



THUNDERBIRD

GLOBAL EXECUTIVE EDUCATION

Powered by the Arizona State University Enterprise

Smart Cities & Urban Innovation

Overview

These modules provide an in-depth multidisciplinary orientation on the topic of Smart & Resilient Communities. They explore the history, present, and future of the 'smart city' concept, frame the future of our cities within the context of the 4th Industrial Revolution, provide a platform for a rich sharing of insights and best practices by experienced leaders from across the globe, and introduce the building blocks for successful digitalization and innovation strategies for communities, cities, and regions.



Online



On Demand

\$199

Cost per module

3

Modules

Thunderbird School of Global Management
#1 Master's in management
— Latest THE/WSJ Ranking

WSJ



**#1 in the U.S.
for innovation**
ASU ahead of MIT and Stanford
— U.S. News & World Report, 7 years, 2016–2022



Who should attend?

- Leaders in both public and private sectors
- Practitioners, academics, and civic innovators

Learning outcomes

- Understand how to frame the smart city concept within a larger context of sociological perspectives, technology trends and differing agendas
- Understand what type of partnerships are required to drive community innovation strategies and deliver services effectively
- Examine the ethical considerations involved in arriving at the best possible 'digital deal' for communities

Curriculum

Smart Communities: Definitions, Myths, History, and Future

- Recognize, contextualize and explain different definitions, myths, agendas, premises and assumptions of Smart Cities as they exist or have existed in this domain.
- Develop a preferred definition of Smart Communities, including goals, desired impact and, where needed, means you deem central to the mission, learning needs included.
- Demonstrate an understanding of the 'smart city' concept within the context of sociological perspectives, technology trends, and differing agendas requiring an innovation strategy for communities (i.e., resilience in a post-COVID-19 world).
- Differentiate between digitization and digitalization and give examples of how you would apply these concepts in the urban innovation space.

The Fourth Industrial Revolution and the City

- Identify how different technologies and innovations have transformed or are transforming the city and its governance, and the implications of this transformation on societies, economies, governments, and people's lives.
- Recognize the benefits of and tools for agile governance of the city.
- Develop an agile regulatory approach for a given scenario.
- Design a use case that leverages a given digitalization fundamental that is relevant to (y)our community.
- Give examples of how digitalization and the fourth industrial revolution represent an organizational paradigm shift as opposed to a technology trend.

Smart Community Strategies: Lesson from the Past, Building Blocks for Success

- Recognize typical pitfalls of current and past smart city initiatives/ approaches and ways to counteract each.
- Assess failed smart community initiatives to determine root causes of smart community hardships.
- Apply the "Effective Smart Community Strategies" framework to existing smart city initiatives for increased effectiveness.

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