

# MASTER CLASS FOR TECH EXECUTIVES

## VALUE THROUGH TRANSFORMATION

### Get the Master Class Advantage

Organizations worldwide depend on their technology leaders to create value, drive results, and harness the power of disruptive innovation. You are being asked transform into today's architect of business strategy and organization for the information age. **The Master Class for Tech Executives** will help you seize opportunities in this rapidly evolving landscape. With an exceptional cohort of global tech executives, you will work collaboratively on complex business problems, real-world scenarios, and an in-class project.

In just four days you will:

- Study the best practices of top global companies, and their successes and challenges in creating value through disruptive innovation.
- Focus particularly on your responsibilities as a technology leader: understanding platform shift, positioning the IT organization, measuring results, and leading truly transformative change.
- Use pioneering research from Boston University scholars to identify, weigh, and communicate the strategic competitive advantages shaping your agenda.

### Is It For Me?

Yes! This program is a necessary step for senior IT leaders that need to lead their organization forward into a new era of Value through Transformation.

### Want More?

NOTE: The Master Class builds on material covered in the Mini MBA for Tech Executives. The Mini MBA is not a prerequisite for the Master Class. However, participants without prior management education may want to review the two courses' descriptions and consider taking them sequentially.

### Register

Register online: [smg.bu.edu/techexecutives/Signup.aspx](http://smg.bu.edu/techexecutives/Signup.aspx)

For complete program details visit [bu.edu/questrom/executive-education/open-enrollment-programs/master-class-for-tech-executives-value-through-transformation/](http://bu.edu/questrom/executive-education/open-enrollment-programs/master-class-for-tech-executives-value-through-transformation/)

**November 17 – 20, 2015**

Boston University Questrom  
School of Business Executive  
Leadership Center

595 Commonwealth Avenue  
Boston, Massachusetts

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Technology and information executives operating in an environment of continuous transformation can't afford to miss this program. Learn about organizations that are being disrupted by new platform models and social technologies. Consider whether your organization can be the disruptor in its market or how it may be disrupted. We'll tackle these tough issues as well as how to lead, implement and measure change to improve an organization's value proposition.”

– Chris Dellarocas, Professor and  
Chair of Information Systems,  
Boston University

### Presented by:

CIO magazine and Boston  
University Questrom School  
of Business



**Boston University** Questrom School of  
Business Executive Programs

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VIEW PROFESSOR BIOGRAPHIES ONLINE: [bu.edu/questrom/executive-education/our-faculty/](http://bu.edu/questrom/executive-education/our-faculty/)

TUESDAY, NOVEMBER 17, 2015		DISRUPTIVE INNOVATION
7:30 am – 8:30 am	<b>Continental Breakfast</b>	
8:30 am – 9:00 am	<b>Welcome and Introduction</b>	
9:00 am – 12:00 pm	<b>Platform Shift: What it Means for the Future CIO</b> <i>Marshall Van Alstyne, Associate Professor/Dean's Research Fellow, Information Systems</i> <ul style="list-style-type: none"> <li>• Understand the role of IT and social in the new business landscape.</li> <li>• Examine coming transformations and develop new approaches to manipulating the business landscape.</li> <li>• Recognize and know how to compete in winner-take-all markets and markets with network effects.</li> </ul>	
12:00 pm – 1:00 pm	<b>Lunch</b>	
1:00 pm – 4:30 pm	<b>Managing Disruption and Change</b> <i>Jeffrey Furman, Associate Professor, Strategy &amp; Innovation</i> <ul style="list-style-type: none"> <li>• Understand the differences between disruptive and sustaining technologies.</li> <li>• Evaluate strategies, processes, and tactics by which organizations can capture the value of disruptive types of innovation.</li> <li>• Assess possible organizational responses to disruptions, with their associated risks and benefits.</li> </ul>	
4:30 pm – 5:30 pm	<b>Welcome Reception</b>	
WEDNESDAY, NOVEMBER 18, 2015		CREATING VALUE
7:30 am – 8:30 am	<b>Continental Breakfast</b>	
8:30 am – 12:00 pm	<b>Customer Value in an IT Era</b> <i>Melvyn Menezes, Associate Professor, Marketing</i> <ul style="list-style-type: none"> <li>• Examine the notion of customer centricity and understand how firms move from a firm-centric to customer-centric business model.</li> <li>• Explore what it means to be a 'trusted advisor' and the key principles involved in becoming an effective 'trusted advisor'.</li> </ul>	
12:00 pm – 1:00 pm	<b>Lunch</b> <i>Maryfran Johnson, Editor in Chief, CIO magazine &amp; Events</i>	
1:00 pm – 4:00 pm	<b>Performance KPIs for Driving Results</b> <i>Edward Riedl, Associate Professor, Accounting</i> <ul style="list-style-type: none"> <li>• Understand the link between key performance indicators (KPIs) to firm strategy.</li> <li>• Utilize the analytical tools that indicate whether a new project will create value.</li> <li>• Explore how the Balanced Scorecard can be applied in your organization.</li> </ul>	
4:00 pm – 5:30 pm	<b>Project Work*</b>	
THURSDAY, NOVEMBER 19, 2015		DRIVING INNOVATION
7:30 am – 8:30 am	<b>Continental Breakfast</b>	
8:30 am – 12:00 pm	<b>Social Media and Business Transformation</b> <i>Chris Dellarocas, Professor and Chair, Information Services</i> <ul style="list-style-type: none"> <li>• Understand how social technologies are changing the ways in which organizations relate to customers and employees.</li> <li>• Sketch out strategies that organizations can employ to harness the full potential of social technologies.</li> <li>• Discuss best practices of managing an organization's social technology initiatives.</li> </ul>	
12:00 pm – 1:00 pm	<b>Lunch</b>	
1:00 pm – 2:15 pm	<b>CIO Panel</b> <i>Moderator: Rick Pastore, VP of Strategy, CIO Executive Council</i>	
2:15 pm – 3:45 pm	<b>Project Work</b>	
4:00 pm – 5:30 pm	<b>Project Presentations</b>	

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FRIDAY, NOVEMBER 20, 2015

LEADING CHANGE

8:30 am – 12:00 pm

## Leading Change and Transformation

*Lloyd Baird, Professor/Chairman/Faculty Director, DBA Program, Organizational Behavior*

- Understand the changing nature of the competitive environment.
- Define the leadership capabilities you will need to perform in a dynamic environment.
- Plan the implementation of a leadership agenda that will drive high performance.

12:15 pm – 2:15 pm

## Graduation Ceremony and Luncheon

### TO REGISTER:

**Save \$500 off full price registration and pay just \$4,495 when you register on or before September 22, 2015.**

Register after September 22, 2015 and pay \$4,995. Registration closes November 10, 2015.

Register online at: [smg.bu.edu/techexecutives/Signup.aspx](http://smg.bu.edu/techexecutives/Signup.aspx)

Phone: 617-353-4248

Email: [elc@management.bu.edu](mailto:elc@management.bu.edu)

### ACCOMMODATIONS:

The Master Class will be held at Boston University's Executive Leadership Center, located inside the Questrom School of Business. The Center was built to accommodate professionals with a design promoting comfort, teamwork, and technological innovation.



If you require hotel accommodations we highly recommend the nearby Hotel Commonwealth. For the November 2015 program, the rate is \$269 plus 14.45% tax when reserved prior to October 24, 2015. Please reference the Master Class when making your reservation.

Registration for the program includes tuition, course material, and meals. Parking, hotel and transportation fees are not included.

Hotel Commonwealth  
500 Commonwealth Avenue  
Boston, MA 02215  
Phone: 866-784-4000  
[www.hotelcommonwealth.com](http://www.hotelcommonwealth.com)

### CANCELLATION POLICY:

Cancellation must be communicated in writing by email or by mail. Phone cancellations will not be accepted.

For all cancellation notices received by November 3, 2015, full refunds are available or you may apply 100 percent of monies paid to another tech executive education program within one year. **No refunds or credit will be issued for cancellation notices received on or after November 4, 2015.** Registration ends **November 10, 2015.**

**Presented by:**

CIO magazine and Boston University Questrom School of Business



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