

Business Strategy and Transformation

The Major **Business Strategy and Transformation** aims to provide students the required competences and tools to deal with **corporate and business transformations enabled by strategic innovation and organizational change**. Students will learn how to address these complex processes, through a design mindset that enacts sense making through problem solving.

Business Design and Transformation Lab (ING-IND/35 and ICAR/13)	10
Strategic Innovation (ING-IND/35)	5
Agile Innovation (ING-IND/35)	
Corporate Finance (ING-IND/35)	
Design Thinking for Business (ING-IND/35)	10
Digital Business (ING-IND/17)	
New Forms of Organization (ING-IND/35)	



Business Design and Transformation Lab

Expected Learning Outcomes

In terms of **Business Design and Transformation processes**, students will learn to:

- Run a **need analysis** working with managers to identify the requirements of the project
- Identify **socio-economic mega-trends** to for a vision for the client company
- Define an **innovation strategy** for the client
- **Design a solution** composed by products and services to embody the new strategy
- Support the design activities leveraging **corporate finance** and new **organizational forms**
- Design a full change and **transformational plan** to support the organization through the business re-design journey

In terms of **teamworking and team dynamics**, students will learn to:

- Design and deliver **workshops** with customers and users
- Work in **team** and manage different typologies of **stakeholders** (internal, clients, users, etc.)
- Strengthen the **agile mindset** in a dynamic, complex and **multi-stakeholder project**

Professors

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Learning Experience

What does it mean to **re-design a business**? How can we move **from strategy** to actual **business transformation**?

Teams of approximately 4-5 students will manage a business (re)design and transformation experience. The project will be developed either with the **innovation and transformation department of corporations** or with **consulting companies** supporting clients in business re-design and transformation processes.

The knowledge (possibly) acquired in previous courses regarding strategy, design thinking, corporate finance, organization, leadership etc. will be **seamlessly integrated into a single effective and agile process**.

The project will require to **interact with the managers on the field** through interviews and project meetings for **more than 50% of the time**.

Finally, **teams will also co-operate** to design the overall experience collaborating with the professors to share methodologies and tools.

Examples of involved companies

BCG Platinion, Deloitte Digital, DOING Part of Capgemini, GEA Consulting, Poste Italiane, Banca Mediolanum, Reply, Tangity Part of NTT Data Design Network