

THE CIO POCKET MBA

TAKE YOUR CAREER TO THE NEXT LEVEL

Boston University School of Management Executive Programs

April 7-10, 2015

Boston University School of Management Executive Leadership Center

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

Get the CIO Pocket MBA Advantage

You didn't get an MBA because you were busy building your career. Now do the next best thing. The CIO Pocket MBA program lets you engage in the same intense, interactive experience as traditional MBA students, but with a cohort of your executive peers. In just four days you will:

- Gain insights to more effectively engage with the C-Suite
- Understand how top global companies are meeting the challenges of today's fast-changing business world
- Build a new network of peers across industries and around the world
- Take back new strategies for moving you IT strategy and your business forward

Tell Me More

This highly interactive program brings together the best of academia and real world business in a focused, structured classroom setting. Working individually and in teams, participants analyze case studies and scenarios, engage in provocative discussions and complete a group project. A reception and luncheons facilitate networking and lively discourse with Boston University faculty, staff and CIO magazine executives.

Is It For Me?

Yes! This program is the perfect next career development step for executives and senior professionals. Designed for those at or nearing the CIO/CTO/VP level, the CIO Pocket MBA will give you the skills to think strategically, build allies across the organization and lead change.

Presented by:

CIO magazine and Boston University School of Management



Technology and information executives facing transformation can't afford to miss this program. Learn about organizations that are being disrupted by new platform models and how data is gathered, assessed, and turned into information. Consider whether your organization can be the disruptor in its market or how it may be disrupted. We'll tackle these tough issues as well as how to lead and implement change within organizations to improve firms' value propositions.

— Samina Karim Ph.D.
Associate Professor Strategy & Innovation, Boston University School of Management

Hear why you should attend from our 2014 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.”

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



Boston University School of Management
Executive Programs

TUESDAY, APRIL 7, 2015		DISRUPTIVE INNOVATION
7:30 am – 8:30 am	Continental Breakfast	
8:30 am – 9:00 am	Welcome and Introduction	
9:00 am – 12:00 pm	Platform Shift: What it Means for the Future CIO <i>Marshall Van Alstyne, Associate Professor/Dean's Research Fellow, Information Systems</i> <ul style="list-style-type: none"> • Understand the role of IT and social in the new business landscape. • Examine coming transformations and develop new approaches to manipulating the business landscape. • Recognize and know how to compete in winner-take-all markets and markets with network effects. 	
12:00 pm – 1:00 pm	Lunch	
1:00 pm – 4:00 pm	Economic Positioning of the IT Organization <i>Samina Karim, Associate Professor, Strategy and Innovation</i> <ul style="list-style-type: none"> • Learn how the IT function has evolved to become of greater strategic value to the organization. • Evaluate how IT creates value in your organization and the strategy through which to capture the value created. • Understand how economic pressures facing the organization will drive further evolution of the IT functions. 	
4:00 pm – 5:30 pm	Project Work*	
5:30 pm – 6:30 pm	Welcome Reception	
WEDNESDAY, APRIL 8, 2015		DRIVING INNOVATION
7:30 am – 8:30 am	Continental Breakfast	
8:30 am – 11:45 am	Managing Disruption and Change <i>Jeffrey Furman, Associate Professor, Strategy & Innovation</i> <ul style="list-style-type: none"> • 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. 	
12:00 pm – 1:00 pm	Lunch	
1:00 pm – 4:00 pm	Performance KPIs for Driving Results <i>Edward Riedl, Associate Professor, Accounting</i> <ul style="list-style-type: none"> • 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. 	
4:00 pm – 5:30 pm	Project Work*	
THURSDAY, APRIL 9, 2015		CREATING VALUE
7:30 am – 8:30 am	Continental Breakfast	
8:30 am – 12:00 pm	Customer Value in an IT Era <i>Melvyn Menezes, Associate Professor, Marketing</i> <ul style="list-style-type: none"> • Examine the notion of customer centricity and understand how firms move from a firm-centric to customer-centric business model. • Explore what it means to be a 'trusted advisor' and the key principles involved in becoming an effective 'trusted advisor'. 	
12:00 pm – 1:00 pm	Lunch	
1:00 pm – 2:30 pm	Project Presentations	

Schedule continues on next page

*** TEAM PROJECT:** How Boston Children's Hospital can accelerate innovation, utilize partnerships, and enhance its service delivery through mobile solutions and information analytics to further achieve its mission and improve its value proposition. The project will focus on three themes:

1. Innovation Acceleration
2. Alliances and Partnerships
3. Enhancing Service Delivery through mobile apps and analytics

THURSDAY, APRIL 9, 2015 *continued*

CREATING VALUE

2:30 pm – 4:00 pm

C-Suite Panel

presented by CIO magazine

4:00 pm – 5:30 pm

Strategy Implementation

Samina Karim, Associate Professor, Strategy and Innovation

- Understand the issues associated with effective strategy formulation and implementation.
- Evaluate internal mechanisms that drive successful implementation.
- Assess how to enable implementation by designing organizational structure and enabling personnel.

FRIDAY, APRIL 10, 2015

LEADING CHANGE

8:30 am – 12:00 pm

Leading Change and Transformation

Lloyd Baird, Professor/Chairman/Faculty Director, DBA Program, Organizational Behavior

- 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.

12:15 pm – 2:15 pm

Graduation Ceremony and Luncheon

For more information about these Boston University professors, visit: management.bu.edu/faculty-research/faculty/

TO REGISTER:

Save \$500 off full price registration and pay just \$4,495 when you register on or before February 13, 2015. Register after February 13, 2015 and pay \$4,995. Registration closes March 31, 2015.

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.



If you require hotel accommodations we highly recommend the nearby Hotel Commonwealth. For the April 2015 program, the rate is \$269 plus 14.45% tax when reserved prior to March 13, 2015. Please reference the CIO Pocket MBA when making your reservation.

Registration for the program includes tuition, course material, and meals. Parking, hotel and transportation fees are not included.

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 all cancellation notices received by March 23, 2015, full refunds are available or you may apply 100 percent of monies paid to another CIO executive education program within one year. **No refunds or credit will be issued for cancellation notices received on or after March 24, 2015.** Registration ends **March 31, 2015.**