Personal & Professional Development for a Knowledge Economy

Master Classes 2017
Welcome to DCU

Dublin City University (DCU) is a strong, dynamic and ambitious university, with a distinctive mission to transform lives and societies through our education, research and innovation. Since admitting our first students in 1980, DCU has continued to grow year on year; we now have over 50,000 alumni playing key roles in many sectors across the world.

DCU’s academic excellence is recognised and acknowledged around the world. We are ranked regularly among the top young universities globally by the Times Higher Education Top 100 under 50 and the QS Top 50 under 50. In the last ten years, DCU has twice been named Sunday Times ‘Irish University of the year’.

At DCU, we believe in the transformational impact that a university education can have on the lives of our students. We foster entrepreneurial skills in our students and graduates, encouraging them to be creative, analytical, socially responsible and enterprising. For this reason, DCU graduates are always ready for the changing world.
DCU Business School

DCU Business School is one of Europe’s most dynamic young business schools. We have redefined the boundaries of the traditional business school, collaborating on multiple levels with business, with industry and with government. Being responsive to the needs of people, organisations, economies and societies is at the heart of all of our programmes, and it gives us a momentum not readily achieved by older institutions.

We develop our students’ capability to bring sustainable value to their organisations and to society at large, to confidently manage and lead in environments that are not predictable, and to prepare them for diverse, dynamic career paths over their lifetimes. The quality of our teaching, our small class sizes, and our high levels of industry engagement make us stand out, and have been recognized by AACSB, the oldest and most prestigious global accrediting body for business schools.

We focus on strategically important business issues, and take pride in the impact our engagement has on industry. We recognise that these connections are key to delivering a unique learning experience. Our solid industry relationships have allowed us to instil an enterprising culture into our courses, which has resulted in DCU Business School’s reputation as being one of the most innovative business schools.
DCU Business School Master Classes

Our research meets head-on the strategic and operational challenges ahead for modern organisations. We harness the deep academic expertise within our faculty, our very active industry relationships, and the strength of our international partners’ research experience. As a result, we are national leaders in translating research knowledge into tangible benefits for business and their employees.

Our strong suite of specialisms, led by dynamic research groups of academics, business specialists, researchers and educators, means we can work across the disciplines to bring practical, multi-dimensional solutions to modern business problems.

The following pages detail our Master Classes, designed with a focus on Personal & Professional Development for a Knowledge Economy.
Strategic Management
Overview

This interactive session introduces participants to key concepts within the innovation domain. Firstly, we examine approaches to innovation including the innovators dilemma: open versus closed approaches, product versus process innovation, and examining technology push versus market pull approaches to new product development and service provision.

Building on the above foundation, the session then addresses the diffusion of innovation, including demand and supply side determinants and the role of network effects on customer adoption. Within this topic, a particular emphasis is placed on disruptive innovations and platform leadership.

Finally, the session introduces participants to the role of lead users; users who are currently experiencing a need in the marketplace and stand to benefit significantly from engagement with the innovation process. We identify how firms can integrate, use and leverage these lead users to better inform new product development and/or service provision within open innovation systems.

Learning Outcomes

- Develop an understanding of the assumptions, possibilities and limitations of open versus closed innovation systems.
- Demonstrate an appreciation of the importance of product and process innovation at different stages of the product life cycle.
- Identify critical issues determining the diffusion and adoption of innovations.
- Develop an acute understanding of the benefits associated with first mover advantages, platform leadership and disruptive innovation.
- Develop an understanding of user-oriented innovation and the role of lead users and external stakeholders in driving innovation.

Who should take this Master Class?

Business practitioners
Middle management,
MBAs, students, researchers and academics
Introduction to Business Model Canvas

Overview

Popularised by Alex Osterwalder and Yves Pigneur in their book, Business Model Generation, Business Model Canvas is used by thousands of companies worldwide to understand business models and innovate. Business Model Canvas is a systematic, visual and interactive framework for inventing and designing new business models and understanding and challenging existing ones.

This workshop will introduce nine building blocks of the business model canvas and will discuss some of the common business models and how to unbundle these into discrete patterns. In addition to illustrating the Business Model Canvas and various business model patterns using the canvas, participants will start applying business model canvas to gain new insights during the workshop.

Learning Outcomes

On completion of this master class participants will be able to:

- Define a business model
- Understand the business model canvas methodology
- Appreciate different types of business model patterns

Who should take this Master Class?

Anyone with an interest in business model innovation

- Unbundle business models
- Apply the Business Model Canvas to understand their business model
Strategic Innovation -  
Blue Ocean Strategy

Overview
This master class looks at how you can apply a model of strategic innovation to identify ways for your business to achieve significant growth in your business. In particular, we will apply tools such as the Strategy Canvas and Four Paths Framework to understand how organisations have achieved this, even in mature industries. The workshop includes exercises in which participants will apply these tools to gain new insights on the current strategic position of their business, and identify ways to create new growth opportunities.

Who should take this Master Class?
Anyone with an interest and/or in a position to influence strategic innovation in their organisation.

Learning Outcomes
By the end of this master class, participants will be ready to:

- Understand the Blue Ocean model of strategic innovation
- Apply the Strategy Canvas to assess the current competitive position of their business
- Use the Six Paths Framework and the ERRC grid to identify "Blue Ocean" innovative growth opportunities for their business
- Use these tools to communicate their strategy and share growth ideas with colleagues
Overview

Increasing globalisation and competition are now the norm for modern supply chain managers with supply networks becoming increasingly complex and elongated. This complexity is being driven by an increasingly shortening product life cycle, the ongoing addition of new production and supply markets and the rapid developments in information technologies. These competitive pressures are focusing a light on supply chain management like never before.

To address these needs this masterclass will provide you with a deeper understanding of supply chain dynamics, which includes the role of inventory management and an evaluation of the bullwhip effect concluded with a practical class simulation exercise. The masterclass will address the need to develop robust supply chain performance metrics which are aligned with your customer's priorities. Finally the role of environmental/sustainability as an emerging consumer desire and/or legislative reality will be reviewed in addition to opportunities for supply chain enhancement.

Learning Outcomes

On completion of this master class participants will:

- Describe the effect of supply chain dynamics and variability on supply chain performance.
- Develop supply performance metrics in line with customer priorities.
- Identify and analyse the role of environmental/sustainability on supply chain performance.

Who should take this Master Class?

Operations, Supply Chain, Marketing, Logistics, Strategic Personnel.
For more information about DCU Business School and our faculty, please visit [dcu.ie/business](http://dcu.ie/business)