



DIGITAL TRANSFORMATION

GNAM | OCT 14-18, 2024

DR. JULIE SCHIRO

***UCD MICHAEL SMURFIT
GRADUATE BUSINESS SCHOOL***

DUBLIN, IRELAND

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT





**UCD Michael Smurfit
Graduate Business School**



**AACSB
ACCREDITED**



	M 14	T 15	W 16	TH 17	F 18
8:30 - 9:20	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
9:30 - 12:30	WHY DIGITAL TRANSFORMATIONS FAIL	DATA & AI PART 1	DATA & AI PART 3 GUEST @ 10:30 DAVID ERIXON, MARKETING DIRECTOR AVIVA GROUP, AUTHOR OF DISTINGUISHERS	OPTIMIZATION AND AUTOMATION	10:30 AM PINTEREST VISIT
12:30- 1:30	LUNCH				
2:00 - 4:00	SALESFORCE VISIT	DATA & AI PART 2	DIGITAL TRANSFORMATION, PRODUCT EDITION	IBM VISIT	DIAGEO VISIT
6:00 +	DINNER @ JOHNNY FOXES			DUBLIN LITERARY PUB CRAWL	4:45 SPECIAL DIAGEO-ARRANGED TOUR OF THE GUINNESS STOREHOUSE
 UCD Michael Smurfit Graduate Business School					 GLOBAL NETWORK FOR ADVANCED MANAGEMENT

PRE-WORK ASSIGNMENT (DUE BEFORE CLASS EACH DAY)

MONDAY

- Read: *Unleashing value from digital transformation: Paths and pitfalls*
- *Digital Transformation at GE - What Went Wrong?* (**to be shared**)
- *Monday pre-work*

TUESDAY

- *Read: Why you aren't getting more from your marketing AI* (**to be shared**)
- Read: *Why hasn't AI delivered on its promise?* (NOTE: Deloitte seems to constantly updates its links which results in these not working. To circumvent this issues, I've sent Nicola all linked readings)
- *DBS Bank: A Tech Company Going All in on AI* (**to be shared**)
- *Tuesday pre-work*

WEDNESDAY

- *Read Article: Finding the Right Job for your Product* (**to be shared**)
- *Wednesday pre-work*

THURSDAY

- Read: *Automation with Intelligence*
- Read: *Unlocking the promise of cost optimization*
- *Thursday pre-work*

FRIDAY

- Read Article: *Digital Transformation: A New Roadmap for Success*
- *Friday pre-work*

ASSIGNMENTS AND GRADING

PREWORK (50%)

Each day has an online activity which is accessed via the link in the schedule on the previous page (see "prework" line on previous page). Grades are awarded as follows: A band: rare standout answers which make me think "I wish I'd thought of that!" often involving extra research in addition to the case, B band: great answers (most answers fall in this band), C band: good answers though may oversimplify and miss key points.

ENGAGEMENT & IN-CLASS CHALLENGES (50%)

Discussion, Q and A, and in-class challenges are part of what make this class great, so please come with lots of comments and questions and be ready to problem solve!