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

If so, you don't want to miss this course!

Understanding how technology plays a vital role in the growth strategies of companies is key to succeeding in the above careers

In a global digital economy, every executive is responsible for ensuring the effective use of information and information technology. This is not a technical responsibility. Rather, technology leadership involves:

- 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
- Delivering innovative digital products and services
- Directing business changes enabled by new technology capabilities
- Quickly recognizing and responding to strategic threats and opportunities

How do you prepare for this role?

In 15.571 we explore how top firms use technology to enhance business performance. Students will:

- Explore the very different strategies that firms like UPS, 7-Eleven Japan, GE, Amazon, Nordstrom, Kaiser Permanente, and Salesforce.com take toward using information and IT strategically.
- Discuss with senior executives from firms like Akamai, USAA, and IBM how IT drives new business opportunities.
- Engage with sponsors of Sloan’s Center for Information Systems Research (e.g. Biogen Idec, Raytheon, EMC, ExxonMobil, Fidelity) on small projects that explore how they can use IT more strategically.
- Analyze and apply findings from research conducted by MIT Sloan’s Center for Information Systems Research.