MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
SLOAN SCHOOL OF MANAGEMENT  
ORGANIZATIONAL DESIGN FOR DIGITAL TRANSFORMATION   
ONLINE SHORT COURSE  

Investigate your organization's readiness for digital transformation against five key dimensions.
ABOUT THIS COURSE

As digital technologies continue to reshape industries, many companies are seeking large-scale digital transformation as a way to maximize results and get ahead of their competition. Enterprises are expected to invest nearly $2 trillion in digital transformation initiatives by 2022, yet research indicates that 70 percent of these initiatives will not reach their goals. To succeed in the digital economy, established businesses must develop and apply new technology and organizational capabilities. “Being digital is not just introducing mobile apps for customers. It’s taking advantage of the opportunity to redefine a business – and possibly even an industry,” shares Jeanne Ross, Faculty Director of this MIT Sloan program.

As one of the world’s top researchers in the challenges faced by senior-level corporate executives in adapting to, and implementing, new information technology in their businesses, Ross takes a deep dive into the five key dimensions of digital transformation, and how successful transformation can occur when systematically driven. These five dimensions form the foundational design principles for organizations seeking to leverage new technologies for innovation. The program also explores how business leaders can influence their organizational mindset to change deeply held, traditional practices.

WHAT THE COURSE COVERS

With a focus on the importance of organizational design and the operational backbone of a business, Organizational Design for Digital Transformation explores the five key dimensions required for successful digital transformation. Through insights from MIT faculty, you’ll learn the capabilities needed to succeed in the digital marketplace. Case studies from organizations that have successfully implemented digital transformation efforts will expose you to a variety of knowledgeable executives and thought leaders. Assess your own organization in the context of digital transformation, and formulate a practical road map to implement digital change in your business.

$2,800

6 weeks, excluding orientation

6-8 hours/week of self-paced learning, entirely online

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.

1IDC (Nov, 2018).
2Forbes (Mar, 2018).
THIS COURSE IS FOR YOU IF YOU WANT TO:

Successfully facilitate digital transformation in your organization, by effectively harnessing organizational design.

Understand that becoming digital differs from becoming digitized, and that the right structures need to be in place for effective transformation and innovative digital offerings.

Gauge the next steps for your long-term digital transformation plan by assessing the digital strengths and priorities of your company.

WHO SHOULD TAKE THIS COURSE?

Leaders across sectors who are eager to make digital transformation a strategic priority and optimize their digital business models. Mid, senior and top-level managers, including c-suites and other leaders can benefit from the opportunity to engage with industry experts within the MIT network, and learn to leverage an array of digital technologies in order to develop new value propositions for their customers.

"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’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 traditional written study guides. There are also opportunities for collaborative learning through discussion forums. You will walk away with a Microsoft Excel tool that you can use to evaluate your organization against the five building blocks. This tool is made up of survey questions based on the research done by Jeanne Ross and will allow you to compile a graph that shows you exactly where your organization is, in terms of its digital transformation journey. 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 introduced to your online teaching and technical support network. You will then begin connecting with fellow participants while exploring the tools of your Online Campus, and will be alerted to key milestones in the learning path, and be able to 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**

**DESIGNING FOR DIGITAL SUCCESS**

Transform your company through business design and strategy inspired by technology.

**MODULE 2**

**ACHIEVING OPERATIONAL EXCELLENCE**

Learn how to achieve operational excellence through a stable and integrated operational backbone that supports digital innovation.
MODULE 3
CUSTOMER DESIRES AND DIGITAL SOLUTIONS
Investigate the use of emerging technologies and customer needs to develop digital solutions.

MODULE 4
DIGITAL DESIGN: ENABLING RAPID INNOVATION
Build repositories of digital components to enable rapid innovation of digital offerings.

MODULE 5
CREATING AN EFFECTIVE INNOVATION CULTURE
Develop a culture of innovation within a framework of accountability that empowers people to communicate, work in teams, share information, and share customers.

MODULE 6
IMPLEMENTING DIGITAL TRANSFORMATION
Use organizational design to engage in ongoing digital strategy execution.

WHAT IS MIT SLOAN?
Learn more 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

These subject matter experts from MIT guide the program design and appear in a number of program videos, along with a variety of industry professionals.

FACULTY DIRECTOR

JEANNE ROSS
Principal Research Scientist at the MIT Sloan Center for Information Systems Research

Organizational theorist and principal research scientist at MIT Sloan School of Management, Ross serves as director of the MIT Center for Information Systems Research (CISR). She is largely known for her work on IT governance and enterprise architecture. Targeting the challenges of senior-level executives at CISR’s nearly 100 global sponsor companies, she investigates how firms develop a competitive advantage through the implementation and reuse of digitized platforms. Her work has appeared in major practitioner and academic journals, including MIT Sloan Management Review, Harvard Business Review, and The Wall Street Journal, to name a few. She is a founding senior editor and former editor-in-chief of MIS Quarterly Executive.

Ross earned a BA from the University of Illinois, an MBA from The Wharton School at the University of Pennsylvania, and a PhD in Management Information Systems from the University of Wisconsin–Milwaukee.

INDUSTRY EXPERTS

NILS FONSTAD
Research Scientist, Europe and LATAM, MIT Center for Information Systems Research (MIT CISR)

ALEC WHITTERS
CEO and Cofounder, Higher Learning Technologies

EDGAR VAN ZOELEN
Global Consulting Transformation Lead and Head of HealthSuite Labs, Philips
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, approved by the University, will guide you through learning-related challenges.

SUCCESS MANAGER
Your one-on-one support at GetSmarter, available during University hours (9am–5pm 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
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 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 deliver its executive programs through a dynamic, interactive, digital learning platform.

WHAT IS GETSMARTER?
GetSmarter, a brand of 2U, Inc., 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 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 a digital transformation plan based on your organization’s digital strengths and priorities

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. 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 programs 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 a Course Consultant before registering for this program if you have any concerns about this affecting your experience with the Online Campus.
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Are you effectively leading your organization towards digital transformation?

REGISTER NOW

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