Digital Transformation

COURSES INCLUDE:

- Two Speed IT: How Companies Can Surf the Digital Wave, a BCG Perspective
- Building and Sustaining Innovative Organizations
- Surviving Disruptive Technologies
- Agile Meets Design Thinking
- Innovation at the Frontier
- Innovation Management
- Internet Giants: The Law and Economics of Media Platforms
- Design Thinking for Innovation
- Digital Transformations
- Digital Business Models

In this Course Collection, learners will learn how to program or advance their programming skills in the Python programming language.

Who this is for

Developers looking to transition into the Python programming language or non-developers who want to use Python in their job functions.
Digital Transformations

**DESCRIPTION**

Information Technology (IT) is fast changing the world around us. This course will provide you an understanding of IT-enabled changes in the business environment, and how insightful executives leverage IT to create value and win competitive battles.

**TOPICS**

- Technology-Enabled Disruptions
- Online Business Models
- Designing Information Capabilities for Competitive Advantage
- Social Networks and Enterprise 2.0

**PRACTICE**

- 5 Quizzes
- 6 Peer-Reviewed Assignments
- 0 Programming Assignments

**SPECIALIZATION**

Business Technology Management

**RATING**

4.7 out of 5 stars

**TIME**

- 5.2 hours per week
- 20.7 hours total
- 4.4 hours of video
- 16.3 assignment hours

**TAUGHT BY**

Deepa Mani
Professor, Information Systems
Getting Started: Agile Meets Design Thinking

DESCRIPTION

Despite everyone’s good intentions, hard work and solid ideas, too many projects end up creating unneeded, unusable, and unsellable products. But it doesn’t have to be this way. Agile and design thinking offer a different—and effective—approach to product development, one that results in valuable solutions to meaningful problems.

TOPICS

★ Problems Agile Solves
★ Agile Design with Personas, Problem Scenarios, and Alternatives
★ Writing Great Agile User Stories
★ Enhancing Your User Story

PRACTICE

3 Quizzes
2 Peer-Reviewed Assignments
0 Programming Assignments

SPECIALIZATION
Agile Development

RATING 4.7 out of 5 stars ★★★★★

TIME

~12.2 hours total
2.5 hours per week

~6.4 hours of video

~5.8 assignment hours

TAUGHT BY

Alex Cowan
Faculty & Batten Fellow
Building and Sustaining Innovative Organizations

DESCRIPTION
Innovation strategy is about creating unique value for consumers by delivering a great product that satisfies their needs and capturing value back from consumers. At the core of a successful innovation strategy is a great product concept. Product is an all-encompassing term that includes physical goods, intangible services, and ideas.

SKILLS ACQUIRED
- Innovation
- Modeling
- Product (Business)
- Business Model
- Customer Experience

TOPICS
- Crafting a Great Value Proposition
- There is More to a Product Than Just Function: Assessing Industry Trends
- Developing Winning Products: Less is More

PRACTICE
- 4 Quizzes
- 2 Peer-Reviewed Assignments
- 0 Programming Assignments

TAUGHT BY
Raj Echambadi
Alan J. and Joyce D. Baltz Professor

SPECIALIZATION
Innovation: From Creativity to Entrepreneurship

RATING
4.8 out of 5 stars ★★★★★

TIME
- 12.9 hours total
- 3.3 hours per week
- 4.6 hours of video
- 8.3 assignment hours
An Exploration of Cutting-Edge Topics

DESCRIPTION
In his influential book, *The Innovator’s Dilemma*, Professor Clayton Christensen, introduced the term disruption to the popular lexicon. Disruption refers to the failure of well-managed firms to succeed when faced with technological change associated with disruptive technologies, i.e. technologies that are inferior in the beginning but quickly grow better than those of entrenched firms.

TOPICS
- ★ Demand-Side Disruption
- ★ Supply-Side Disruption
- ★ From Pipeline to Platform

PRACTICE
- 4 Quizzes
- 2 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION
Innovation: From Creativity to Entrepreneurship

RATING
4.8 out of 5 stars ★★★★★

TIME
- ~11.2 hours total
- 2.9 hours per week
- ~4.6 hours of video
- ~6.6 assignment hours

TAUGHT BY
Raj Echambadi
Alan J. and Joyce D. Baltz Professor
Internet Giants: The Law and Economics of Media Platforms

DESCRIPTION
This seven-week course will explore the relationship between law and technology with a strong focus on the law of the United States with some comparisons to laws around the world, especially in Europe. Tech progress is an important source of economic growth and raises broader questions about the human condition, including how culture evolves and who controls that evolution.

TOPICS
★ Introduction to the Course
★ Microsoft: The Desktop v. The Internet
★ Google Emerges (and the World Responds)
★ Smartphones

PRACTICE
8 Quizzes
0 Peer-Reviewed Assignments
0 Programming Assignments

SPECIALIZATION
RATING 4.9 out of 5 stars

TIME
~33.5 hours total
~20.8 hours of video
~12.7 assignment hours

TAUGHT BY
Randy Picker
James Parker Hall Distinguished Service Professor of Law
Two Speed IT: How Companies Can Surf the Digital Wave (A BCG Perspective)

**DESCRIPTION**

Transform or disappear, the Darwinism of IT: in order to adapt to a digital world, a two-speed IT is needed. Despite the importance of IT in today’s digital world, Chief Information Officers (CIOs) often struggle to get their voices heard by executive committees. Faced with this challenge, IT departments are being forced to reinvent themselves to adapt their companies to the future.

**TOPICS**

- Introduction
- IT and the CIO in the Digital World
- Steer the Balance Sheet
- Market and Sell Products

**PRACTICE**

- 0 Quizzes
- 5 Peer-Reviewed Assignments
- 0 Programming Assignments

**SPECIALIZATION**

**RATING** 4.3 out of 5 stars

**TIME**

- ~15.9 hours total
- ~2.3 hours per week
- ~3.4 hours of video
- ~7.4 assignment hours

**TAUGHT BY**

Antoine Gourévitch

Vanessa Lyon
Digital Business Models

**DESCRIPTION**
Digital business models are disrupting 50-year old companies in telecommunications, transportation, advertising, e-commerce, automotive, insurance and many other industries. This course will explore the business models of software disruptors of the west such as Apple, Google, Facebook and Amazon, and the east such as Xiaomi and weChat.

**TOPICS**
- Introduction to Digital Business Models
- How Internet companies use digital business models
- Developers as the new Decision Makers
- Developers as the Engine of Digital Business Models

**PRACTICE**
- 4 Quizzes
- 4 Peer-Reviewed Assignments
- 0 Programming Assignments

**TIME**
- ~11.3 hours total
- 2.8 hours per week
- ~1.6 hours of video
- ~9.7 assignment hours

**SPECIALIZATION**
Rating: 4.4 out of 5 stars ★★★★☆

**TAUGHT BY**
Andreas Constantinou
Adjunct Professor
Design Thinking for Innovation

DESCRIPTION
Today innovation is everyone’s business. Whether you are a manager in a global corporation, an entrepreneur starting up, in a government role, or a teacher in an elementary school, everyone is expected to get lean – to do better with less. And that is why we all need design thinking.
Innovation Management

DESCRIPTION
What is innovation management? How do firms bring in new business models and get new products and services to the market? Go on a 9-week journey through innovation management concepts, theories of idea generation, selection, strategy formulation and implementation in this course in Innovation Management.

TOPICS
- Introduction
- The Adoption of Innovations
- The Fuzzy Front-End - Creativity
- The Fuzzy Front-End - Idea Management

PRACTICE
- Quizzes: 1
- Peer-Reviewed Assignments: 3
- Programming Assignments: 0

SPECIALIZATION
RATING: 4.6 out of 5 stars

TIME
- 12.2 hours total
- 1.4 hours per week
- ~4.5 hours of video
- ~4.1 assignment hours

TAUGHT BY
Murat Tarakci
Professor

Serge Rijisdijk
Professor
Surviving Disruptive Technologies

DESCRIPTION
The purpose of this course is to help individuals and organizations survive when confronted with disruptive technologies that threaten their current way of life. We will look at a general model of survival and use it to analyze companies and industries that have failed or are close to failing.

PRACTICE
- 2 Quizzes
- 0 Peer-Reviewed Assignments
- 0 Programming Assignments

TAUGHT BY
Hank Lucas
Robert H. Smith Professor of Information Systems