Harvard Business School Online

6 months
5-6 hrs/week

Credential of Digital Innovation and Strategy

Syllabus

The Credential of Digital Innovation and Strategy equips learners with the skill set and strategic acumen to compete in the digital world through a combination of forward-looking coursework, unique team activities with a diverse global network, and a capstone project that applies the program's learnings.

COURSE	MODULES	CASE STUDIES	TAKEAWAYS
LEADING IN THE DIGITAL WORLD	• Leading Innovation • Scaling Innovation	• Avatarin • ANA Holdings • Mastercard • Pfizer	• Identify and understand metrics for measuring personal and organizational progress along the digital transformation journey • Explore digital tools and how they enable organizations to execute, innovate, and work smarter • Examine how organizational structure impacts breakthrough learnings • Understand how culture and mindset can influence the adoption of digital tools and strategies
DESIGN THINKING AND INNOVATION	• Content Week–Clarify: The Foundation for Innovation • Project Week–Clarify • Content Week–Ideate, Part 1: Tools for Generating Ideas • Content Week–Ideate, Part 2: User Values and Behaviors • Project Week–Ideate • Content Week–Develop: An Experimentation Mindset • Content Week–Implement: Communication and Structure	• Moderna • Royal Philips • IBM • BMVSS • T-Mobile • Systematic Inventive Thinking (SIT) • Aspen Labs	• Approach problems using structured methods of gathering observations, breaking cognitive fixedness, and generating creative ideas for solutions • Apply creative solutions and behavior-change analysis to innovation development and internal team processes • Develop a strategic innovation toolkit and learn when and how to apply design thinking and innovative problem-solving tools and exercises • Practice empathy in applying a human-centered approach to design techniques, such as user research, user experience, prototyping, and journey mapping • Assess group dynamics and improve team performance through tools and processes designed to enhance collaboration and iteration in development

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COURSE	MODULES	CASE STUDIES	TAKEAWAYS
DIGITAL MARKETING STRATEGY AND AI	• Marketing Strategy in the AI Era • Crafting a Digital Marketing Plan • Acquiring Customers, Part I: Paid Media • Acquiring Customers, Part II: Owned and Earned Media • Engaging Customers • Measuring Success	• e.l.f Cosmetics • THE YES • OOFOS • Rain the Growth Agency • Pattern Brands • L'Oreal • Perfect Diary • Tinuiti • Adobe • Erica Ligenza • MMI Agency • Mastercard • Univision • Coca-Cola • i-Genie.ai • Semrush	• Understand how marketing has evolved, and where it's headed, in a digital and AI-driven world through real-world insights from leading brands, agencies, expert practitioners, and faculty • Define the right objectives, metrics, target audiences, and value proposition to position your product or service for success • Discover how to acquire and retain customers through paid, owned, and earned media • Evaluate how AI-powered search, generative engines, and emerging agentic commerce are transforming customer discovery and digital marketing strategy • Develop approaches for attribution, budget allocation, and calculating customer lifetime value • Explore AI-powered approaches to customer engagement, including personalization, storytelling, and community building
AI FOR LEADERS	• AI Today • AI Factory and Ethics • Scaling and Transformation • Building Competitive Advantage with GenAI	• Moderna • FocusFuel Inc. • VideaHealth • Pernod Ricard • Procter & Gamble • JPMorgan Chase • Apollo Global Management • Seven2	• Understand how AI is reshaping organizations • Explore the concept of an "AI-native" company • Discover generative AI and machine learning's operational and strategic opportunities across business functions • Assess your organization's AI readiness and identify key capability and adoption gaps • Develop an effective AI strategy to gain a competitive advantage • Examine ethical AI-related challenges to implement it responsibly • Analyze the risks and benefits of agentic AI systems when used as teammates rather than tools • Rethink your system, processes, and roles to build an AI-powered organization • Navigate cultural, structural, and strategic barriers to successful AI scaling
CAPSTONE & PEER LEARNING ACTIVITIES	The Credential of Digital Innovation and Strategy includes peer learning activities throughout the program as well as a capstone where you will apply your learning to address a goal that is applicable to your own career or organization.		

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