



# Disruptive Strategy

## Syllabus

Harvard Business School Online leverages technology and multimedia to deliver engaging online learning experiences to business leaders around the world. Disruptive Strategy is an online program providing world-renowned tools and frameworks for growth, strategy, and innovation.

Introduction:		Example: Intel	Key Takeaways
Lenses on the World		Learn how Professor Christensen helped Intel Chairman Andy Grove confront a disruptive threat by showing him how to think, not what to think.	<ul style="list-style-type: none"> <li>Adopt a strategic mindset</li> <li>Articulate your strategic questions</li> </ul>
Modules		Case Studies	Key Takeaways
Module 1	<b>Aligning with Innovation and Disruption</b>	<ul style="list-style-type: none"> <li>WR Hambrecht and the Google IPO: A New Approach to Investment Banking</li> <li>Honda Motor Company: Entering a New Market</li> <li>CircleUp: Re-imagining Private Equity</li> </ul>	<ul style="list-style-type: none"> <li>Identify the three types of innovation and predict when they will happen</li> <li>Harness disruption and position your business for new growth</li> </ul>
Module 2	<b>Discovering Customer Jobs to be Done</b>	<ul style="list-style-type: none"> <li>The Walt Disney Company: Expanding the Theme Park Business</li> <li>The Godrej Group: Understanding Refrigeration Needs in India</li> <li>Minute Clinic: A New Approach to Healthcare Delivery</li> </ul>	<ul style="list-style-type: none"> <li>Focus on what causes your customers to buy your products and why</li> <li>Achieve differentiation, better margins, and avoid disruption</li> </ul>
Module 3	<b>Organizing for Innovation</b>	<ul style="list-style-type: none"> <li>Nypro, Inc.: Seeking Growth Through a New Product Line</li> <li>Charles Schwab: Trading in the New World of Internet</li> <li>EMC: Merging Competing Products Through an Acquisition</li> </ul>	<ul style="list-style-type: none"> <li>Identify what your organization can do and cannot do</li> <li>Align your resources, processes, and profit formula to develop an innovative culture and position your business for growth</li> </ul>
Module 4	<b>Maintaining a Disruptive Scope</b>	<ul style="list-style-type: none"> <li>Music Industry: Producing and Performing in a New Age</li> <li>MediaTek: Expanding Accessibility to New Technologies in Asia</li> </ul>	<ul style="list-style-type: none"> <li>Build a strong intuition to “skate” to where profit will be as your industry evolves</li> <li>Determine which operations are critical to be done in-house and which operations can be out-sourced</li> </ul>
Module 5	<b>Managing the Strategy Development Process</b>	<ul style="list-style-type: none"> <li>OnStar: General Motor’s New Innovation</li> <li>Netflix: The Evolution of Home Entertainment</li> <li>Sears, IBM, and AOL: Understanding Internet Consumption During the Boom of the Digital Age</li> </ul>	<ul style="list-style-type: none"> <li>Effectively balance the deliberate and emergent strategy processes to unlock innovation within your organization</li> <li>Determine which “type” of money will empower new business ideas to flourish</li> </ul>
<b>Conclusion</b>		After you have completed all five modules, you will be required to complete the Conclusion Module and submit a Final Paper Assignment. The final paper is a solo project. The objective of this paper is to provide a vehicle to display your mastery of the theories and principles taught during the six weeks of Disruptive Strategy.	

Team Project

Jobs To Be Done Interview

Final Paper