

DIGITAL STRATEGIES FOR TRANSFORMING YOUR BUSINESS



WHEN

Jul 30 – 31, 2024

Oct 1 – 2, 2024

PRICE

\$4,500

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Digital Business

As the world continues to digitize and grow in complexity, virtually every enterprise will need a great digital business model that creates value by engaging customers and helping employees work smarter. Based on extensive MIT research, this program provides insights into how a company can achieve competitive advantage through unique digital content, an exceptional customer experience, and superior digitized platforms. The course familiarizes you with the significant changes, risks, and opportunities enabled by digitization, helping you understand how your company can profit in the digital era. The curriculum incorporates frameworks created by MIT Sloan to enable enterprises to build powerful digital business models in order to compete in the global digital economy and thrive in emergent ecosystems. These frameworks will be illustrated with examples from successful companies such as Amazon, Apple, and Procter & Gamble.

Please visit our website for the most current information.

executive.mit.edu/dig

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY*

Michael Schrage
Nick van der Meulen
Nils Fonstad
Stephanie Woerner

*Please note, faculty may be subject to change.

TAKEAWAYS

You will be better prepared to:

- Identify the source of competitive advantage for your business
- Manage business complexity in the global digital economy
- Create digitized platforms that enable new and evolving digital opportunities
- Simplify your customer experiences without creating burdensome organizational complexity
- Provide new information offerings that generate bottom-line value for the firm
- Guide the culture of your next generation enterprise

WHO SHOULD ATTEND

- Senior executives and managers at division or corporate levels
- CEOs, CIOs, COOs
- Presidents, executive vice presidents, vice presidents
- Vice presidents of operations and IT leaders
- Senior marketing executives and senior project managers
- Senior business development executives
- Product development managers and innovation officers
- Corporate planners, strategists, and strategic planners



I strongly recommend this course to every manager who wants to get a deep insight into the heart of digitization. A great faculty made this course a valuable experience for me, which helps me make my company even more competitive.

OVERALL RATING | ★ ★ ★ ★ ★

– Karl-Heinz R

CONTACT INFORMATION

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