

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

CORPORATE INNOVATION: STRATEGIES FOR LEVERAGING ECOSYSTEMS

ONLINE SHORT COURSE

Lead innovation in your organization through ecosystem engagement.

Certificate Track: Strategy and Innovation

ABOUT THIS COURSE

In today's dynamic and ever-changing economic climate, innovation is less of a choice and more of a business imperative. Similar to entrepreneurship, innovation requires a context of engagement and interconnection between people, stakeholders, and ecosystems in order to flourish — in other words, an innovation ecosystem. This executive program explores MIT's research on the science of innovation ecosystems, offering you the tools and frameworks necessary to foster a culture of innovation and entrepreneurship in your organization. Guided by renowned innovation practitioners and MIT faculty Fiona Murray and Phil Budden, you'll learn to engage effectively with key stakeholders to overcome barriers to innovation and mobilize opportunities for change.

WHAT THE PROGRAM COVERS

This six-week online program equips you with the knowledge and tools to unlock opportunities for innovation and entrepreneurship in the ecosystems around you.

Over the course of six weeks, you'll learn to identify key influencers in an organization and determine how best to leverage these relationships to maximize innovation. You'll be exposed to concepts such as innovation loops, focusing on interactions between players in an ecosystem, and you'll gain insight into the pivotal role of leaders in driving and sustaining innovation in an organization. You'll also have the opportunity to learn about tools and activities for fostering engagement — including hackathons, prize competitions, and accelerators. At the end of the program, you'll walk away with a tailored action plan for innovation in an organization of your choice.



US\$2,800



6 weeks,
excluding orientation



6–8 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.*



“For making innovation work, we need not only a process and experimentation, but a collaborative ecosystem for entrepreneurs.”

— PROFESSOR FIONA MURRAY, ASSOCIATE DEAN OF INNOVATION

AT THE MIT SLOAN SCHOOL OF MANAGEMENT.

THIS PROGRAM IS FOR YOU IF:



You're seeking **tools and techniques for maximizing innovation and entrepreneurship** within a business environment



You want to develop an **innovation action plan** for your business, guided by MIT faculty



You're looking to validate your knowledge of corporate innovation in the form of a **certificate of completion** from The MIT Sloan School of Management.**

**Certificates of completion are issued in your legal name upon successfully completing a program according to the program completion criteria outlined during the course. No certificate will be issued to you if you do not meet the stipulated requirements for the award of a certificate.

WHO SHOULD TAKE THIS COURSE?

This program is designed for decision makers from any industry who want to improve their organization's capacity to formulate and implement innovative strategies, as well as for entrepreneurs and startup business leaders launching new offerings.

Whether you're in senior management, consulting, business strategy, marketing and sales, or are simply a professional with innovative ideas and seeking tools and frameworks to capture and deliver on those ideas, this MIT Sloan program will be beneficial to you.



“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 MODULE

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

INNOVATION AND ITS CHALLENGES

Develop an understanding of innovation, the traditional context where it occurs, and the challenges faced by corporations trying to build innovation capabilities.

MODULE 2

INNOVATION IN ECOSYSTEMS, WITH STAKEHOLDERS

Understand the importance for innovation of co-location in ecosystems, the nature of innovation and entrepreneurship capabilities, and the role of those ecosystems' critical stakeholders.

WHAT IS MIT SLOAN?

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



MODULE 3

INNOVATION-DRIVEN ENTREPRENEURSHIP AND EXPERIMENTAL INNOVATION LOOPS

Recognize the importance of innovation-driven entrepreneurship and the role of innovation loops.

MODULE 4

CORPORATE STAKEHOLDERS IN INNOVATION ECOSYSTEMS

Reflect on the roles that corporations play as stakeholders in an innovation ecosystem, and explore their links to the innovation-driven entrepreneur, university, risk capital, and government stakeholders.

MODULE 5

INNOVATION PRACTICES AS TOOLS OF ENGAGEMENT: HACKATHONS, ACCELERATORS, AND PRIZE COMPETITIONS

Learn about different options available to organizations for facilitating meaningful engagement with their ecosystems.

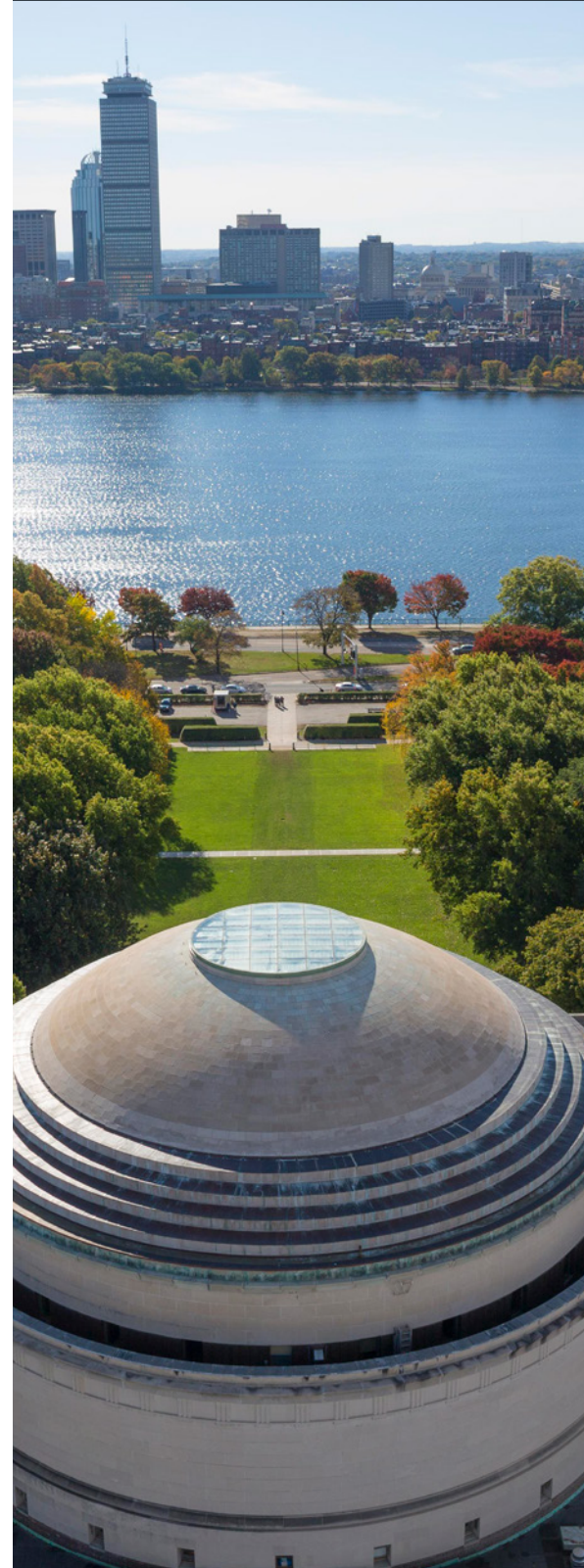
MODULE 6

LEADING INNOVATION IN AN ECOSYSTEM

Develop a plan for building an innovation strategy in an organization within an innovation ecosystem framework.

WHY MIT SLOAN EXECUTIVE EDUCATION

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

YOUR FACULTY DIRECTORS

The design of this online course is guided by MIT faculty who will share their experience and in-depth subject knowledge with you throughout the program.



FIONA MURRAY

*William Porter Professor of Entrepreneurship
Associate Dean for Innovation & Co-Director MIT
Innovation Initiative*

Fiona Murray is the Associate Dean of Innovation at the MIT Sloan School of Management, *William Porter (1967) Professor of Entrepreneurship*, and an associate of the National Bureau of Economic Research. She is also the co-director of MIT-wide Innovation Initiative. She serves on the British Prime Minister's Council on Science and Technology and has been awarded a CBE for her services to innovation and entrepreneurship in the UK. She is on the Board of private biotechnology company Celixir and on the Global Advisory Board of MassChallenge. Murray is an international expert on the transformation of investments in scientific and technical innovation into innovation-based entrepreneurship that drives jobs, wealth creation, and regional prosperity. She has a special interest in the commercialization of science from idea to impact and the mechanisms that can be effectively used to link universities with entrepreneurs, large corporations, and philanthropists in that process.

In her recent scholarship and writing, Murray has emphasized the ways in which women and under-represented minorities are engaged in innovation ecosystem, and the ways in which different approaches to evaluating early-stage ideas can overcome the unconscious bias that she has documented in entrepreneurial funding. Her work is widely published in a range of journals, including *Science*, *Nature*, *New England Journal of Medicine*, *Nature Biotechnology*, *American Journal of Sociology*, *Research Policy*, *Organization Science*, and the *Journal of Economic Behavior & Organization*. She brings her deep appreciation of R&D to an understanding of global innovation economy and to the ways in which the next generation of global innovators should be educated. Murray received her BA '89 and MA '90 from the University of Oxford in Chemistry. She subsequently moved to the United States and earned an AM '92 and PhD '96 from Harvard University in applied sciences.



PHIL BUDDEN

*Senior Lecturer, Technological Innovation,
Entrepreneurship, and Strategic Management,
MIT Sloan School of Management*

Phil Budden is a Senior Lecturer at MIT's Management School, in Sloan's TIES (Technological Innovation, Entrepreneurship and Strategic Management) Group, where he focuses on 'innovation-driven entrepreneurship' (IDE) and innovation ecosystems.

Phil co-teaches in the successful 'Regional Entrepreneurship Acceleration Program' (REAP), an MIT Global Program for regional teams from around the globe interested in accelerating 'innovation-driven entrepreneurship' and in a related class, known as 'Regional Entrepreneurship Acceleration for Leaders' (REAL), aimed at mid-career exec MBAs. He also lectures on similar topics to executives in a variety of executive education settings, including the on-campus program, 'Innovation Ecosystems'. Phil's approach combines researched, real-world and personal perspectives on how leaders from all the different stakeholders — including Entrepreneurs, Universities and 'Risk Capital' providers, alongside Corporate enterprises and Government policymakers — can all contribute to building successful innovation ecosystems.

Phil has previously worked for the British Government, and the Royal Bank of Scotland's U.S. subsidiary (Citizens Bank). For executives from around the world, Phil's background in diplomacy and banking makes him well-suited to outlining 'innovation', the interplay among stakeholders, and the negotiations within 'innovation ecosystems' (especially between Corporate and Government stakeholders). Phil holds a BA and MA in History from Lincoln College, the University of Oxford; an MA in History and Government from Cornell University; and a PhD (DPhil) in History and International Political Economy, also from the University of Oxford.

YOUR SUCCESS TEAM

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



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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.



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This team from GetSmarter is available 24/7 to solve your tech-related 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. Assessment is continuous and based on a series of practical assignments completed online. 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 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 ongoing project submissions, culminating in the development of your own strategic document.

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

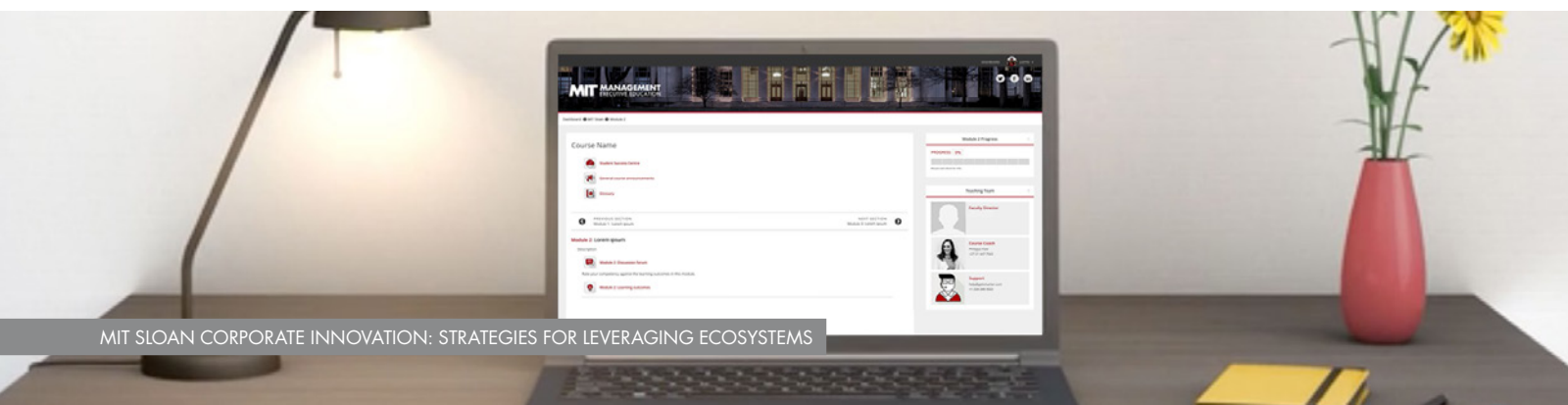
In order to complete a course, you'll need a current email account and access to a computer and the internet. You should be familiar with using a computer and accessing the internet, as you may need to read documents in [Adobe PDF Reader](#), view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word. 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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[REGISTER NOW](#)

CONTACT US

US: +1 224 249 3522 | **UK:** +44 203 457 5774 | **GLOBAL:** +27 21 447 7565

EMAIL: mitsloan@getsmarter.com