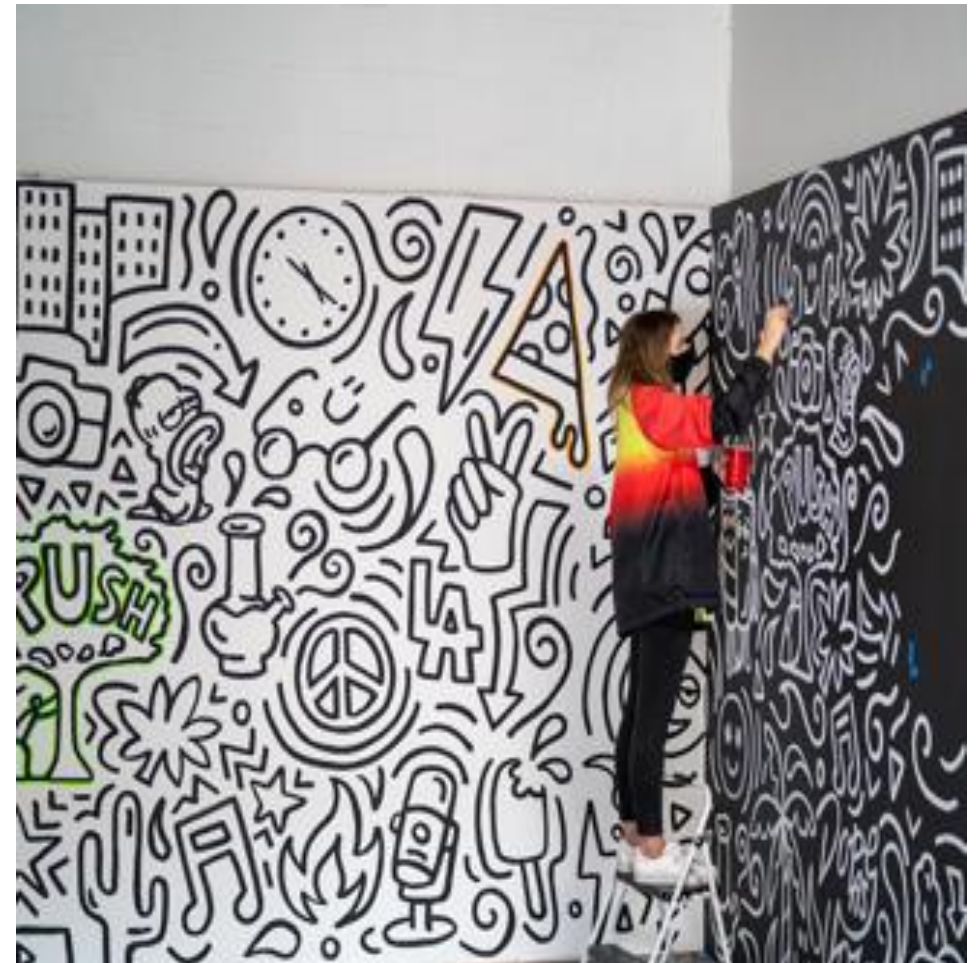


Major

# 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.

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



Laboratory

# 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