

**JBS**  
JOHANNESBURG  
BUSINESS SCHOOL



# BUSINESS IN INDUSTRY 4.0

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This programme will provide you with a deep understanding of business in the context of Industry 4.0 and includes an immersive learning experience in the Bay Area as well as Silicon Valley in Block 2.

[www.jbs.ac.za](http://www.jbs.ac.za)

Jointly accredited with

**Berkeley**  
UNIVERSITY OF CALIFORNIA

Jointly accredited with UC Berkeley, home to The Haas School of Business which is ranked 10<sup>th</sup> by the Financial Times for their MBA amongst business schools globally, this programme provides senior leaders and entrepreneurs with a deep and practical understanding of Industry 4.0, and its impact on business strategy and leadership.

Delegates will participate in an intensively interactive learning experience with clear outputs and deliverables. They visit Silicon Valley and The Bay Area in California for a first-hand experience of the disruption and innovation that is shaping the current global context.

## PROGRAMME CONTENT

- **BLOCK 1:** Johannesburg Business School: 5 – 7 November 2019
  - This 3-day block will provide delegates with an introduction to business in Industry 4.0.
  - This will include a cross-section of interdisciplinary tools and sessions relevant to the new world of business.
  - It will also prepare the group for Block 2 of the programme which includes a learning immersion and action learning outputs.
- **BLOCK 2:** San Francisco and Berkeley, California 2 – 4 December:
  - International block in Silicon Valley, the Bay Area / San Francisco and Berkeley, California.
  - This 3-day block will include interactive lectures and learning immersions with established firms and emerging start-ups.
  - This block is certified by the University of California, Berkeley.

## PROGRAMME FEE

- Fee: R150,000
- This includes UC Berkeley certification
- Flights and accommodation are excluded

## AREAS OF DISCUSSION

- Data science and the power of data analytics
- Design thinking principles
- The lean start-up approach for organisations
- Leveraging a platform economy to interface with other companies
- Business strategies for the fourth industrial revolution
- Managing talent in the new world of work

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**Register here:** <https://bit.ly/2Zvboe2>

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