Enterprise Transformations in the Digital Economy

Are you pursuing a consulting, line management, or enterprise strategy role or a career in the tech industry?

Prepare for the challenges of the digital economy

In a global digital economy, every executive is responsible for ensuring the effective use of information and technology, particularly technologies related to SMACIT (social, mobile, analytics, cloud, and the Internet of Things).

Leading in a digital economy involves:
- Delivering innovative digital products and services
- Directing business changes enabled by new technology capabilities
- Quickly recognizing and responding to strategic threats and opportunities
- Recognizing opportunities to use technology to strengthen customer relationships
- Determining priorities for IT investments
- Designing end-to-end business processes and appropriate organizational structures
- Using information to help every single person work smarter

Success in the digital economy is about much more than the introduction of new systems or processes. It involves a business transformation.

How do you prepare for this role?

In 15.571 we explore how top firms are transforming for success in the digital economy. Students will:

- Explore the very different strategies that firms like UPS, 7-Eleven Japan, Southwest Airlines, Amazon, and ING DIRECT take toward digital business success.
- Discuss with guest speakers from firms like Akamai, USAA, and IBM how technology is driving new business opportunities.
- Work in teams of four with sponsors of Sloan’s Center for Information Systems Research (e.g. Biogen Idec, Raytheon, EMC, ExxonMobil, Fidelity, Johnson & Johnson) on projects that explore how they can manage and use SMACIT more strategically.
- Analyze and apply findings from research conducted by MIT Sloan’s Center for Information Systems Research.