DIGITAL TRANSFORMATION AND INNOVATION

Incorporate technology into your business strategy. Improve your personal understanding and application of how emerging technologies can drive growth in your organization.

October 25 - Dec 3, 2021

M | MICHIGAN ROSS

TOP 10 GLOBAL PROVIDER
—Financial Times, 2020

DIGITAL TRANSFORMATION AND INNOVATION

Raise your "digital fitness" by exposing yourself to current and next practices related to information systems and digital strategies to become leaders in your field.

This course will introduce you to new business models and value-generating opportunities enabled by fourth industrial revolution (4IR) technologies such as artificial intelligence, digital interfaces, digital platforms, and big data. You will leave with applicable frameworks and practical examples on how to use digital innovation to gain a competitive advantage.

REGISTER TODAY »

WHO SHOULD ATTEND?

- Business Unit Managers, General Managers, Regional Managers, Directors and other manager/ leader titles
- Senior and mid-level leaders from different job functions such as general management, finance, sales, legal and computer engineering
- Organization team leaders and individual leaders of all levels in the organization from a variety of industries such as manufacturing, sales, technology, media, automotive and biotechnology
- Leaders and those who want to drive new growth opportunities in their organization and industry, accelerate career opportunities in a landscape of rapid tech-induced change, develop a tech mindset, and minimize multidimensional risk

WHAT SETS THIS PROGRAM APART

- A unique blend of tech intuition and application with a focus on business value generation taught by a leading scholar of digital transformation.
- Course content covers the fourth industrial revolution and leads to new insights about how tech is evolving and how the evolution is reshaping service and manufacturing industries.

KEY BENEFITS

After the course, participants will be able to:
- Develop an effective business case for a new strategic tech initiative.
- Identify potential risks and challenges of new digital applications as well as mitigations and remediations.
- Partner with tech experts to support digital tactics and strategies that further organizational strategy and mission as well as improve operational efficiency.
- Understand key business value opportunities across business sectors for leading fourth industrial revolution technologies such as Artificial Intelligence (AI), Application Programming Interfaces (APIs), Robotic Process Automation (RPA), Distributed Ledger Technology (DLT), etc.
- Manage data information security risks in organizations.

THE PROGRAM STRUCTURE

This five-week online course consists of eight asynchronous modules and the course concludes with a live synchronous session. The combination of the online platform, discussion groups and interactive live session foster a dynamic learning environment.

WEEK 1

MOD 1 The Business Imperative of Digital Transformation and Innovation (DTI)

MOD 2 Drivers of Change in the Fourth Industrial Revolution (4IR)

WEEK 2

MOD 3 Digital Innovation Building Blocks

MOD 4 Value Generation Frameworks

WEEK 3

MOD 5 Digital Transformation in Global Shipping - The Service Ecosystem Business Model

MOD 6 Digital Transformation in Durable Goods - The Product Ecosystem Business Model

WEEK 4

MOD 7 Digital Transformation of Operations and Workflows

MOD 8 Mitigating Digital Risk - Corporate Social Responsibility (CSR), Ethics, Data Privacy & Cybersecurity

WEEK 5

LIVE SESSION Individual Tech Consulting Project

TIME COMMITMENT

Duration: 5 weeks
Weekly Coursework: 5-7 hours/week
Format: Asynchronous & Synchronous sessions

NIGEL MELVILLE

Nigel P. Melville is an associate professor of information systems at the Stephen M. Ross School of Business, University of Michigan, and Design Science Program Director. Professor Melville has over 20 years of experience researching, teaching, and consulting on the topic of organizational transformation enabled by digital information systems.

He has published more than 30 research articles in such leading journals and conferences as Information Systems Research, MIS Quarterly, Journal of Management Information Systems, Decision Support Systems, Information Systems Journal, Journal of Industrial Ecology, Journal of Cleaner Production, Communications of the ACM, and the International Conference on Information Systems, has been cited more than 6750 times, and has earned a best publication of the year award from the Association for Information Systems. He is an editor of the book "Global E-Commerce: Impacts of National Environment and Policy" (Cambridge University Press, 2006), has served as a keynote speaker for international conferences, is an invited speaker at leading institutions throughout the world, and serves on the editorial boards of leading information systems journals. In addition to executive education, Professor Melville teaches core classes in the evening MBA program, part-time online MBA program, MS in supply chain management, and BBA program. His engagement with organizations focuses on navigating digital transformation in the emerging fourth industrial revolution.

Prior to academia, Professor Melville worked as a product engineer for a global telecommunications firm and co-founded a customer relationship management software company. Professor Melville earned a BS in electrical engineering from UCLA, an MS in electrical and computer engineering from UC Santa Barbara, and a PhD in management from UC Irvine.

THE UNIVERSITY OF MICHIGAN

Founded in 1817, University of Michigan is one of the first public universities in the U.S. The University of Michigan is one of only two public institutions in the U.S. consistently ranked in the top ten and has more than 100 top-ranked graduate programs. U-M maintains a global presence including initiatives in Southeast Asia, Brazil, the Middle East, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is committed to building a better world through business. Through powerful ideas, purpose-driven leaders, and positive impact, we use business to make a meaningful difference in the world. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence: Approximately 230 faculty members research, consult and teach in all areas of business.

EXECUTIVE EDUCATION

Michigan Ross offers 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world.

Executive Education has been named a Top 10 global provider by the *Financial Times* for the past five years fueled by excellence in our unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organizational performance.

No matter your business challenge or strategic priority, Michigan Ross can be your partner in success. We'll help take your organization's leaders to the next level as they collaborate with world-class faculty who are adept at translating academic work into effective business practices. Our hands-on, action-based approach helps identify organizational goals and immediately apply proven concepts to your everyday work.

Open Enrollment Programs

Whether you're an organization working to enhance your leadership pipeline or an individual seeking to advance your career, Michigan Ross Executive Education offers a variety of programs to satisfy your needs.

EXPLORE »

Custom Online Programs

Michigan Ross collaborates with organizations around the world to translate their goals into successful, immersive digital learning experiences.

DIGITAL TRANSFORMATION AND INNOVATION

Incorporate technology into your business strategy. Improve your personal understanding and application how emerging technologies can drive growth in your organization.

UPCOMING
OCT. 25 - DEC. 3, 2021

TUITION
$2,000 US

- Tuition covers access to the course platform, content and activities.
- Program registration closes five business days prior to the program start date
- Tuition must be paid in full in US dollars (net of any tax) before access to the course platform can be granted.
- Program discounts may be available for selected programs; contact us for specific details.
- See our website for our Cancellation, Transfer & Substitution Policy

FOR MORE INFORMATION, CONTACT:
Mike Williams, Program Portfolio Director
RossExecEd@umich.edu | +1.734.763.1000

M | MICHIGAN ROSS

REGISTER TODAY »

Executive Education
Stephen M. Ross School of Business
University of Michigan
700 East University Ave.
Ann Arbor, MI 48109-1234