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Susan Lynch

Professor of Strategy, INSEAD

■ Susan Lynch is Professor of Strategy at INSEAD and is based in Boston. She is an expert in the areas of strategy formulation and execution and has a PhD from London Business School. She teaches courses and leads programs in strategy and strategy implementation for MBAs and executives and has experience in leading and designing programs that target the strategy development needs of different Fortune 500 organizations. Since moving to Boston, Susan spent two years as a Visiting Assistant Professor at Harvard Business School.

Digital Strategy

Professor Susan Lynch

In recent years, innovative businesses have used a range of novel digital tools, from apps to AI, to invent new business models and delight customers with convenience, high quality, and low prices. This wave of technology fueled disruption has already transformed many industries, and it's just getting started. This course explores how new and existing business strategies can be improved through the introduction of technologies and digital systems.

The focus of the digital strategy course is the rebalancing of three key relationships: human minds and machines; physical products and digital platforms; and the core (centralized knowledge) and the crowd (decentralized knowledge). You'll be introduced to examples of companies that have excelled at finding a harmony between tradition and technology. Furthermore, you'll be supported in uncovering ways to relate these principles to your organization through weekly, ongoing project submissions which encourage you to apply concepts to a business scenario.

Learning Objectives

- Explore the ways in which the strategies for new or existing businesses can be improved with transformative technologies like artificial intelligence (AI)
- Understand the need to rebalance the three key relationships: human minds and machines; physical products and digital platforms; and the core and the crowd
- Develop a review of how transformational technologies could fit into a business of your choice

DIGITAL STRATEGY

April-May, 2024

Time Schedule

Digital Strategy is a two-months Executive MBA Course with classes on April 4-5 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 Digital Strategy will earn you 4.5 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in Digital Strategy 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