
Strategy and Digital Transformation

— Live Online —

CQURSALYTICS

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Center for
Executive Development
MAYS BUSINESS SCHOOL

www.mays.tamu.edu

Introduction

No organization, it seems, is immune to the realities in which business models, value propositions, customer experiences, products, services, organizational processes, and management practices have been, or are being, transformed by technologies such as social media, mobile, analytics, cloud, Internet of Things (IoT), blockchain, and artificial intelligence.

It is therefore paramount that all organizations have a strategy that clearly maps out how the organization plans to leverage digital technologies and the business outcomes that it is seeking. Executing this strategy requires building the necessary organizational capabilities and achieving the required organizational transformation. However, research reveals that this is incredibly difficult to achieve.

Business leaders play a pivotal role in determining whether or not their organizations exploit the innovative opportunities provided by technology. In particular, realizing value from digital requires the leadership team's attention and oversight. They set the tone for digital, and their active participation determines whether their organization optimizes a return from spending on technology. Many don't seem to understand this, or quite know what they should do.

Why Strategy and Digital Transformation?

■ **Develop a comprehensive toolkit to guide digital transformation**

Explore business models, strategies, processes, and management of the disruption that digital technologies are driving and discover common practices based on cases across industries and organizations.

■ **Engage with a world expert in digital transformation**

Get personalized guidance from the experienced professional to establish the necessary environment in your organization for success with digital.

■ **Live Online classes**

Participate in live interactive online sessions to discuss the most pressing issues of digital transformation with the expert and fellow participants.

Course Outcomes

- Become aware of threats and opportunities of digital technologies integration and how to use them to your advantage.
- Understand where, when, and how to invest in digital to improve the competitive advantage of your organization.
- Manage the necessary transformation in your organization to realize planned outcomes.
- Learn a new framework to analyze the possibilities and limitations of different business models.
- Integrate digital technology into your business and become a market leader.
- Build a growth strategy for your organization in the modern digital environment.
- Understand the challenges that may be encountered while implementing a digital transformation strategy, and how to overcome them.
- Learn successful strategies for digital transformation and understand their advantages and drawbacks.

Program Highlights

4 -week course

2 120-minute Live Online sessions with the professor each week

6-8 hours of learning commitment including online sessions each week

Pre-session preparation and post-session work to get the most out of the online classes

Pre-readings, cases, assignments, and other materials will be available through the LMS **2 weeks** in advance. Seminar recordings will be accessible for **6 months** after live sessions

Get a certificate of completion from Texas A&M Mays School

Who Should Attend

- Business leaders, entrepreneurs, and executives with extensive professional and managerial experience who are facing significant changes in their industries and anticipating intensified competition.
- Leaders who are responsible for finding new opportunities for growth within a product line or service.

Expert

Joe Peppard



Professor at
ESMT Berlin

Principal
Research
Scientist at MIT

Professor Joe Peppard is an expert in business education with an international reputation. Besides being a faculty member of one of the best business schools in Europe, he also is a Principal Research Scientist at Sloan School of Management at MIT. At ESMT, Professor Peppard is responsible for designing, directing, and teaching executive education programs on digital leadership for customers such as ThyssenKrupp, Bosch, E.ON, and Munich-Re. He also teaches at ESMT's MBA programs and some open enrollment programs. Prof. Peppard is a distinguished writer who has written dozens of books and academic articles on IT leadership, digital strategy and innovation, and other topics.

Academic Director

Greg Marchi




Center for
Executive Development
MAYS BUSINESS SCHOOL

Assistant Dean

Greg is an innovative executive education and leadership development advisor. Throughout his career, he had worked with the most prominent executive education organizations all over the world, e.g. Columbia Business School, Duke Corporate Education, London School of Economics, Qatar Leadership Center and Skolkovo Moscow School of Management. Greg's career path is not limited by only academic pursuits - he has also led successful executive education businesses throughout the world. Now, he is an advisor to two tech start-ups in the executive education and leadership development space.

Curriculum

Session 1 **October 31**

Navigating the Digital Landscape

The language of digital and digital transformation, presenting the beginnings of a frame of reference for success.

Session 3 **November 7**

Determining Your Source of Competitive Advantage

The primary sources of competitive advantage from digital.

Session 5 **November 21**

Designed for Digital: Five Building Blocks for Digital Transformation

The 5 core building blocks for digital transformation.

Session 7 **November 28**

Leading Digital Transformation

Introduction to achieving transformation, the challenges likely to be encountered, and how they might be overcome.

November 1 Session 2

Choosing Your Digital Business Model

A framework to consider and explore different digital business models.

November 8 Session 4

Crafting a Strategy for Your Digital Ambitions

An approach to building a digital strategy, including a video case study of global insurer Allianz.

November 22 Session 6

Managing the Portfolio of Digital Investments

A framework to better understand the different types of investments organizations make in technology and the implications for their management.

November 29 Session 8

Pathways to Digital Business Transformation

- The four strategies for business transformation, their strengths and weaknesses.
- The types of organizational explosions that organizations need to manage as they transform.

Program Fee

USD

1,900

+

Applicable taxes

We offer a limited number of partial scholarships for some categories of participants based on need. To learn more about scholarships and find out if you are eligible, please reach out to us via financialaid@coursalytics.com.

Program Dates

Start date:

31.10.2020

End date:

29.11.2020

Live sessions will be held on weekends.

Admission Procedure

Step 1

Application

Apply by filling in the online application form.

Step 2

Application review

Wait until the admissions committee reviews applications and shortlists candidates based on their applications.

Step 3

Call with the Program Director

If you are shortlisted, you will be invited to participate in a call with the Program Director to discuss your motivation to join the program.

Step 4

Join the program

If selected, you will receive an Admission Confirmation.

13th Oct. Application deadline

Apply now

Since this is a highly interactive, live online seminar, there is a hard limit on the number of participants. After the deadline, we'll be accepting applications on a rolling basis.

Contact us

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