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.

We’re creating digital leaders 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 who can be influencers to sell it to the decision makers.
The Unique Program

The Executive MBA in Digital Transformation has a continuously-evolving curriculum, including customized, integrated cases developed around new and emerging trends in business and technology. A module in Palo Alto emphasizes the digital focus of the program and offers to expand our candidates’ network internationally. The 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. Students will also take part in a Personal Leadership Effectiveness program, which will provide one-on-one coaching throughout their studies.

- 14 month program beginning July 2018
- Four residency modules of 10-12 days each, in Burlington and Palo Alto, beginning September 2018
- Tuition is $89,000 inclusive of all materials, accommodation, transportation within modules, and some meals; NOT inclusive of travel to and from module locations (i.e. airfare)
- 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

The program will commence with a virtual orientation in on July 2018 to introduce you to curriculum, faculty and pre-read assignments. You’ll also begin the online component of Module 1 Accounting and Finance courses.

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<thead>
<tr>
<th>Module 1 Sept 2018</th>
<th>Module 2 Feb 2019</th>
<th>Module 3 May 2019</th>
<th>Module 4 Sept 2019</th>
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<tbody>
<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 Strategic Marketing Analytics</td>
<td>• Organizational Behaviour for Decision Making</td>
<td>• Strategic Management for Decision Making</td>
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<td>• Accounting &amp; Finance for Decision Making</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>• Statistics for Analytics</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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<td>Personal Leadership and Communication</td>
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Why an EMBA?
And why one focused on Digital Transformation?

Beyond the value of an MBA degree itself, the nature of this specialized EMBA’s collaborative environment means you’ll immediately gain insight, confidence and digital capabilities that only come from a program filled with like-minded, experienced business professionals who are focused on digital transformation. You’ll learn high-level business knowledge, discover new best practices and benefit from up-and-coming research on how to use data effectively to transform business. Beyond the classroom, our Silicon Valley module means building a professional network internationally, which will result in valuable connections and insight into what others in industry are doing.

Bottom Line: The value you receive from your investment in an EMBA specializing in Digital Transformation is higher than the average EMBA because you will be in a niche group of graduates facing less competition for a growing number of high level positions that require digital expertise.
Why McMaster and the DeGroote School of Business?

You’ll have access to faculty who are leading thinkers and researchers, and you’ll be part of a highly-regarded and close-knit alumni network that will last a lifetime.

McMaster and the DeGroote School of Business is committed to “Education with Purpose”, and giving you the leadership skills that will allow you to transform business and society.

The DeGroote EMBA in Digital Transformation will give you access to our partner network - theScore, CIBC, IBM, Hamilton Tiger-Cats, and SAS - who help to guide program development for practical application. These relationships not only ensure high-quality content, but will provide access to exciting new networks, case studies, capstone projects, guest speakers, site visits and more.
The cost of the DeGroote EMBA in Digital Transformation is $89,000 for the 14-month program. This includes all materials, accommodation, transportation within modules, and some meals. NOT included is travel to and from module locations. During the Burlington and Toronto modules, you will stay at the Hilton Homewood Suites in Burlington; during the Palo Alto module, you will stay at a nearby hotel in the downtown area.

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<th>Installment</th>
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<tr>
<td>Deposit</td>
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<td>Second</td>
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*A payment schedule is listed on the program website

- You or your spouse may be eligible to make tax-free withdrawals from your RRSPs (up to $20,000 each) under the Canada Revenue Agency’s Life Long Learning Plan. Please visit the LLP website for more information.

- Most banks offer student lines of credit with increased limits for professional programs, including Executive MBAs. Contact your financial institution to discuss which options are available to you.

- Scholarships will be available for 2018-2019. For information on how to apply, please contact admit.emba@mcmaster.ca. A full list of scholarships will be available online.
Explore Your Options

Submit your resume for assessment and we'll connect with you to discuss the DeGroote EMBA in Digital Transformation and if it's right for you. If you want to continue with the application process, we'll help you with every step along the way.

2017 - 2018 Scholarships:

- **Women in Leadership – $10,000**
  Awarded to one female student who has demonstrated exceptional professional and community leadership.

- **Entrepreneurial Leadership – $10,000**
  Awarded to one student who has successfully launched and operated their own business (preference will be given to applicants in the technology sector).

- **Leaders in Healthcare – $10,000**
  Awarded to one student who has demonstrated outstanding leadership and managerial competency in the healthcare industry.

- **Leaders in Non-Profit Organizations – $10,000**
  Awarded to one student who has demonstrated outstanding leadership in the non-profit sector.

- **Dean’s Scholarship for McMaster Alumni – $10,000**
  Awarded to one student who is a graduate of McMaster University, and in the judgement of the EMBA Admissions Committee, is an exceptional EMBA candidate.

Company Sponsorship

Your company may be able to fully or partially fund the program, and they will also need to agree to give you the time needed for residency modules. Please download the Corporate Sponsorship Brochure to give to your manager or HR department.

Explore Your Options

Submit your resume for assessment and we'll connect with you to discuss the DeGroote EMBA in Digital Transformation and if it's right for you. If you want to continue with the application process, we’ll help you with every step along the way.
Ready to become a digital leader?

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