % planen 2026 höhere Budgets, über die Hälfte um mehr als 25 %. Deutschlands KI-Markt wächst von 10 auf über 32 Mrd. € bis 2030; die Bundesregierung investierte 2025 1,6 Mrd. € in KI.

Doch 70 % haben keine volle Kontrolle über ihre KI-Systeme, ab August 2026 drohen EU-Bußgelder bis 35 Mio. €, und KI-Know-how-Nachfrage stieg seit 2023 um 245 %.

Wer diese Transformation leiten kann, ist am Markt stark gefragt.

2 Der EU AI Act schafft neue Rollen und Verantwortlichkeiten

Seit Februar 2025 müssen EU-Unternehmen sicherstellen, dass Mitarbeitende mit KI-Kontakt ausreichende KI-Kompetenz haben (AI Act Art. 4). Ab August 2026 gelten für Hochrisiko-KI-Systeme volle Compliance-Pflichten mit hohen Bußgeldern. Der CAIO ist die am schnellsten wachsende Führungsrolle: 76 % der Unternehmen haben bereits einen – vor einem Jahr waren nur 26 %. Diese Rollen erfordern Strategie-, Change-Management-, Datenstrategie- und Compliance-Kenntnisse. ISO 42001 und GDPR-Überschneidungen erhöhen den Qualifizierungsbedarf auf Führungsebene.

3 Nachfrage & Gehälter: KI-Führungsrollen 2026

Rolle	Jobs DE	Durchschnittlich es Gehalt
Transformation Manager (allg.)	3.600+	€61k–€88k
Digital Transformation Manager	high demand	€49k–€80k+
Chief AI Officer (CAIO)	growing	€150k–€300k+
AI Governance / Compliance	emerging	€65k–€100k
Change Management / AI Adoption	growing	€55k–€90k
AI Product Manager	1.150+	€85k Ø

Warum unser Digital & AI Transformation Management-Programm unverzichtbar ist

Das Digital & AI Transformation Management Programm ist das einzige Kursangebot von neue fische | SPICED, das sich explizit an Führungskräfte, Projektmanager und Change Agents richtet – nicht an Entwickler. Es vermittelt genau die Kompetenzen, die Unternehmen im Zeitalter der KI-Governance-Pflicht suchen:

- EU AI Act (Art. 4, Art. 6, Annex III) und ISO 42001 – operationalisiert, nicht nur theoretisch
- ADKAR, Kotter 8-Step, Force-Field-Analyse: erprobte Change-Frameworks für reale KI-Rollouts
- Business Cases mit ROI, NPV/IRR und TCO – für C-Level-Präsentationen
- KI-Agenten, RAG, MCP-Integration: strategisch bewerten, ohne selbst zu coden

Quellen & Referenzen

Glansdoor Job Search – Transformation Manager Germany, April 2026 (3,600+ open roles)
MindStudio / TechyFlavors 2026 – 76% of companies now have a Chief AI Officer
European Commission / EU AI Act – Art. 4 Compliance Deadline Feb 2025, High-Risk Aug 2026
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