Leading Digital Transformation with Business Model Innovation & Design Thinking

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Brief Course Overview
Companies are increasingly innovating and transforming using Digital Technology. Existing Business Models are evolving, and new ones being created. Design Innovation is changing how we compete and solve problems. More and more major organizations are becoming software companies infusing Artificial Intelligence and Machine Learning into products, services and transforming Digitally to stay competitive. This course examines how companies are employing Digital Transformation & elements of Business Model Innovation, to grow and thrive in the 21st century.

Learning Objectives
➢ Students will learn and discuss how the concept of Digital Transformation is evolving and what this means for companies large and small
➢ Students will learn how to use the Business Model Canvas and the role Business Model Innovation plays in helping organizations drive Digital Transformation
➢ Students will learn about innovations in Design Thinking and discuss the role of Smart Design in shaping organizations products, services and Digital Transformations
➢ Students will use the Business Model Canvases to create innovative Business Models for new or existing products/services
➢ Students will come away with a foundational understanding of Digital Transformation, it’s role in shaping how organizations evolve and grow

Teaching Methodology
➢ Case Studies: In depth review of innovative digital marketing campaigns, instructor and participants will discuss campaign strategies, objectives, tactics, results and insights.
➢ Practical how-to sessions that show students how to construct and refine a Business Model Canvas, identify key learning’s and insights.
➢ Peer interaction: Students will be encouraged to actively exchange ideas and insights with peers, sometimes in small groups as well as during class discussions.
➢ Class Exercises: Students will participate in individual and team-based class exercises and group activities
➢ Digital Storytelling: Use elements of storytelling to bring case studies to life