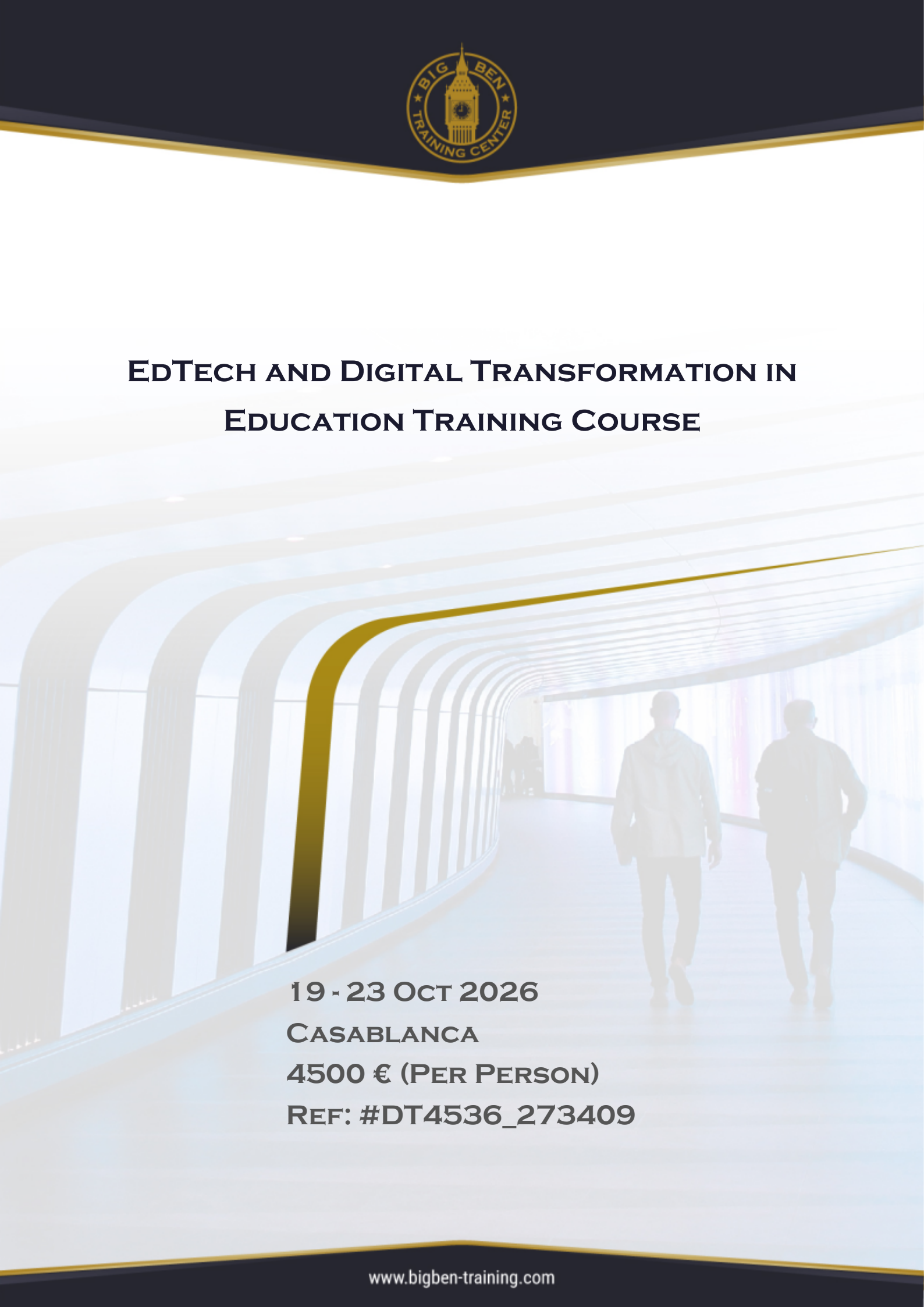
EdTech and Digital Transformation in Education Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #DT4536_273409

Course Introduction / Overview:

The educational landscape is undergoing a seismic shift, driven by technological innovation and the imperative for digital transformation. This course provides a comprehensive roadmap for educational leaders, administrators, and practitioners to navigate this complex transition effectively. Moving beyond a simple introduction to educational technology, this program delves into the strategic, pedagogical, and operational facets of embedding digital tools and mindsets into the core of an educational institution. Drawing on foundational concepts from thought leaders like George Siemens and his theory of Connectivism, which emphasizes learning in a networked, digital age, the course explores how to build resilient and adaptive learning ecosystems. We will examine principles discussed in works like "The Fourth Education Revolution" by Sir Anthony Seldon, focusing on the potential of AI and data analytics to personalize learning and enhance student outcomes. BIG BEN Training Center has designed this curriculum to be intensely practical, equipping participants with the skills to not only select and implement technology but to lead cultural change, foster digital literacy, and design future-focused learning experiences that prepare students for the challenges of tomorrow. This is a holistic journey from strategic vision to successful implementation.

Target Audience / This training course is suitable for:

- Education Leaders and Administrators.
- School Principals and Vice-Principals.
- University Deans and Department Heads.
- Curriculum Developers and Instructional Designers.
- IT Directors and Managers in Educational Institutions.
- Teachers, Lecturers, and Corporate Trainers.
- Education Policymakers and Consultants.
- Professional Development Coordinators.

Target Sectors and Industries:

- K-12 Education Sector.
- Higher Education Institutions (Universities and Colleges).
- Vocational and Technical Training Centers.
- Corporate Learning and Development (L&D).
- Governmental Bodies and Ministries of Education.
- Educational Publishing and Technology Companies.
- Non-Profit Educational Organizations.

Target Organizations Departments:

- Academic Affairs.
- Information Technology (IT) Services.
- Curriculum and Instruction.
- Professional Development and Training.
- Administration and Operations.
- Strategic Planning and Institutional Research.
- Student Affairs and Services.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital transformation strategy aligned with institutional goals.
- Evaluate and select appropriate EdTech tools and platforms to build a cohesive digital ecosystem.
- Lead change management processes to foster a culture of innovation and technology adoption.
- Design and implement effective digital, blended, and online learning experiences.
- Apply principles of modern instructional design and digital pedagogy.
- Utilize learning analytics and data to inform decision-making and improve student outcomes.
- Establish robust policies for digital citizenship, data privacy, and cybersecurity.
- Forecast emerging EdTech trends and prepare their institutions for the future of learning.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, collaborative, and highly practical, ensuring that theoretical knowledge is translated into actionable skills. This course moves beyond traditional lectures to foster an interactive learning environment. Participants will engage in a series of hands-on workshops where they will draft components of a digital transformation plan for a model institution. We will utilize a case study approach, analyzing real-world examples of successful and challenging technology integrations in various educational settings, from K-12 schools to universities. Group discussions and peer-to-peer feedback sessions are integral, allowing participants to share experiences, solve common problems, and build a professional network. The course incorporates strategic simulation exercises that challenge participants to make critical decisions regarding budgeting, stakeholder management, and pedagogical strategy. Our expert facilitators guide participants through each stage, providing personalized feedback and ensuring that the learning is directly applicable to their unique professional contexts. The focus is on building strategic leadership capabilities, not just technical proficiency.

Course Agenda (Course Units):

Unit One: Foundations of the Digital Education Landscape

- The imperative for digital transformation in education.
- Defining EdTech, digitalization, digitization, and digital transformation.
- Historical overview of technology in education.
- Exploring modern learning theories like Connectivism and Constructivism in a digital context.
- Analyzing the global EdTech market and key trends.
- Identifying the key drivers and barriers to technology adoption in schools and universities.
- The role of digital literacy and digital citizenship for students and educators.

Unit Two: Strategic Leadership and Change Management

- Developing a vision and mission for digital transformation.
- Conducting a needs analysis and technology audit of your institution.
- Building a strategic roadmap with clear goals, metrics, and timelines.
- Stakeholder engagement and communication strategies.
- Leading change and overcoming resistance to new technologies.
- Budgeting and financial planning for sustainable EdTech investment.
- Developing institutional policies for technology use, data governance, and acceptable use.

Unit Three: Building the Digital Learning Ecosystem

- Evaluating and selecting a Learning Management System (LMS).
- Integrating collaborative tools for synchronous and asynchronous learning.
- Exploring digital assessment and feedback technologies.
- Introduction to Artificial Intelligence (AI) in education for personalization and support.
- The role of Augmented Reality (AR) and Virtual Reality (VR) in creating immersive experiences.
- Managing vendor relationships and software procurement.
- Ensuring interoperability and a seamless user experience across platforms.

Unit Four: Digital Pedagogy and Instructional Design

- Principles of instructional design for online and blended learning environments.
- Implementing pedagogical models like the Flipped Classroom and Project-Based Learning.
- Applying Universal Design for Learning (UDL) to create accessible and inclusive digital content.
- Strategies for engaging students in virtual and hybrid settings.
- Training and professional development for faculty and staff on new pedagogies.
- Assessing student learning effectively in a digital environment.
- Cultivating creativity, critical thinking, and collaboration with technology.

Unit Five: Data, Security, and Future-Forward Planning

- Introduction to learning analytics and educational data mining.
- Using data to track student progress and inform instructional decisions.
- Ethical considerations and data privacy in education (e.g., GDPR, FERPA).
- Fundamentals of cybersecurity for educational institutions.
- Exploring emerging trends like micro-credentials, gamification, and adaptive learning.
- The future of assessment and credentialing in the digital age.
- Capstone project: Developing a preliminary digital transformation action plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI becomes more integrated into education, how can institutions balance technological efficiency with the preservation of human-centric pedagogical relationships and critical thinking skills?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic, strategy-first approach to educational technology. While many programs focus narrowly on specific tools or software, our curriculum is built around the core pillars of leadership, pedagogy, and sustainable change management. We equip participants not just to use technology, but to lead its strategic integration across an entire institution. The content is grounded in established educational theories and cutting-edge research, ensuring that decisions are pedagogically sound, not merely technologically driven. A key differentiator is the emphasis on practical application through case studies of real-world institutional transformations and a capstone project where participants draft an actionable plan tailored to their context. Unlike purely technical courses, we delve into the human elements of transformation—fostering faculty buy-in, developing effective professional development, and creating a culture of innovation. This program is designed for future-focused leaders who understand that successful digital transformation is about transforming learning culture, not just installing new hardware or software.