THE CIO POCKET MBA

ARE YOU READY FOR GROWTH AND INNOVATION?

October 21-25, 2013
Boston University School of Management
Executive Leadership Center

For complete program details visit management.bu.edu/exec/elc/cio

Save $300 when you use Registration Code: MBA

Presented by:
CIO magazine and Boston University School of Management

NEW AGENDA FOR FALL

Anurag A. Agarwal, Lecturer, Strategy and Policy, Boston University School of Management

Anurag Agarwal is a lecturer in Entrepreneurship Finance at the Boston University School of Management. He brings over 15 years of experience as an entrepreneur, investment banker, investor and board member to the program. Anurag was a general partner at Regent Private Capital, a private equity fund, before creating his own early stage investment fund focused on emerging markets. Anurag got a dual M.B.A. (High Honors in Corporate Finance and Entrepreneurship, Beta Gamma Sigma) from Boston University in 2001 and a Bachelor's degree in Mechanical Engineering from Pune University, India in 1993.

Kenneth W. Freeman, Dean, Allen Questrom Professor, Boston University School of Management

Prior to accepting the School of Management deanship in 2010, Kenneth Freeman has nearly forty years of business experience, most recently as a member of the investment firm Kohlberg Kravis Roberts & Co. (KKR). At KKR, Freeman served on the Portfolio Management Committee and he continues as a Senior Advisor with the organization. He served as Chairman and Chief Executive Officer of Quest Diagnostics Incorporated. He joined Quest Diagnostics' predecessor company, Corning Clinical Laboratories, and subsequently led its spin-off from Corning. Dean Freeman has been featured in *Harvard Business Review*, *Strategy + Business*, and addresses business, academic leaders, and also classroom students. Dean Freeman received a Bachelor of Science in Business Administration, summa cum laude, Phi Beta Kappa, from Bucknell University, and an MBA with Distinction from the Harvard Business School.

Nitin Joglekar, Associate Professor, Operations and Technology Management Department, Boston University School of Management

Nitin Joglekar is Associate Professor of Operations and Technology Management, and Dean's Research Fellow, at Boston University School of Management. His interests span distributed innovation, ratcheting complexity and technology commercialization challenges, analytics for managing risk, startup and valuation of energy sector supply chains, and implementation of digital and lean services. His research has been accepted in many leaning journals. He is a department

editor and published author of *The Innovation Butterfly* (2012). Professor Joglekar holds bachelor's degree from Indian Institute of Technology, masters degrees in engineering from MIT and Memorial University (Canada), and doctoral degree in management science from the MIT Sloan School.

William Kahn, Professor, Organizational Behavior Department, Boston University School of Management

William Kahn is a Professor in the Organizational Behavior Department at the Boston University School of Management where he has taught since receiving his Ph.D. in Psychology at Yale University. His teaching, research and consulting focuses on the creation of effective working relationships across functions, departments, hierarchical levels and organizational cultures. As a core faculty member of the Executive MBA Program, he teaches courses on managing teams, organizational change, and leadership. He was awarded the School of Management's Broderick Prize for Teaching in 1994.

Samina Karim, Assistant Professor, Strategy and Innovation Department, Boston University School of Management

Professor Samina Karim has a Ph.D. in Corporate Strategy from University of Michigan's Ross School of Business, a Masters in Applied Economics from University of Michigan's Economics department, a Masters in Education from Harvard University, and a Bachelors in Electrical Engineering from Cornell University. Professor Karim's research focuses on restructuring and reorganization, mergers and acquisitions, post-acquisition integration, market entry (by acquisition versus internal development) and exit, and innovation by established firms. Her research has been published in Strategic Management Journal, Management Science, Long Range Planning, and several book chapters.

Michael Lawson, Senior Associate Dean, and Professor, Information Systems Department

Dean Lawson is the Senior Associate Dean of the School of Management and is responsible for all faculty actions and oversees the School's academic departments, research centers, Doctoral Program, and the Executive Leadership Center. His teaching interests include strategic management of new business models, the incorporation of broadly based macroeconomic

analysis in strategic positioning, and the role of information technology in economic globalization. He has developed and delivered numerous executive education programs, and consults for a number of Fortune 100 companies. Professor Lawson holds his Ph.D. in Economics from the University of Iowa.

Melvyn A. J. Menezes, Associate Professor, Marketing Department, Boston University School of Management

Professor Menezes, a faculty member at Boston University, is a management educator, consultant, and former member of the faculty at the Harvard Business School. During his 34 years of experience in academia, business, and consulting, Professor Menezes has worked in a wide variety of industry and service sectors, including computers, telecommunications, high-tech, and consumer products. He has received numerous teaching awards including the prestigious 'John R. Russell Teaching Award' for Executive MBA Teaching five times, the 'Faculty of the Year Award' from part-time MBA students, and the 'Professor of the Year Award' from full-time MBA students.

Fernando Suarez, Associate Professor of Management, Chair of Strategy and Innovation Department, Boston University School of Management

Fernando Suarez is an Associate Professor of Management and serves as the Chair of the Strategy and Innovation Department at Boston University. His research spans the areas of innovation and technology strategy, standards & dominant designs, IT and firm performance, and flexibility. Professor Suarez has been active in both institutional and private entrepreneurial activities, and has consulted on strategy and innovation with firms in the software, telecommunications, manufacturing and financial sectors.

N. Venkat Venkatraman, David J. McGrath, Jr. Professor in Management, Information Systems Department, Boston University School of Management

N. Venkat Venkatraman is the David J. McGrath Jr. Professor of Management and the Chairman, IS Department at the Boston University School of Management. He is an IBM Faculty Fellow for 2004 focusing on business challenges in the global automotive sector. His research and teaching lie at the interface between strategic management and information technology with a particular focus on how companies position to win in a network era.

A World-Class Education with Real-World Application

The role of the CIO is more important than ever; it is about architecting the business strategy and driving innovation in an age of technology and business disruption. It is essential that CIOs understand the fundamental link between IT functions and the overall functions of the organization.

Based on a shared commitment to excellence in executive education, *CIO* magazine and the Boston University School of Management proudly present the fourteenth session of the CIO Pocket MBA program. This one-week residential program takes place at Boston University's Executive Leadership Center, presided over by distinguished members of the Boston University faculty.

With curriculum developed and presented by academic and industry thought leaders, The CIO Pocket MBA is establishing a new era in collaboration between academia and business. Past programs have attracted participants from Egypt, Hungary, Iceland, Korea, Malaysia, Netherlands, Republic of Ireland, Russia, Sweden, United Kingdom and the United States.

The alliance draws upon the Boston University School of Management's expertise in highly interactive learning and *CIO* magazine's position as a publishing leader in providing analysis, strategy and insight for senior IT executives.

Hear why you should attend from our 2013 Alumni:

"Extremely valuable and timely. Made me challenge what I do and how I do it."

"Time to reflect on my company, organization and myself within a professional context and with peers. Invaluable."

"This course has provided me with deep insight and to better see what my current position could enable to my organization."

Get the CIO Pocket MBA Advantage

As a student in the program, you will engage in intense, interactive classes with your executive colleagues. You'll hear firsthand about best practices from top global companies and how they create value through IT. Participants will learn to:

• Identify, weigh and communicate the strategic competitive advantages shaping information technology today.

• Maximize your organization's current assets of information systems.

Who should attend The CIO Pocket MBA?

This program is designed for new CIOs, up-and-coming CIOs, CTOs and senior technology managers. Participants will hone and build upon their portfolio of management and technology skills while assessing the business impact that IT can bring to their organizations.

What is the program format?

This highly interactive program brings together the best of academic teachings and real business situations all within a focused, structured classroom setting. Working individually and in teams, attendees will analyze case studies and scenarios, and participate in exercises and discussions, including a new CIO forum. A reception and luncheons will be arranged to facilitate networking and lively discourse with Boston University faculty, staff and *CIO* magazine executives.

Topic:	Learn How To:
IT Everywhere: What Does it Mean for the Future CIO	• Understand the nature of strategy in an organizational context. • Understand the shift to a post-industrial world. • Examine the intricate role of IT in shaping the business models in the network era.
Managing Disruption and Change	• Understand the differences between disruptive and sustaining technologies. • Evaluate strategies, processes, and tactics by which organizations can capture the value of disruptive types of innovation. • Assess possible organizational responses to disruptions, with their associated risks and benefits
Economic Positioning of the IT Organization	• Learn how the IT function has evolved to become of greater strategic value to the organization. • Understand how emerging economic pressures facing the organization will drive further evolution of the IT functions.
Business Metrics and the Balanced Scorecard	• Understand the link between key performance indicators (KPIs) to firm strategy. • Utilize the analytical tools that indicate whether a new project will create value. • Explore how the Balanced Scorecard can be applied in your organization.
Understanding the Customer in the New IT Organization	• Understand how this 'Information Technology Everywhere' economy has changed both the role of the customer and how successful companies respond. • Evaluate rising customer demands, expectations, and power. • Explore ways that technology and analytics can be used to both better serve existing customers and attract new customers.
Communicating with the C-Suite	• Explore how to communicate effectively about the value of projects to C-Suite leaders. • Create a useful foundation for influencing others without direct authority. • Learn how to create the foundation for effective collaboration up, down, and across organizations.
Data Analytics: Creating the Foundation for Innovation	• Examine techniques for leading business transformation by applying data analytics insight. • Develop skills needed to establish and sustain advanced analytics capabilities in your organization. • Evaluate how data analysis and predictive modeling have become essential keys to understanding customers and creating effective corporate strategies.
Implementation: Building a Strategy for Getting Things Done: Capstone Case	• Understand the issues associated with effective strategy implementation. • Examine how partnering with other business units in an organization can lead to success. • Develop measures for assessing success both strategically and procedurally.
Leading Change and Transformation	• 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.

Monday October 21	Tuesday October 22	Wednesday October 23	Thursday October 24	Friday October 25
IT Everywhere	Disruptive Innovation	Creating Value	Driving Innovation	Open Conversation
	• • • Continental Breakfast 7:30 am – 8:30 am • • •			
	8:30 am – 12:00 pm Managing Disruption and Change	8:30 am – 12:00 pm NEW: Business Metrics and the Balance Scorecard	8:30 am – 12:00 pm NEW: Data Analytics: Creating the Foundation for Innovation	8:30 am – 12:00 pm Leading Change and Transformation
1:00 pm – 2:00 pm WELCOME	12:15 pm – 1:00 pm LUNCH			12:15 pm – 2:15 pm Graduation Ceremony and Luncheon
2:00 pm – 5:30 pm IT Everywhere: What Does it Mean for the Future CIO	1:00 pm – 4:30 pm Economic Positioning of the IT Organization	1:00 pm – 2:30 pm NEW: Understanding the Customer in the New IT Organization	1:00 pm – 3:30 pm Implementation: Building a Strategy for Getting Things Done: Capstone Case	
5:30 pm – 6:30 pm Welcome Reception		3:00 pm – 4:30 pm NEW: Communicating with the C-Suite	3:45 pm – 5:00 pm NEW: CIO Forum	

Prerequisite:

An understanding of financial accounting is necessary for the CIO Pocket MBA program. If you feel you need to further develop your accounting expertise, you may complete the optional Principles of Accounting online course. The course will be available online 4 weeks prior to the program. Please contact elc@management.bu.edu if you are interested in taking this course.

management.bu.edu/exec/elc/cio   Registration code: MBA

REGISTRATION

To Register:

Save $300 off full price registration and pay just $4,695 when you register using registration code MBA. This is a brochure only savings exclusive for you! Registration closes October 14, 2013.

Register online at: management.bu.edu/exec/elc/cio
Registration code: MBA
Phone: 617-353-4248
Email: elc@management.bu.edu

Accommodations:

The CIO Pocket MBA will be held at Boston University's Executive Leadership Center, located inside the School of Management. The Center was built to accommodate professionals with a design promoting comfort, teamwork and technological innovation. Registration for the program includes tuition, course material and meals. Parking, hotel and transportation fees are not included.

A special room rate of $259 is available for program participants prior to September 21, 2013. Space is limited so please contact the hotel directly at 866-784-4000 and refer to CIO Pocket MBA Program to get this special rate.

Hotel Commonwealth
500 Commonwealth Avenue
Boston, MA 02215
Phone: 866-784-4000
www.hotelcommonwealth.com

Cancellation Policy:

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

For the October 2013 program, full refunds will be issued for all cancellation notices received on or prior to **September 8, 2013**. For cancellation notices received between September 9, 2013 and September 23, 2013, refunds minus a $500 administrative fee will be issued. **No refunds will be given issued for cancellation notices received on or after September 24, 2013. Registration ends October 14, 2013.**