CHIEF DIGITAL OFFICER | Program Curriculum

The Berkeley CDO Program delivers learning that will take your career as a changemaker to the next level. You will learn through interactive sessions by world-renowned faculty and industry experts, case studies, and group and individual exercises as well as live interactions with global leaders. Supplementing the core modules, you can choose to specialize in specific areas by selecting two electives from a range of topical modules in line with your learning and career goals.

**Modules 1** Managing the Digital Innovation Ecosystem (Core Module)

- Managing technological innovation in established firms
- Navigating digital disruption
- Driving disruption through open innovation and intrapreneurship
- Managing alliance networks and ecosystems
- Engaging in strategic technology outsourcing and co-creation with partners
- Leadership and risk-taking in high-tech environments
- Digital strategy, innovation, and organization during times of uncertainty: navigating the current pandemic and beyond

**Modules 2** Designing and Executing Digital Strategy (Core Module)

- The four playbooks of digital strategy
- Customer selection and technology choice
- Organizational choices for digital strategy
- Value chain and disruption strategies
- Intellectual property strategies
- Deriving value from digital innovation — negotiation exercise
- Platform strategies

**Modules 3** Leading Organizations from the C-Suite (Core Module)

- Driving change and dynamic execution
- Executive decision-making with data: enable more rational decisions for you and your company
- Persuasion and influence
- Negotiation and conflict resolution
- Executive presence: communication impact for the C-suite
- Taking it back: program review and action plan

Visit the program page at: https://executive.berkeley.edu/programs/chief-digital-officer
Modules 4 Elective Modules

- Financial Data and Decisions
- Business Analytics for Leaders
- AI in Business Strategies
- Leading Complex Projects
- Future of Technology

Modules 5 Capstone Strategy Project

Across the Berkeley CDO Program core modules experience, you will complete a Capstone Project. You will apply program learnings to a real-world challenge to deliver an actionable solution, while being guided by faculty through group coaching sessions and high-touch fireside chats.

At the end of the program, you will submit a presentation that covers the following:

- Summary of the challenge and opportunity
- Prioritization criteria, including data alignment and success metrics
- Data inventory
- Experimental techniques to test your hypothesis
- Implementation strategy and next steps