

# Technology Fundamentals for Non-IT Professionals



LIVE



## WHEN

Starting Monday 9<sup>th</sup> May, 2022  
6.30 – 8.30 pm  
Every Monday (GMT -4.00)

## WHERE

Registration & content @  
[pdmacademy.com](http://pdmacademy.com)

## WHAT

Live Lectures, Notes, Cases,  
Activities, Quizzes

## COST

TT\$ 1750 / USD 250

Certificate of Professional  
Achievement on completion

## OVERVIEW

This course will help business professionals understand technology – how it works, what to expect and key trends shaping the future of businesses.

The course will explore component parts of technology and their relationships; key trends and underpinning laws that steer tech. development, to be able to see the big-picture IT and leverage it as needed.

The ‘triple threat’ of covid, climate change and technology disruption are changing the business environment and basis of global trade. Executives, business owners and working professionals need to understand the basic elements of technology, and be able to engage IT service providers, clients and upstream professionals with confidence and with performance impact.

The course gives a practical, contemporary view of tech. to power performance in real time in the workplace or home office..

## WHO SHOULD ATTEND

This course is suitable for company executives, business owners, CFOs, operations management, management and technical professionals (across engineering, advertising and media, supply chain, consulting, legal, medical, education, security, hospitality, facilities and freelance professionals)

More courses coming soon in *Technology, Entrepreneurship, Business Management, Leadership, Personal Development, Languages & more...*

**PDMAcademy.com**  
Powering Performance.



## FACILITATOR



### FAHEEM MOHAMMED

Faheem has over 2 decades of involvement in ICT training, consulting and research at company, sector and national levels. His roles included:

- ✓ program director for IT Management masters program at a Caribbean Business School;
- ✓ faculty on MBA, Marketing, Supply Chain and Public Sector masters programs, executive education courses, and
- ✓ consulting engagements in digital transformation and technology strategy for growing organisations and start-ups.

He holds a MSc in Strategic Business IT, BSc in Management, and Graduate Certificates in Adult Education, amongst others.

## COURSE TAKEAWAYS

1. What is the nature, components and architecture of technology
2. Contemporary trends in technology and their potential impact on performance
3. How to fit technology to processes more effectively and efficiently to drive performance
4. How to interact more effectively with IT professionals, and make better decisions
5. How to establish efficient data management structures to enhance your access to and use of data

## ABOUT PDMACADEMY

We aim to build competence in key skills to drive present performance and future progress for company executives, business owners and working professionals throughout the developing world.



### All Sectors

Our courses have real-world examples that manifest in work-life daily, across sectors.



### All Levels

From Start-up to global expansion, our programs are well-suited to your needs.



### Real Skills

Real skills to perform, real-time. From sector scans to strategy formulation and resource optimization



*“As my confidence grew... it was further positively reflected in my line of work... From creating more ‘value for money’ solutions to strategically & critically assessing developments in technology...”*

**Mark K., Entrepreneur, Investor & Consultant**

## COURSE HIGHLIGHTS



Live Lectures



Notes, Manuals & Tools



Real Scene-arios Case Studies



Application Exercises



Weekly Facilitator Interaction

## CONTACT

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