Explore how organizations use data to drive process improvements and create financial returns.
ABOUT THIS COURSE

Data — and the insight it yields — can be a company’s most important asset in a digital economy. Although most organizations now have access to vast amounts of data, the challenge lies in realizing its full potential. In a highly competitive environment, companies that find ways to monetize data often lead the way in their industries.

The Data Monetization Strategy: Creating Value Through Data online short course from the MIT Sloan School of Management will equip you with a comprehensive understanding of how organizations can create, measure, and maximize economic value from data. By leveraging the I-W-S framework — three approaches developed by the MIT Center for Information Systems Research (CISR) — organizations can generate financial value by improving the use of data, wrapping products with analytics features and experiences, and selling information solutions. Learn from esteemed MIT faculty as you learn to identify and prioritize data opportunities, build organizational capabilities, and maximize data monetization outcomes across the organization. On completion of this course, you’ll leave with a personalized toolkit to enhance your organization’s data monetization outcomes.

WHAT THIS PROGRAM COVERS

This program explores how organizations can create financial value from data, and the importance of actively pursuing data monetization. Led by Faculty Director Dr. Barbara Wixom, a principal research scientist at the MIT Sloan Center for Information Systems Research (CISR), participants will investigate the I-W-S framework. This method approaches data monetization in three ways: improving core business processes using data, ‘wrapping’ analytics around offerings, and selling information solutions. Participants will also study the five data monetization capabilities — data assets, data platforms, data science, acceptable data use, and customer understanding. They’ll leave the program with a personalized data monetization strategy suited to their organizational context.

$2,800
6 weeks, excluding 1 week orientation.
6–8 hours of self-paced learning per week, entirely online.
WHO SHOULD TAKE THIS COURSE?

The growing importance of data as a business driver has created a need for business leaders to see its potential, understand how to implement a strategic approach, and better leverage data and analytics in their organizations for strategic advantage. This course is designed for data-driven business and analytics leaders — chief data officers, chief information officers, chief technology officers, chief analytics officers, and chief data architects — who want to elevate their strategies and problem-solving abilities. Owing to its relevance to the vast majority of organizations and sectors, working professionals across titles and responsibilities will also gain the skills they need to monetize data and improve organizational processes. These roles include data, information, technology, and analytics presidents. Technology, data, and information managers and directors will also benefit from the practical frameworks explored during the course, acquiring tools that will elevate their existing knowledge.

“Since the 1990s, companies have leveraged systems, processes, people, and data to be more efficient and cut costs. At MIT CISR, we describe this as the journey to become ‘digitized’, and we refer to data activities that help digitized companies save money as ‘data monetization by improving’.”

– DR. BARBARA WIXOM, FACULTY DIRECTOR
WHAT YOU’LL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as downloadable 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 MODULE

WELCOME TO YOUR ONLINE CAMPUS
ONE WEEK
You’ll be welcomed to the program and 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.

Please note that module titles and their contents are subject to change during course development.

MODULE 1

DATA MONETIZATION: CONVERTING DATA INTO FINANCIAL VALUE
Explore the process through which organizations create financial value from data.

MODULE 2

DATA MONETIZATION CAPABILITIES: BUILDING ENTERPRISE DATA FOUNDATIONS
Discover five data monetization capabilities and organizational structures that maximize their impact.

WHAT IS MIT SLOAN?

Learn more about THE MIT SLOAN SCHOOL OF MANAGEMENT
MODULE 3
IMPROVING: GENERATING VALUE THROUGH DATA-DRIVEN PROCESS OPTIMIZATION
Learn how to create value from data-driven process improvements.

MODULE 4
WRAPPING: GENERATING VALUE FROM ANALYTICS FEATURES AND EXPERIENCES
Learn how to create value from analytics product features and analytics-based customer experiences.

MODULE 5
SELLING: GENERATING VALUE FROM INFORMATION SOLUTIONS
Learn how to create value from information solutions.

MODULE 6
DATA MONETIZATION STRATEGY: CHOOSING A PLAN FOR ORGANIZATION-WIDE VALUE CREATION
Explore the process of selecting and managing a firm-level strategy for an organization’s data monetization activities.

ABOUT 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. Through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.
WHO YOU’LL LEARN FROM

This subject matter expert from MIT Sloan guides the course design and appears in a number of program videos, along with a variety of industry professionals.

YOUR FACULTY DIRECTOR

DR. BARBARA WIXOM
Principal Research Scientist, MIT Center for Information Systems Research (CISR)

Dr. Wixom joined MIT Sloan in 2013 as a principal research scientist at MIT CISR. Since the mid-90s, she has deeply explored data warehousing, business intelligence, analytics, and big data. Her research ranges from large-scale surveys and meta-analyses to lab experiments and in-depth case studies. Wixom is a leading academic scholar who has published in journals such as Information Systems Research, MIT Sloan Management Review, MIS Quarterly, and MIS Quarterly Executive. She regularly presents her work globally to academic and business audiences.

Wixom serves as associate editor of the Business Intelligence Journal, research fellow of The Data Warehousing Institute, and fellow of the Teradata University Network.

Research shows that only 8% of companies are extracting the full potential of analytics.*

INDUSTRY EXPERTS

DAVID LAMOND
Director of Strategic Analytics, Insights and Research, Scentre Group

MIHIR SHAH
Head of Enterprise and Data Architecture and Engineering, Fidelity Investments

RIM TEHRAOUI
Group Chief Data Officer, BNP Paribas

REID COLSON
Chief Data and Analytics Officer, Markel

JEFF SWEARINGEN
EVP of Customer Experience, Healthcare IQ

JEEVAN REBBA
Head of Information and Data Management, Charles River Laboratories

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DANNY SLINGER
VP of Product Management and Corporate Systems, GE

SANDRA NEALE
Global EHS Leader, GE Power

DON STOLLER
Executive Director of Technology Architecture, CVS Health

MAGIB ABRAHAM
CEO and Co-Founder, NeuraWell Therapeutics

ROBERT WELBORN
Founding Member, MIT CISR Data Research Advisory Board

ROBERT SAMUEL
Global SVP, PepsiCo Head of Information and Data Management, Charles River Laboratories

KELLEY YOHE
Group Head of Data and Advanced Analytics Platforms, Westpac

YOUR SUCCESS TEAM

GetSmarter, with whom MIT Sloan is collaborating to deliver this online program, provides a personalized approach to online education that ensures you’re supported throughout your learning journey.

HEAD LEARNING FACILITATOR
A subject expert from GetSmarter, approved by the University, will guide you through learning-related challenges.

SUCCESS ADVISER
Your one-on-one support at GetSmarter, available during University hours (9a.m.–5p.m. EST) to address technical or administrative questions.

GLOBAL SUCCESS TEAM
This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.
A POWERFUL COLLABORATION

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

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers nondegree 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 deliver its executive programs through a dynamic, interactive, digital learning platform.

ABOUT GETSMARTER

GetSmarter, a 2U, Inc. brand, 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 GetSmarter’s 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.

By 2022, 35% of large organizations will be either sellers or buyers of data via formal online data marketplaces, up from 25% in 2020.*

*Gartner (Oct, 2020).
ABOUT THE CERTIFICATE

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. This program also counts towards an MIT Sloan Executive Certificate, which you can earn upon completion of four programs where at least three of the four come from your chosen certificate track and at least one is completed in person. Find full details here.

Completion is based on a series of practical online assignments. In order to be issued with a certificate you’ll need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the program.

Your certificate will be issued in your legal name and sent to you upon successful completion of the program, as per the stipulated requirements.

“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
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 reviewed 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 quizzes and assignments, culminating in a monetization strategy recommendation to generate economic returns from data

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS
In order to complete a program, 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.

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 program. 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 an Enrollment Adviser before registering for this course if you have any concerns about this affecting your experience with the Online Campus.
DATA MONETIZATION STRATEGY: CREATING VALUE THROUGH DATA

ONLINE SHORT COURSE

Gain a comprehensive understanding of how organizations can create, measure, and maximize economic value from data

REGISTER NOW

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