DeGroote EMBA in Digital Transformation

Why Sponsoring Your Employee is a Solid Investment
What is Digital Transformation? Why is it Important?

Digital transformation is a term that encompasses the change associated with the application of digital technology in all aspects of human society. We’re equipped today with a wealth of technology and data. Yet many businesses still struggle — or worse, fail. It’s not just the availability of information and technology that disrupts and revolutionizes. It’s what we do with it.

The DeGroote School of Business and McMaster University have placed digital at the heart of their strategy, meaning an ecosystem of research, support and development. The EMBA in Digital Transformation, the upcoming Digital Transformation Research Centre and the MacDATA Big Data Institute are just a few ways that DeGroote and McMaster are leading in the digital transformation space.

Developing digital leaders in today’s industry - those who can transform digital disruption — is a key factor in success. We are working with industry to help develop those leaders who will embrace this transformation. Who can connect the divide that exists between data and strategy. Who can talk with the technical side of the company to understand emerging issues and opportunities then develop a strategy to harness and disrupt those opportunities, and also sell it to the decision makers.
DeGroote EMBA in Digital Transformation

The Executive MBA in Digital Transformation is comprised of continuously-changing curriculum and custom, integrated cases developed around current and emerging trends in business and technology. Our module-based, blended-learning format is unique amongst EMBAs and provides our students and their employers with the flexibility necessary to fit their busy schedules, and our international module in Palo Alto emphasizes the digital-focus of the program and expands our candidates’ network internationally. Students will also take part in a Personal Leadership Effectiveness program, which will provide one-on-one coaching throughout their studies.

- 13 month program beginning September 2016
- Four residency modules of 8-10 days each, in Burlington, Toronto and Silicon Valley
- Tuition is $85,000 inclusive of all materials, accommodation, transportation within modules, and some meals; NOT inclusive of travel to and from module locations
- Taught by leading faculty researchers as well as corporate executives – through a combination of live new case studies, classroom teaching, team projects and on-site corporate visits
- Program guided by an Advisory Board consisting of top business executives and entrepreneurs across North America

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<thead>
<tr>
<th>Module 1</th>
<th>Module 2</th>
<th>Module 3</th>
<th>Module 4</th>
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<tbody>
<tr>
<td>September 2016</td>
<td>January 2017</td>
<td>May 2017</td>
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<tr>
<td>Foundations</td>
<td>Entrepreneurship &amp; Marketing Analytics</td>
<td>Thinking &amp; Leading Beyond the Bytes</td>
<td>Value Disruption in the Digital Age</td>
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<td>Strategic Informational Systems</td>
<td>Strategic Marketing Analytics</td>
<td>Organizational Behaviour for Decision Making</td>
<td>Strategic Management for Decision Making</td>
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<td>Strategic Marketing</td>
<td>Digitally-driven Entrepreneurship</td>
<td>Innovation Leadership and Design Thinking</td>
<td>Strategic Valuation for Digital Organizations</td>
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<td>Accounting &amp; Finance for Decision Making</td>
<td>* 10 Day Residency in Palo Alto, California</td>
<td>Strategic HR Analytics</td>
<td>Emerging Topics in Digital Transformation</td>
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Personal Leadership and Communication

Integrative Capstone Project
Invest in Your Digital Leadership Capabilities

A culture of growth, innovation and empowerment is the best way to ensure that you attract and retain talented professionals who will be confident and insightful enough to know how to not only manage but also transform disruption in your industry.

Today’s successful companies view an EMBA program not only as an investment in leadership employees, but also as a way to leverage an EMBA program’s vast talent pipeline and to access new and exciting research and ideas. Business is changing fast — an EMBA — especially one specializing in digital transformation—provides companies with a high-level network of research, case studies, insights and collaborators from across industry and academia alike.

Your organization will also benefit from EMBA group work on real-time digital transformation projects, including your own, within modules, thereby bringing new ideas and potential solutions to problems. Through this process, your employee will also gain valuable insight into what others in industry are doing. Supplementing these activities will be cross-industry case studies brought to life by leading corporate executives.

Short-term ROI of Sponsorship

Beyond the value of an MBA degree itself, the nature of an EMBA’s collaborative learning environment means your employee will immediately gain insight, confidence and digital capabilities that will spur on new ideas and thoughtful growth from the senior faculty and industry professionals who are teaching in the program, and from fellow students in their cohort. This impressive network that your employee will access across Canada and Silicon Valley will result in valuable connections for your organization. They include our partner network — theScore, CIBC, IBM and SAS — who are helping to guide the program for practical application and building relationships with students in class.

Long-term ROI of Sponsorship

Graduates will be prepared to take on increasing levels of responsibility, and will be able to help your company bridge the divide between the massive amounts of data available to you, and how to use that data for better strategy and decision-making.

Your organization will develop an ongoing relationship with McMaster’s DeGroote School of Business and our faculty, staff and resources. You’ll have access to leading-edge research, programs and consulting expertise, not-to-mention a talent pool of top-performing students and graduates from across our suite of programs that will help you compete and grow in your industry.
What Sponsorship Looks Like

Employee Time Away from Work

With the program structured around four residency modules, we expect you to allow your employee the scheduling flexibility to attend these short periods over the 13-month program. Each module is 8-10 business days in length and are spread apart by 3-4 months, allowing students to concentrate on studies while in class, and on work between modules.

Many employers see the cost as an investment in their company’s future and fund the entire tuition; others split the cost with the employee, or reimburse the employee for part or all of the tuition at the end of the program.

Tuition Investment

The cost of the DeGroote EMBA in Digital Transformation is $85,000 for the 13-month program. This includes all materials, accommodation, transportation within modules, and some meals. NOT included is travel to and from module locations.

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<th>Installment</th>
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<td>Deposit</td>
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Company information

Your employee may do some of his or her projects based on needs of your organization. You should be prepared to provide access to the data and people in your company needed to complete projects, including departments and functional areas other than the one in which your EMBA participant works. Sensitive data will be protected.

We are always happy to speak with employers who are considering sponsoring employees for the DeGroote EMBA in Digital Transformation. Contact us at admit.emba@mcmaster.ca or 905.525.9140 ext. 24936.

And if you are interested in becoming a network partner of the program, with privileges on the advisory board and in front of the classroom, we’d be happy to talk with you.

Other corporate partners sponsoring employees in the EMBA:

theScore  IBM  CIBC  SAS
A Message from the Dean

Long-term planning for companies – whether you’re planning for business growth or for talent attraction – must always include leadership development. And today’s leaders need to be digital leaders, since disruptions are transforming the way business is done. Leaders now need to know how to transform disruption itself. And that requires first developing self-awareness, and then awareness of the world around us. It requires combining the soft skills of communication and persuasion with the ability to connect data to strategy. And it requires the confidence to foresee opportunities and disruptions in order to transform them before they transform us.

This kind of leadership development is what we offer through the DeGroote EMBA in Digital Transformation, the first of its kind to combine both leadership and strategy skills with data and technological knowledge. It’s an exciting program that’s one of very few graduate programs aimed at developing the next-generation leader. I’d be pleased to answer any questions you may have about the EMBA program or others at DeGroote that will most certainly benefit your organization. Please contact me directly at 905-525-9140 ext. 24431 or deanbus@mcmaster.ca.

Sincerely

Len Waverman,
Dean, DeGroote School of Business
McMaster University
For information on all aspects of the DeGroote EMBA in Digital Transformation, contact us directly.

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