

CORNELL'S DIGITAL BUSINESS LEADERSHIP PROGRAM



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. Cornell's 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.

“ Digital leadership is the fundamental reality for businesses today

You will learn through 18 LIVE interactive sessions. These sessions will entail pre and post learning through assignments. You will also undergo continuous assessments during the LIVE sessions. You will be able to apply what you learn while working on your capstone project, which will be reviewed by peers and faculty. Additionally, you will get year-long access to 1400+ on-demand electives on topics like Data Analytics, Digital Business Leadership, Service Excellence, Digital Marketing, Innovation among others

PROGRAM HIGHLIGHTS

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

- 100% LIVE interactive sessions
- Learn from Ivy League faculty at Cornell University
- Year-long access to 1400+ electives
- Regular assessments and leaderboard
- Peer coaching and feedback
- Project reviewed by peers and faculty
- Certificate of completion from Cornell University
- Network with high-achieving peers and business leaders

WHO SHOULD APPLY?

Cornell DBLP is ideal for senior executives and leaders who are responsible for driving business leveraging digital strategies or who aspire to lead digital innovation in their organization. Through this program, we aim to empower leaders across geographies, industries and functions with the ability to think digital-first.

- Experience in managing projects/ products and/or leading teams
- A minimum of 7 years of work experience



REGULAR ASSESSMENTS AND LEADERBOARD

Participants will be given an assessment to test their acquired knowledge towards the end of the LIVE session. This will help you understand the knowledge gap and further assist you in developing a learning path for yourself. Post-work assignments/tasks will be given after each session to enhance your skills on each topic taught during the LIVE session. The leaderboard scores you against your peers in the learning journey.



PEER COACHING AND FEEDBACK

Learn from high-achieving peers from around the globe and build your network. The cohort will be divided into triads. You will get a chance to interact, share and exchange ideas with your peers. You can discuss on-going scenarios, solve doubts, work on assignments and receive valuable feedback from like-minded senior leaders globally.



CAPSTONE PROJECT

Along with academic learning, we also give emphasis to practical learning. With the capstone project, 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

Identifying Business Models

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

Evaluating Digital Opportunities

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

Derisking Ventures

Risk Reducing Sequences, Parallelization, Managing in High Uncertainty

Experiment Design

Pilots, Prototypes, Experimental Hygiene

Reflections for workplace

Taking the ideas to the workplace

YEAR-LONG ACCESS TO 1400+ ELECTIVES

Choose from over 1400+ electives that will enhance your knowledge and skills across business functions. With unlimited access to Cornell's resource library, you will have the opportunity to learn something new, every day.

Innovation

Innovation Tools, Leading for Creativity and Innovation, Building Innovation Competencies

Data Analytics and Digital Leadership

Using Predictive Analytics, Harvesting Big Data, Scientific Decision Making

Operations and Supply Chain

Process Analysis in Operations, Quality Control Systems, Inventory Management Systems

Strategy and Leadership

Leading in a VUCA World, Leading Across Cultures, Navigating Labor Relations

Marketing

Developing Product Hypothesis and User Personas, Analyzing Segmentation and Targeting, Brand Activation

Human Resources

Essentials of HR Analytics, Fostering a Coaching Culture, Strategic Engagement

Finance

FinTech Disruptions, Trends in FinTech, Making Capital Investment Decisions

Service Excellence

Managing Service Demand through Pricing and Distribution Strategies, Quality and Service Excellence, Improving Engagement

CURRICULUM

Exponential Strategies in a Digital Age

Explore the core ideas underlying strategic planning processes to empower you for the big disruptions. Access the threats and opportunities associated with it.

Understand what is different, and not different about strategy in digital context.

Learn about the core constructs to create value with the help of digital business models in comparison to conventional business models.

Digital Technology: Opportunity and Failure Modes

Rapid advances in digital technologies present businesses with a once-in-a-generation opportunity to reinvent themselves by rethinking processes, building new digital-first products, identifying new business models enabled by technology, and embracing a digital-builder culture.

In this session, you will build an understanding of the digital landscape and the competitive and contextual reasons to embrace digital transformation.

Demystifying Digital Technology

In this session, you will gain an economic and business-minded understanding of relevant emerging technologies for information gathering, information aggregation and analysis, automated decision making, coordination and resource allocation, and supporting infrastructure.

Learn how digital technologies are changing businesses, and way in which it is changing the world

Future of Work

In this session, you will Learn how digital technologies are changing businesses, and way in which it is changing the world. The session will throw light on how technology changes processes, information, incentives, and automation. The session will also encourage you to generate digital innovation opportunities. Also expect to understand –

- How digital technologies can enable business model innovation.
- The different levers of business model innovation— changing the What, When, Who and Why of the business models.
- Understand how new technologies break some of the trade-offs in these choices.

Digital Marketing I

Properly utilizing digital marketing allows to promote the products and services while building customer relationships through “paid media” and “owned media” initiatives. So how do leaders put them together to create a comprehensive, effective marketing plan?

- Use several frameworks to assess customer needs and develop objectives
- Decide whether utilizing paid or owned media is the best approach to marketing objectives
- Determine appropriate resourcing across selected channels
- Develop and implement a comprehensive marketing plan
- Establish plans for updating your approach as policies, technologies and needs change

Digital Marketing II

Optimizing SEO requires a rare mix of state-of-the-art analytics and creativity. The session will offer further depth into search advertising and discuss the strategies for start-ups and established firms to increase their visibility.

The session will also explore the relevance of ‘Word of Mouth’ Marketing and delve into methods of managing it from business and customer perspectives.

Data Based Decision Making

In this session, we will gain familiarity with different types of increasingly powerful and detailed data that firms can harness in their businesses today. You will study examples of technologies that make such data possible. We will also learn how to utilize controlled experiments to evaluate the use cases of data and to successfully define the scope of implementation. We will use examples of different consumer technologies that have wide applications in retailing, services businesses, manufacturing, health care, and human resources. The session will enable you to lead the design, data collection, and analysis of a controlled experiment to evaluate new data and technologies.

Design Thinking

Leaders today are facing big disruptions and questions today. How can we shift from a more market-based perspective to a more sustainable, human-centred approach appropriate to address these post-pandemic challenges? To tackle this, leaders need a more empathic mindset, more creativity, and better collaboration across disciplines. What makes business leaders successful today is the ability to drive innovation that is relevant to their customers. Many are equipping themselves with a design toolkit to assure their organization’s success. This way, they can constantly adapt to the disruptions and opportunities businesses and organizations face today.

Technology Enabled Business Models I

Business Model does not rely on developing new products or services, but on delivering existing products and services using innovative processes for sourcing inputs, transforming them into products and provisioning the right products for the right customers at the right time. A vast majority of industries that have been transformed by digital technologies have essentially reinvented their business models enabled by technologies.

In the session we will explore how business model innovation is particularly important for organizations that want to benefit from the rapid advances in digital technologies while rethinking Scope, Sequence, Incentives, Relationships, Monetization, and Risks.

Technology Enabled Business Models II

As you select a business idea, you can create Business Model to assess the ideas' viability and gauge the value it creates. In this session, you explore expectations of your customers and evaluate the resources needed to create your proposed product or service. The session will also focus on steps of iteration on a Business Model Canvas (BMC) to fully explore all elements of an idea. Identify Points of Comparison, Classify What's Old and What's New, Iterate the Demand Side, and Iterate the Supply Side. Performing each step helps you clarify the value that your idea brings to the world.

Fintech

FinTech, or Financial Technology, encompasses a range of rapidly emerging technological changes in the financial services sector. The session will examine the evolving FinTech landscape from multiple perspectives and changes, relevant to you both in a professional and personal context. Fintech's constant innovation demand flexibility, endurance and risk exposure for financial service companies. This session will help you understand disruptions in the fintech industry and the key trends to address across a broad cross-section of products and services.

Blockchain

The session introduces blockchain, a revolutionary technology that enables transfer of digital assets without any mediators and maintain a decentralized ledger. It is predicted to be as impactful as the Internet. You will learn about the types of blockchain with their advantages and disadvantages. It will also give learners an overview on how to mine a blockchain.

Cryptocurrency

We first discuss the technical underpinnings of blockchain and review key concepts such as decentralized consensus (the bitcoin example), types of blockchain and benefits of decentralization. We then examine it as an asset and review the dynamics of the Tokenomics, and its economic role. Finally, we examine tokens as a business solution, with a focus on understanding business cases in which they do and do not make sense.

Execution Excellence in the Digital Age

In this session, you will learn how to deploy predictive and prescriptive analytics in a business for greater impact. You will learn examples of predictive and prescriptive analytics for different kinds of businesses and study how to successfully combine analytics with human decision making. After this session, you will have the knowledge to lead a data science team to achieve operational excellence and drive strategic gains

Innovation Leadership in Disruptive Times

Digital disruption is the key issue facing businesses, and our organizations are not designed to cope. The complexities of disruptive times require leaders to continuously assess and adapt to the dynamic, unstable environment surrounding your organizations. Understand the fundamental tensions between exploring and executing and addressing why is innovation difficult in the time of crisis

Managing in High Uncertainty

Digital disruption is the key issue facing businesses, and our organizations are not designed to cope. The complexities of disruptive times require leaders to continuously assess and adapt to the dynamic, unstable environment surrounding your organizations. Understand the fundamental tensions between exploring and executing and addressing why is innovation difficult in the time of crisis

Designing Business Experiments

Digital leaders eschew the traditional planning and long- range strategy approaches and instead build a culture and capability of rapid experimentation and learning. In the session you will learn about the canonical types of business experiments.

Data, Innovation and Change

Understanding the relevant technologies and substance of digital will prepare us for delving into how big companies can embrace digital transformation. The key is to build a digital innovation or builder culture. We will close the program with learning the key principles to organizing successful business experiments.

FACULTY



Allan M. Filipowicz

Clinical Professor of Management and Operations

Allan Filipowicz teaches Managing and Leading Organizations, Negotiations, Executive Leadership and Development, Leading Teams and Critical and Strategic Thinking. He was also a Former Dean for Executive Education. He has recently won a Best Core Faculty award. He has taught executives across the globe. His professional experience includes banking and consulting, including running his own boutique consulting firm and four years with the Boston Consulting Group in Paris.



Karan Girotra

Professor of Operations Technology and Innovation

Karan Girotra is the academic lead for the flagship studio-based education programs at Cornell Tech and is applying his research on innovation to help build a new model for graduate education. As one of the first business faculty at Cornell Tech, he is helping build a unique new educational institution that fuses technology with business and creative thinking. He has collaborated with companies building new business models in the areas of urban living, smart transportation and e-commerce, helping them build rigorous research-based solutions.



Gautam Ahuja

Professor of Management and Organisations

Gautam Ahuja teaches strategy and competitive analysis. In 2016, he received the BPS Wiley Outstanding Educator Award for his lifetime teaching contributions. At Cornell, he has received the Cornell-Tech Best Professor Award as well as the Johnson Graduate School of Management's Apple Award. His research interests include competitive analysis, technology and innovation, globalization, and the use of inter-organizational arrangements such as mergers, acquisitions, and alliances in these contexts.

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



Tommaso Bondi
Assistant Professor

Tommaso Bondi is an Assistant Professor at Cornell Tech and the SC Johnson School of Management at Cornell University. Tommaso's research mostly revolves around the economics of digitization, quantitative marketing, and behavioral and experimental economics. Tommaso earned a Bachelor degree in Mathematics from the University of Milan in 2011, a Master in Economics and Social Sciences from Bocconi University in 2013, and a Ph.D. in Economics from NYU's Stern School of Business in 2020, under the supervision of Luís Cabral. He is the 2013 recipient of the Marco Fanno Scholarship, awarded yearly by the Unicredit & Universities Foundation to the two best Italian economists under the age of 25.



Vishal Gaur
Emerson Professor of Manufacturing Management

Vishal Gaur serves as the program director for Johnson's MS in Business Analytics program. He is a former MBA Dean. He teaches graduate courses in operations management, digital business and retail operations, and data analysis in SQL and Tableau. He has received numerous awards for his research and teaching. His research interests lie in data-driven modeling, econometric analysis, and optimization of operations management problems with applications in supply chains, retailing, and e-Commerce.



Drew David Pascarella
Senior Lecturer of Finance

Drew Pascarella is the Associate Dean for MBA programs, and he is responsible for curriculum, admissions, placement, student services, leadership programs, and diversity and inclusive initiatives for Johnson's residential MBA programs. In addition to his duties as associate dean, he also leads the Investment Banking Immersion at Johnson. Prior to his arrival at Johnson in 2012, he spent 15 years working at bulge bracket investment banks.



Rafael Pass

Professor of Computer Science

Rafael Pass graduated from MIT in 2006 and has since been a faculty member in the Computer Science Department at Cornell University. In 2013, he joined the newly founded Cornell Tech campus in New York city. His research interests are in Cryptography and its connections to Complexity Theory and Game Theory. He is the recipient of the NSF Career Award in 2008, the AFOSR Young Investigator Award in 2010, the Google Faculty award in 2015 and was named a Microsoft Faculty Fellow in 2009, a Sloan Research Fellow in 2011, and a JP Morgan Faculty fellow in 2020.



Will Cong

Rudd Family Professor, Management & Associate Professor, Finance; Faculty Director, FinTech Initiative at Cornell

Lin William Cong is the Rudd Family Professor of Management and Associate Professor of Finance at the Johnson Graduate School of Management at Cornell University. He is also the founding faculty director for the FinTech Initiative at Cornell. Cong also holds dual degrees from Harvard University where he graduated summa cum laude and top in the Physics department, with an A.M. in Physics, an A.B. in Math & Physics, a minor in Economics, and a language citation in French. His recent work has focused on the intersection of technology, data science, and finance.



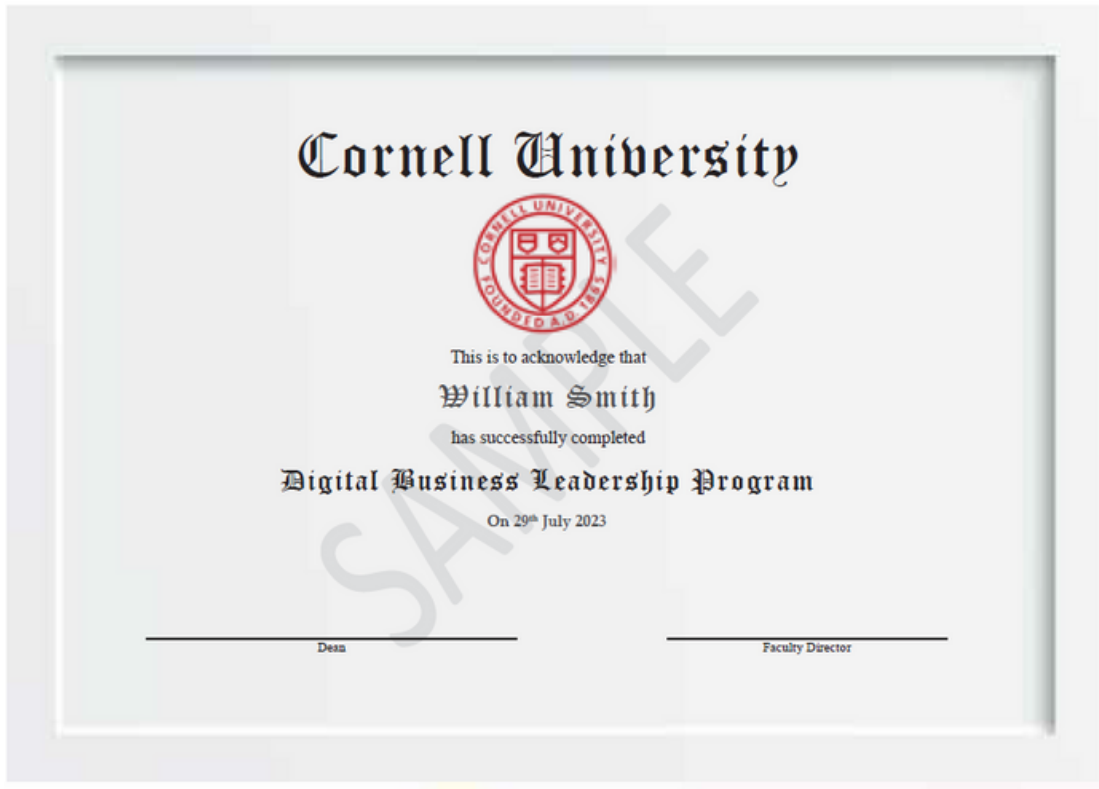
Stefanie Kubanek

Senior Faculty of Management and Organisations

Stefanie Kubanek is a senior lecturer at Cornell University. She is a New York and Munich-based designer and design educator whose work is inspired by her native-German roots and cosmopolitan perspective. She completed an apprenticeship in goldsmithing, earned a MA in Industrial Design at London's Royal College of Art, and completed the PLD program for leadership development at Harvard Business School. As a design educator, she teaches the core qualities of the design process: collaboration and communication, a capacity for empathy, the importance of research, and the integration of different disciplines, cultures, and genders.

CERTIFICATE

Upon successful completion of the program, participants will be awarded a digital verified certificate by Cornell University



DURATION

21 Jan 2023 - 29 Jul 2023

FEE

USD 5,400

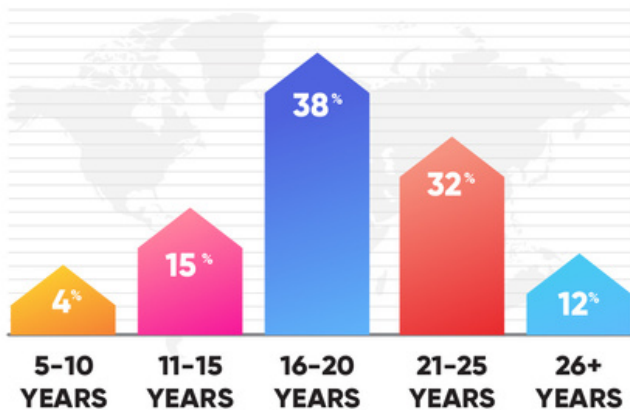
FORMAT

100% LIVE, interactive, part-time

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

PAST PARTICIPANTS' PROFILE

Work Experience



Industries



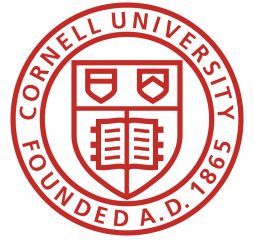
Companies they work at



Designations they hold

- FOUNDER
- PARTNER
- CHAIRMAN
- MANAGING DIRECTOR
- EXECUTIVE DIRECTOR
- PRESIDENT
- GROUP CEO
- GROUP CFO & COO
- GROUP IT HEAD
- DIRECTOR OF FINANCE
- DIRECTOR - COMMUNICATION & MARKETING
- CHIEF PLANNING OFFICER
- CHIEF DIGITAL OFFICER
- CHIEF HR OFFICER
- SENIOR VICE PRESIDENT
- AVP, RETAIL ANALYTICS

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