

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

DIGITAL BUSINESS STRATEGY:

HARNESSING OUR DIGITAL FUTURE

ONLINE SHORT COURSE

Explore how new and existing business strategies can be improved through the rebalancing of three key relationships: Minds and Machines, Products and Platforms, and the Core and the Crowd.

ABOUT THIS COURSE

In recent years, innovative businesses have used a range of novel digital tools, from apps to AI, to invent new business models and delight customers with convenience, high quality, and low prices. This wave of technology-fueled disruption has already transformed many industries, and it's just getting started.

This executive program explores how new and existing business strategies can be improved through the introduction of technologies and digital systems. The framework of the course is based on the book *Machine, Platform, Crowd: Harnessing Our Digital Future* written by MIT Sloan faculty and *New York Times* best selling authors Erik Brynjolfsson and Andrew McAfee. This places the program in a unique position to leverage the knowledge and experience of these experts and guide you towards the creation of innovative business strategies.

WHAT THE PROGRAM COVERS

This 6-week MIT Sloan Digital Business Strategy program will guide you through an exploration of the principles that underpin Erik Brynjolfsson and Andrew McAfee's book, research, and teaching. It frames this particular approach to business strategy as an attempt to find a balance between methods that have been used traditionally and new ways in which companies can use technology to improve their best-practices.

The main focus of this executive program is the rebalancing of three key relationships: human minds and machines; physical products and digital platforms; and the core (centralized knowledge) and the crowd (decentralized knowledge). You'll be introduced to examples of companies that have excelled at finding

a harmony between tradition and technology.

Furthermore, you'll be supported in uncovering ways to relate these principles to your organization through weekly, ongoing project submissions which encourage you to apply concepts to a business scenario.



US \$2,800



6 weeks,
excluding orientation



5–8 hours/week of self-paced
learning, entirely online*

**The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time.*

THIS PROGRAM IS FOR YOU IF:



You want to keep your business **one step ahead of the competition** by implementing a strategy that draws on the knowledge of leading thinkers and *New York Times* best-selling authors



You realize **digital integration in your organization is not a choice**, but a necessity, and you want to harness the power of these disruptive technologies to improve operations and increase business value



You want the opportunity to **earn a certificate of completion from MIT Sloan** to back your understanding of the future of human involvement in the workplace amidst continued technological advancement

WHO SHOULD TAKE THIS COURSE?

This program aims to provide CEOs, managers, C-suite executives, and entrepreneurs with the knowledge they need to analyze traditional business strategy models and enhance them in light of ever-present disruptive technologies. By highlighting the need to explore new balances between mind and machine, product and platform, and the core and the crowd, this program will enable participants to analyze and alter (if necessary) their business strategies to introduce, or better deal with the introduction of, disruptive technologies.



“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

– PAUL MCDONAGH-SMITH, DIGITAL CAPABILITY LEADER, MIT SLOAN EXECUTIVE EDUCATION

WHAT YOU WILL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (course notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

ORIENTATION

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed with a personal call and get introduced to your online teaching and technical support network. Begin connecting with fellow participants while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

INTRODUCING DIGITAL TRANSFORMATION

Consider the value of data-driven decision making as a possible transformation for a business.

MODULE 2

ARTIFICIAL INTELLIGENCE

Discover what machine learning is and how it could be applied in a business.

WHAT IS MIT SLOAN?

Learn more about
**THE MIT SLOAN
SCHOOL OF
MANAGEMENT**



We want the participants in this program to do work that is relevant for their businesses; for their organizations. The assignments are geared that way, the overall homework for the program is geared that way. We don't want this to be a dry exercise at all. We want the participants to be thinking and acting in ways that will help out their organizations.

**—ANDREW MCAFEE,
CO-DIRECTOR, MIT INITIATIVE
ON THE DIGITAL ECONOMY**

MODULE 3

PLATFORMS IN A DIGITAL ECONOMY

Learn about the types of business opportunities that may be available in the digital economy.

MODULE 4

THE PLATFORM REVOLUTION

Investigate different types of platforms and the business concepts that underpin their success.

MODULE 5

HARNESSING THE CROWD

Explore how the crowd (decentralized knowledge) outperforms the core (centralized knowledge).

MODULE 6

LIMITS TO DECENTRALIZATION

Learn about the impact of digital technologies on organizational structure and the changing roles of managers and leaders.



“People are racing against the machine, and many of them are losing that race... Instead of racing against the machine, we need to learn to race with the machine. That is our grand challenge.”

—ERIK BRYNJOLFSSON,

PROFESSOR, MIT SLOAN SCHOOL OF MANAGEMENT
DIRECTOR, MIT INITIATIVE ON THE DIGITAL ECONOMY

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

YOUR FACULTY DIRECTORS

These subject matter experts from MIT Sloan guide the course design and appear in a number of course videos.



ERIK BRYNJOLFSSON

Professor, MIT Sloan School of Management
Director, MIT Initiative on the Digital Economy

Erik Brynjolfsson is Director of the MIT Initiative on the Digital Economy,

Professor at MIT Sloan, and Research Associate at the National Bureau of Economic Research (NBER). His research examines the effects of information technologies on business strategy, productivity and performance, digital commerce, and intangible assets. At MIT, he teaches courses on the Economics of Information and the Analytics Lab. Author or co-author of several books including *New Progress and Prosperity in a Time of Brilliant Technologies* (2014), and the recent *Machine, Platform, Crowd: Harnessing Our Digital Future* (2017), Brynjolfsson is one of the most widely-cited scholars in information systems and economics and has served on the editorial boards of numerous academic journals.



ANDREW MCAFEE

Co-Director, MIT Initiative
on the Digital Economy

Andrew McAfee is a principal research scientist at MIT where he studies how

digital technologies are changing business, the economy, and society. His 2014 book on these topics, *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies* (co-authored with Erik Brynjolfsson) was a *New York Times* bestseller and was shortlisted for the Financial Times / McKinsey Business Book of the Year Award. McAfee is also a co-author of *Machine, Platform, Crowd: Harnessing Our Digital Future*. He writes academic papers, a blog for the *Financial Times*, and articles for publications including *Harvard Business Review*, *The Economist*, *The Wall Street Journal*, and *The New York Times*. McAfee has talked about his work on *The Charlie Rose Show* and *60 Minutes*, at TED, Davos, the Aspen Ideas Festival, and in front of many other audiences.

YOUR SUCCESS TEAM

Receive a personalized approach to online education that ensures you're supported by GetSmarter throughout your learning journey.



HEAD LEARNING FACILITATOR

A subject expert from GetSmarter and approved by the University, who'll guide you through content-related challenges



SUCCESS MANAGER

Your one-on-one support at GetSmarter, available during University hours (9am - 5pm EST) to resolve technical and administrative challenges



GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related and administrative queries and concerns

A POWERFUL COLLABORATION

MIT Sloan Executive Education is collaborating with online education provider, GetSmarter, to create a new class of learning experience — one that is higher-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN?

The MIT Sloan School of Management is one of the world's leading business schools, emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The School's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings and, through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth.

By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to broaden access to its on-campus offerings in a collaborative and engaging format that stays true to the quality of MIT Sloan and MIT as a whole.

WHAT IS GETSMARTER?

GetSmarter, a wholly-owned subsidiary of 2U, Inc., is a digital education company that collaborates with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigor in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.

MIT SLOAN CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools - the MIT Sloan School of Management. Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the program, as per the stipulated requirements. This program also counts towards an MIT Sloan Executive Certificate.



HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and graded small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to journals and ongoing project submissions, culminating in a review of how transformational technologies could fit into a business of your choice

Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

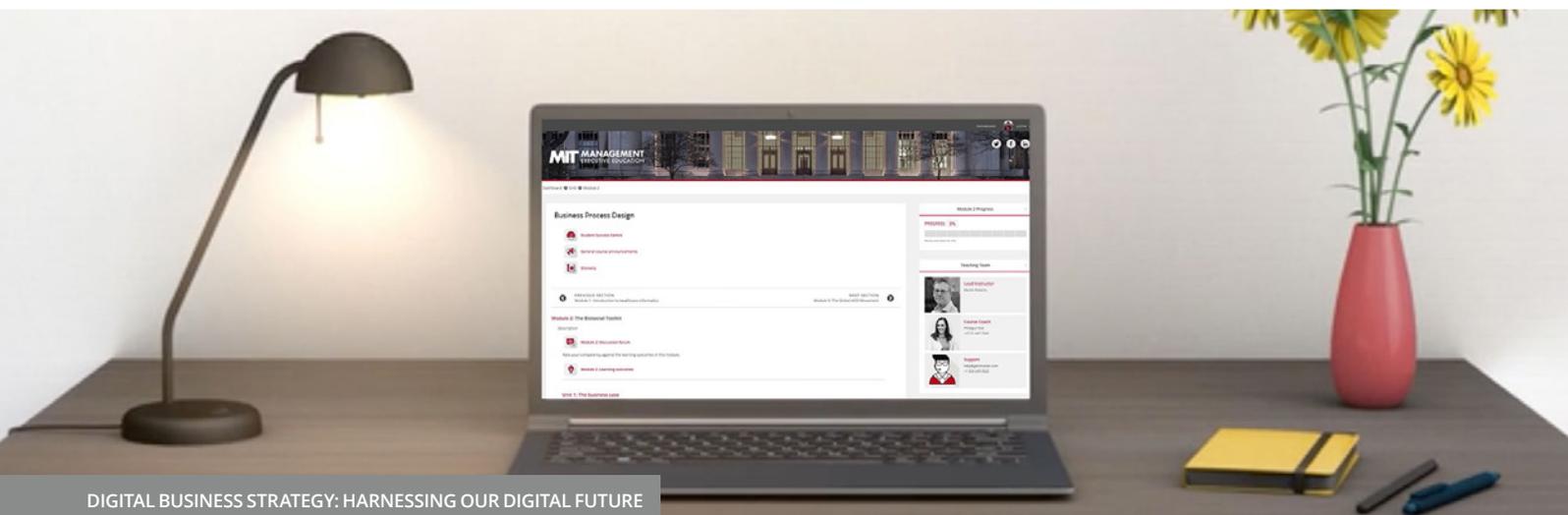
In order to complete a course, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing [Adobe Flash Player](#) will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded [here](#).

ADDITIONAL REQUIREMENTS

Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the course. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with a Course Consultant before registering for this course if you have any concerns about this affecting your experience with the Online Campus.





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Ready to unleash the positive potential of disruptive digital strategies?

[REGISTER NOW](#)

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