



**GLOBAL NETWORK FOR ADVANCED MANAGEMENT
MBA Global Network Week**

“DIGITAL BUSINESS LEADERSHIP”

**UCD Michael Smurfit Graduate Business School, Dublin
15 – 19 October 2018**

CONTEXT

The invention of the Transistor in 1947 signalled the beginning of a new technology wave and the start of the third industrial revolution. The invention of the internet in early 1990s created a catalyst for a real technology explosion over the last 25 years called the Digital Revolution.

The acceleration of computing power and the democratisation of technology, stimulated the emergence and growth of a multitude of industries and businesses around the world. Combining this with the growth of consumerism has meant that Digital was no longer something that could be bolted on, and a fundamental digital vision and strategy has become central to every company's survival as well as success.

PROGRAMME

The UCD Michael Smurfit Business School will host a weeklong GNAM programme called Digital Business Leadership. The Programme sets out to provide participants with a comprehensive look at how incumbents and start-ups are devising strategies and providing leadership during a critical period of transformation.

The five day Programme will explore a number of key themes through the lens of guest speakers, case studies and company visits. The programme will conclude by developing a playbook that surmises lessons learned throughout the week, critiquing the digital readiness of the various companies and concluding opportunities for their own personal leadership in their own digital transformation.

THEMES

The key themes that will be explored throughout the week are:

- How companies have adapted to a rapidly changing operating environment
- Have they considered reframing their competitive set
- Have they undergone sufficient change in their Marketing Model
- To what extent is data now playing a central role in shaping the business
- Are they genuinely attempting to bring innovation into their organisation
- To what extent have they redefined their value proposition within or beyond their industry definition

CONTENT AND CATEGORIES

The Programme will explore in-depth some key industry categories with global operations based in Ireland, indigenous start-ups and domestic enterprises. The Key Categories and possible companies are as follows:

MEDIA:

Established and leading Newspapers The Irish Times and Independent News & Media
National Broadcaster, RTE
Emerging media challenger, Distilled Media (The Journal, 42, Daft.ie, etc)

BANKING AND FINANCIAL SERVICES

Established and leading banking brands such as AIB Bank and Bank of Ireland
Challenger bank, third in the market, Ulster Bank
Challenger financial service, The AA

HEALTHCARE:

Established and leading Health Insurer, VHI
New start up Soapbox Labs
Diversified Construction group, Sisk Group that moved into Healthcare

MARCOMMS:

Leading international agency network, Publicis, who built central data platform
Challenger Dublin based Creative Agency, Rothco, recently acquired by Accenture
Leading Telecommunications company, Vodafone on future IOT strategies

RETAIL:

Leading retail Group, Musgrave Group
Challenger e-tail brand Littlewoods
Start-up pop-up retail operation, Propertee

COMPANY VISITS

The programme also intends to visit the following companies who have either have European Headquarters or Head Offices based in Dublin – Google, Facebook, LinkedIn, Dell EMC, IBM, Accenture.

FACULTY & STAFF



JP Donnelly
Module Director

JP Donnelly is Group CEO of Ogilvy Group in Ireland, as well as Head of Country for WPP, the largest communications group in the world. He is a former Board Member of Smurfit School, an Honorary Fellow of the school and a former Chairman of the Marketing Institute of Ireland. JP has been involved leading and advising companies in Ireland and USA. He has undergone and lead several business turnarounds, while also spent the last decade integrating and developing digital capabilities and services. JP lectures on the MBA programme as well as a number of other faculty duties in areas of Brand Strategy and Digital Transformation.

Programme Staff



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Indicative Schedule: EMBA GNAM Week, 15 – 19 October 2018

Digital Business Leadership – UCD Michael Smurfit Graduate Business School

Date	Monday 15 October	Tuesday 16 October	Wednesday 17 October	Thursday 18 October	Friday 19 October
Theme	Theme 1	Theme 2	Theme 3	Theme 4	Theme 5
8.40 – 10.00	Case Study 1	Case Study 1	Case Study 1	Case Study 1	Case Study 1
10.00 – 10.40	Meet the Entrepreneur	Meet the Entrepreneur	Meet the Entrepreneur	Meet the Entrepreneur	Meet the Entrepreneur
10.40-12.00	Case Study 2	Case Study 2	Case Study 2	Case Study 2	Case Study 2
12.00-1.00	CEO Speaker	CEO Speaker	CEO Speaker	CEO Speaker	CEO Speaker
1.00-2.00	Lunch	Lunch	Lunch	Lunch	Lunch
2.00-17.00	Field Trip	Field Trip	Field Trip	Field Trip	Field Trip
17.00-20.00			Extracurricular Activity	Extracurricular Activity	

*Schedule is subject to rearrangement to accommodate guest speakers.

**Outlined times and days of arranged extracurricular activities may change.

***100% attendance is required at all events.