Beyond the MBA
INSIGHTS FOR TECH EXECUTIVES

Drive innovation and a competitive advantage for your business.

June 5 – 8, 2017
November 14 – 17, 2017

Northeastern University
D’Amore-McKim School of Business
360 Huntington Ave., Boston, MA 02115

Business Strategy for Seasoned Tech Executives

Businesses today rely on their technology executives to bring the company into the future. Your company is changing — or needs to change — and you want to lead that charge. With 52% of the Fortune 500 having gone bankrupt, been acquired or closed their doors just since the year 2000, your company needs you to step up — now.

The Beyond the MBA: Insights for Tech Executives course will give you the edge to do just that and more. Over four intensive days of case analyses, discussions and a team project, our Northeastern expert faculty will challenge you. As decision makers, you will examine new business models and debate potential outcomes with a strong group of peers. Our interdisciplinary approach will ensure you leave with ideas and skills applicable across your organization. The connections you make among classmates will support you in your journey: We’ll reconvene three months after the course in a virtual space to reflect on the learnings and their impact in your environment.

A Curriculum Focused on Innovation and Leadership

Beyond the MBA will steep you in the essential concepts and practices for thriving in a marketplace defined by change and disruption. Topics covered in the four-day immersion include:

- Disruption and Value Creation
- Platforms and Innovation
- Customer-centric Marketing
- Acquisitions and Alliances
- Metrics to Drive Results
- Leading Change

These sessions are complemented by a team-based project. You’ll evaluate disruptions, innovations and new value creation opportunities in an assigned business sector and present your analysis to the rest of the class. Often viewed as the heart of the program, the project will immediately put your new skills to work in a collaborative and collegial environment.

Who Should Attend Beyond the MBA?

Technology executives like YOU! Beyond the MBA is specifically designed for CIOs and technology leaders who want to leverage their technical expertise to create customer value and assume greater strategic leadership roles within their organizations.

REGISTER:
EVENTS.CIO.COM/NORTHEASTERN
Learn from the Best

The D’Amore McKim School of Business has recruited some of the best and brightest members of its internationally respected faculty to lead the Beyond the MBA program, including:

- **Professor and program Faculty Director Samina Karim**, a leading expert in corporate strategy, acquisitions, alliances and innovation. Samina has consulted and taught executives at organizations such as BP, Dell, Ericsson, IBM, and KPN.

- **Professor Fernando Suarez** is a serial entrepreneur and has published widely in the areas of innovation and technology strategy, platform competition, and the role of services in product firms.

- **Professor Yakov Bart**, an expert in customer-centric marketing, studies the impact of digital technologies and social media on advertising effectiveness. His global consulting includes work for General Motors, Google, Havas and Intel.

- **Professor Mario Maletta** is a recognized thought leader in financial and managerial decision making and has trained senior executives at Price Waterhouse-Coopers, EMC, IBM, and M&M Mars.

- **Professor Juan Sebastian Montes** explores the impact of technology on organizational strategy and behavior and has consulted with ING, Telefónica Internacional, Boeing, La Caixa and Ford.

A Value Added Experience

Your tuition for Beyond the MBA program includes:

- All learning materials with access to an online resource portal
- Courses across six business disciplines
- Applied learning and group networking via project module including presentation
- Panel discussion with notable CIO executives
- Opening welcome reception and closing lunch
- A follow-up virtual meeting for participants to reunite and regroup on the program themes resonating most with their return to the workplace

Don’t miss this opportunity for executive education that has never been more relevant for your organization or for your career. It will pay off immediately for you and for your company. Join us!

REGISTER TODAY

Save $500 off full price tuition and pay just $4,995 when you register by April 1, 2017 for the spring term and by September 1, 2017 for the fall term. Registration closes one week before the program date.

**Register online at:** events.cio.com/northeastern

**Registration questions?**

Call us: Kristin O’Connell, 508-988-6829
Email: koconnell@idgenterprise.com

**Program questions?**

Call us: Darlene Webb, 617-373-2131
Email: corpprograms@northeastern.edu

**Questions?** Check out our FAQ at http://events.cio.com/Northeastern/FAQ

**CANCELLATION POLICY**

Enrollees may cancel their participation in writing up to 35 days in advance of the program for a full refund (April 28 for the spring term and October 6 for the fall term). Participants who must cancel after 35 days may send a colleague in their place or transfer their enrollment to the following term (one time). We regret that we cannot offer refunds after the original refund period.
**Beyond the MBA: Insights for Tech Executives**

### June 5 & November 14, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 am – 9:00 am</td>
<td>Welcome and Introduction</td>
</tr>
</tbody>
</table>
| 9:00 am – 12:00 pm | Disruption and Value Creation                                 Professor Samina Karim  
  • Evaluate how organizations have disrupted industries with new value propositions  
  • Learn how IT has evolved to become of greater strategic value to the organization  
  • Understand how information and technology can enable the organization to create new value |
| 12:00 pm – 1:00 pm | Lunch                                                                                  |
| 1:00 pm – 4:30 pm | Platforms and Innovation                                                                 Professor Fernando Suarez  
  • Explore how IT has allowed new platform business models to emerge  
  • Learn what makes platform firms so dominant and hard to dethrone in so many industries  
  • Study the strategic decisions platform companies have to make to succeed  
  • Explore ways to “platformize” other product and service companies |
| 4:30 pm – 5:00 pm | Project Introduction                                                                     |
| 5:00 pm – 6:00 pm | Welcome Reception                                                                        |

### June 6 & November 15, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 am – 8:45 am</td>
<td>Capture the Learning</td>
</tr>
</tbody>
</table>
| 8:45 am – 12:00 pm | Customer-Centric Marketing        Professor Yakov Bart  
  • Understand how current digital technology trends disrupt relationships with your customers  
  • Evaluate the impact of new digital technologies on evolving needs and expectations of your customers  
  • Learn how to leverage the power of digitalization to enhance value creation for your customers |
| 12:00 pm – 1:00 pm | Lunch                                                                                  |
| 1:00 pm – 4:00 pm | Acquisitions and Alliances                       Professor Samina Karim  
  • Discuss the key challenges and common pitfalls of acquisitions and alliances  
  • Ascertain when firms should ally versus pursue acquisition  
  • Examine the practices necessary to ensure successful outcomes |
| 4:00 pm – 6:00 pm | Project Work                           Professor Samina Karim  
  During the week participants will study how information and technology are transforming several key sectors in the global economy. Participants will be divided into teams and each team will evaluate disruptions, innovations and new value creation opportunities in their assigned sector. Teams will present their observations and analyses to the entire group to stimulate discussion about the similarities and differences across sectors, and to highlight common challenges that may arise. |

### June 7 & November 16, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 8:30 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 am – 8:45 am</td>
<td>Capture the Learning</td>
</tr>
</tbody>
</table>
| 8:45 am – 12:00 pm | Metrics to Drive Results                  Professor Mario Maletta  
  • Gain a functional understanding of financial statements and the drivers of financial success  
  • Explore metrics and analyses that provide insight into how management actions affect financial outcomes  
  • Learn to determine the return on investment (ROI) associated with asset acquisitions and project endeavors |
| 12:00 pm – 1:00 pm | Lunch                                                                                  |
| 1:00 pm – 2:30 pm | Project Work                           |
| 2:30 pm – 4:00 pm | Project Presentations                                                                   |
| 4:00 pm – 5:00 pm | CIO Panel                                                                              |
| 5:00 pm – 6:00 pm | CIO Networking Reception                                                                |
**JUNE 8 & NOVEMBER 17, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am – 8:45 am</td>
<td>Capture the Learning</td>
<td></td>
</tr>
</tbody>
</table>
| 8:45 am – 12:00 pm | Leading Change  | Professor Juan Sebastian Montes  
  - Identify key drivers of high performing organizations  
  - Improve personal skills for managing teams and organizations that confront environments characterized by sudden changes and high uncertainty  
  - Understand how different process and decision-making mechanisms in teams and organizations affect their outcomes |
| 12:00 pm – 12:30 pm | Wrap Up        |                                                                                                                                         |
| 12:30 pm – 2:00 pm | Closing Ceremony and Luncheon |                                                                                                                                         |

**SEPTEMBER 2017 & FEBRUARY 2018**

**REFLECTIONS: Online Discussion Forum**

**Professor Samina Karim**

Located in Boston

The D’Amore-McKim School of Business is conveniently located in Boston at the nexus of the Symphony, Back Bay and Fenway neighborhoods. Its easy access to major highways, public transportation, and plenty of on- and off-campus dining options make it an ideal location for any program.

The Northeastern Campus is located at 360 Huntington Ave., Boston, Massachusetts 02115.

Accommodations

We have secured the special rate of $329/night + tax for program attendees at the Colonnade Hotel. To reserve your room, please call 617-424-7000. To receive the special rate, please reserve by May 8.

**COLONNADE HOTEL**

120 Huntington Ave.  
Boston, MA 02116  
11 min. walk

**OTHER RECOMMENDED HOTELS**

**Hilton Boston Back Bay**

40 Dalton St.  
Boston, MA 02115  
12 min. walk

**AVAILABLE FOR FALL DATES**

**Loews Boston Hotel**

154 Berkeley St.  
Boston, MA 02116  
23 min. walk