Digital Business Leadership Program

Cornell
SC Johnson College of Business

OVERVIEW

Organizations have reshaped the workforce, overturned age-old business models, and embraced digital technologies, from chatbots to blockchain, in rapid response to digital transformation. To lead and succeed in today's interconnected world, leaders must think like digital natives. They must know how to leverage data, create strategic business opportunities and execute processes to deliver business goals.

We believe that future leaders need to develop expertise and knowledge to survive in this digital ecosystem. The Digital Business Leadership Program (DBLP) is an impactful, multi-modular learning journey that is facilitated by award-winning faculty from Cornell University, to help you succeed in the new world.

You will learn through 18 LIVE interactive sessions. These sessions will entail pre and post learning through assignments. Additionally, you will get year-long access to 900+ on-demand electives on topics like Data Analytics, Digital Business Leadership, Service Excellence, Digital Marketing, Innovation among others.

Digital leadership is the fundamental reality for businesses today

PROGRAM HIGHLIGHTS

The program is designed to help senior executives navigate the waves of digital transformation and thrive in a highly disruptive global climate.

18 LIVE interactive sessions by Cornell faculty

Smaller cohorts for an impactful learning experience

Peer and faculty reviewed projects

Year-long access to 900+ electives

Certificate of completion from Cornell University

Networking with peers and global faculty

CURRICULUM

MODULE 1: THINK

Exponential Strategies in a Digital Age	*Understanding the core ideas underlying strategic planning processes to empower you for the big distruptions.* *Faculty: Gautam Ahuja*
Technology and Disruption	*Build an understanding of the digital landscape and the competitive and contextual reasons to embrace digital transformation. Using toolkits, learn to assess the stage of digitization of an organisation.* *Faculty: Karan Girotra*
Digital Transformation	*Learn to identify opportunities to deliver existing products and services using innovative processes for sourcing inputs and identifying the right product for the right customer.* *Faculty: Karan Girotra*
Digital Marketing I	*How to create an integrated, digital marketing plan based on organizational priorities and resources using proven frameworks.* *Faculty: Sherif Nasser*
Digital Marketing II	*How to create an integrated, digital marketing plan based on organizational priorities and resources using proven frameworks.* *Faculty: Sherif Nasser*
Data Based Decision Making	*How to use historical and real-time data to generate simulations, make predictions and informed business decisions.* *Faculty: Vishal Gaur*
Strategic Digital Transformation 1	*The session will impart a perspective on how digital technologies are transforming a wide array of businesses in a deep and fundamental manner.* *Faculty: Soumitra Dutta*
Strategic Digital Transformation 2	*Digital disruption is a key issue facing businesses. Learn why a comprehensive digital strategy is important for success of an organisation.* *Faculty: Soumitra Dutta*
Design Thinking	*Understand the human centric approach to design using applied creativity, prototyping and experimentation. Leveraging design thinking to create an interplay of intuitive and data-driven decision making.* *Faculty: Stefanie Kubanek*

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| **Digital Strategy: Evaluating Opportunities** | This session teaches you a five-step value creation analysis using the Business Model Canvas for a product or service idea. In conjunction with this analysis, you will evaluate your idea based on your competition and your unique value proposition. *Faculty: Karan Girotra* |

MODULE 2: APPLY

| **Artificial Intelligence** | Understanding AI's potential to gain a competitive edge, enlarge the range of services to offer populations in emerging markets. *Faculty: Soumitra Dutta* |

| **Blockchain** | A peek into the world of blockchain technology and cryptography to understand block chain's application and use cases beyond cryptocurrency. *Faculty: Rafael Pass* |

| **FinTech** | Examining the evolving FinTech landscape from multiple perspectives and changes relevant to you both in professional and personal context. *Faculty: Drew Pascarella* |

| **Cryptocurrency** | Understanding and designing crypto decentralized systems. *Faculty: Will Cong* |

MODULE 3: SUCCEED

| **Innovation Leadership in Disruptive Times** | Developing relevant leadership skills to improve vision, courage and character and formulate an action plan to lead in disruptive times. *Faculty: Allan Filipowicz* |

| **Execution Excellence in Digital Age** | Develop measures and standards of execution consistent with internal and external customer expectations. Evaluate the trade-offs for leveraging different approaches to process improvement. *Faculty: Vishal Gaur* |

| **Managing in High Uncertainty - I** | Delve into how big companies can embrace digital transformation, and innovate while not taking on undue risks to bring digital transformation to life. Also learn to manage a high uncertainty (VUCA) world. *Faculty: Karan Girotra* |

| **Managing in High Uncertainty - II** | Digital leaders build a culture and capability of rapid experimentation and learning. We will learn the key principles to organizing successful business experiments. *Faculty: Karan Girotra* |

Studio Sprint: Experimentation as a Driver of Change

An opportunity to present your project and get them reviewed by faculty and peers

Faculty: Allan Filipowicz

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PRACTICAL LEARNING

Along with academic learning, we also give emphasis to practical learning. With Studio Sprint, you will get the opportunity to solve complex business issues based on the knowledge you have gained. The project will be evaluated by peers and faculty.

Identify Opportunities
Ideation Principles, Digitization Audit, Digital Processes, ML/AI, Crypto-Tech

Venture Selection
Selection Principles, Pitching Ideas, Value Creation Analysis, Novelty Maps

Experiment Design
Pilots, Prototypes, Experimental Hygiene

Identify Business Models
Marketplaces (Platforms), Risk Driven Business Models, Agile Business Models

Derisking Venture
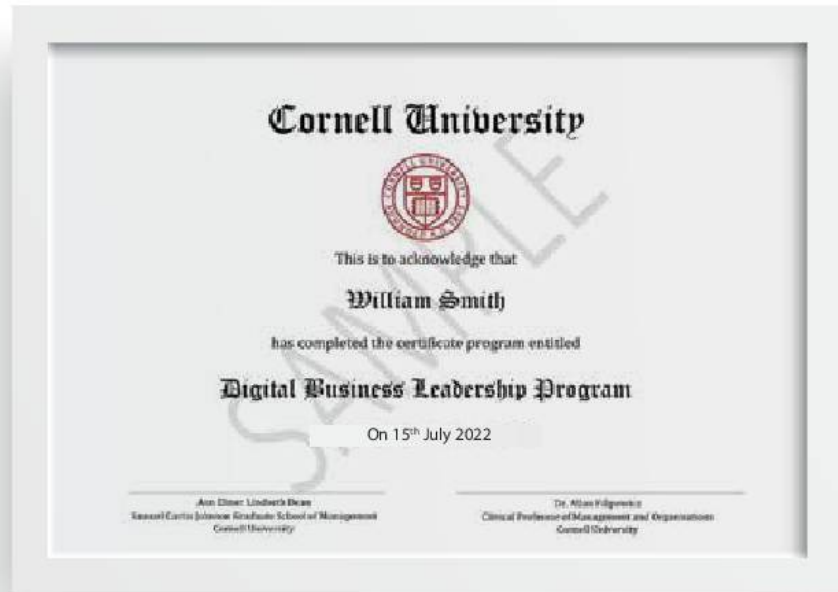Risk Reducing Sequences, Parallelization, Managing in High Uncertainty

Reflections for workplace
Taking the ideas to the workplace

CERTIFICATE

Cornell University

This is to acknowledge that

William Smith

has completed the certificate program entitled

Digital Business Leadership Program

On 15ᵗʰ July 2022

Ann Elmer, Lindseth Bean
Samuel Curtis Johnson Graduate School of Management
Cornell University

Dr. Allan Filgowicz
Clinical Professor of Management and Organization
Cornell University

Note: Certificate image is for illustrative purposes only and may be subject to change at the discretion of Cornell University

THE FACULTY

Soumitra Dutta
Professor of Management

Gautam Ahuja
Professor of Management

Sherif Nasser
Senior Faculty of Marketing
Management Communications

Karan Girotra
Professor of Operations,
Technology and Information
Management

Rafael Pass
Professor of Computer Science

Will Cong
Professor of Management
Faculty Director of Fintech initiative

Vishal Gaur
Professor of Manaufacturing
Management

Drew David Pascarella
Senior Faculty of Finance
and Technology

Stefanie Kubanek
Senior Faculty of Management
and Organisations

Allan Filipowicz
Professor of Management
and Organisations

Indicative faculty, subject to change based on availability and university guidelines

FEE AND DURATION

Duration: 28th May 2022 – 19th Nov 2022

Fee: USD 5400 (All inclusive)

Format: LIVE interactive, Part-time

PREREQUISITES

- Minimum of 6+ years of work experience in any organization or industry
- Senior-level professionals across industries
- Have a graduate degree
- Be fluent in written and spoken English
- Country of residence at the time of enrolling should be Middle East, South Asia or Far East

XED

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Cornell University is collaborating with XED to offer a portfolio of
high-impact programs for senior leaders