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Rory M. McDonald

Professor of Strategy and Innovation, Harvard Business School

■ Rory M. McDonald is a Professor of Business Administration in the Technology and Operations Management Unit at Harvard Business School. Professor McDonald holds an MBA and a PhD from Stanford University. Rory McDonald is the co-writer of a range of Harvard Cases and leading articles on innovation. Together with his mentor, Clayton Christensen, he has published articles as 'What is Disruptive Innovation?'. In 2022 Rory M. McDonald published the book 'Productive

Disruptive Innovation

Professor Rory M. McDonald

Leaders who aspire to run successful organizations need to develop and execute a winning business formula. This course is about understanding disruption and its role in creating new growth while at the same time acknowledging the limitations of traditional theoretical approaches to strategy and innovation. We focus on how to build and sustain a successful enterprise in the face of rapidly changing environments. You will explore how the role as general manager relates to stimulating innovation. And during this process you will work with leading theory and tools to harness critical expertise from around the globe and learn how to apply it into your own organization.

Learning Objectives

- Provide a set of worldclass theories and practical frameworks for thinking about strategy and innovation
- Grasp the key elements of business model analysis
- Develop a competence for dealing with practical managerial issues and opportunities

DISRUPTIVE INNOVATION

January-February, 2024

Time Schedule

Disruptive Innovation is a two-months Executive MBA Course with classes in January 11-12 from 08.30 to 17.00.

Course Material

The course material consists of a textbook, case studies and articles.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance.

Evaluation

Students will be graded on attendance and participation in class and on an individual paper.

ECTS Points

The Executive MBA Course in Disruptive Innovation will earn you 4.5 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in Disruptive Innovation is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk