

The Manchester MBA

Elective: **Managing Disruptive Technologies**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Disruptive technologies and platforms reshape industries, redefine competitive advantage, and transform business.

This elective is designed for students who want to lead digital transformation, understand platforms, anticipate technological shifts, and make informed strategic decisions in fast-changing markets. The course equips students with skills to evaluate disruptive technologies, design platform-based solutions, and assess commercialisation pathways.

Students will explore how digital platforms, innovation ecosystems, and emerging technologies create both opportunities and threats for organisations. Using real-world cases of B2B and B2C digital platforms, the course demonstrates how Disruptive technologies can both enable new business models and challenge current ones. They will also consider the broader societal and ethical implications of digital disruption, including regulation, CSR, and data governance.

Participants will work through strategic frameworks, platform design tools, and innovation concepts to understand how disruption unfolds and how companies can respond. The course emphasises practical engagement: workshops, real-world case analyses, online lectures, simulations, and collaborative exercises that mirror real managerial challenges.

How you'll benefit



Evaluate disruptive opportunities:

Develop practical tools to assess how emerging technologies can reshape markets and business models by leveraging platforms.



Apply strategic frameworks: Learn how to analyse competitive dynamics and technology adoption using proven innovation and strategy models.



Design and test platform business concepts:

Gain hands-on experience with designing platform businesses and building proof-of-concept, including wireframing, agile development, and two sided market analysis.



Strengthen decision-making under uncertainty:

Build confidence in navigating ambiguous, fast-moving technological environments through case-based and action-learning activities.



Enhance leadership and communication

skills: Improve your ability to present insights, collaborate under time pressure, and translate complex technological issues into strategic recommendations.

Delivery method

This six month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.



Brian Nicholson

Dr Brian Nicholson is Professor of Business Information Systems, and Joint Unit Director of Managing Disruptive Technologies. Since 1995, he has been involved in teaching, research and consultancy projects in the broad area of global outsourcing of software and other business processes. Brian's research at the firm level has resulted in several influential publications in international journals and three books. Recent work is in digital transformation of accounting and at University of Oslo focussing on digital platforms and healthcare primarily involving DHIS2.



Erik Beulen

Professor Erik Beulen is Joint Unit Director of Managing Disruptive Technologies. He is a leading expert in information management and digital transformation, teaching at the University of Manchester. He brings extensive industry experience from Accenture, BCG and KPMG, and currently advises Bain & Company. His research focuses on disruptive technologies, outsourcing and digital governance, with publications in top journals and several Routledge books.



Joydeep Pal

Dr Joydeep Pal is an alumnus of The University of Manchester, where he received his PhD and MBA. He is a growth-focused leader with cross-sector experience in technology, consumer services, healthcare, and the public sector. An award-winning serial entrepreneur and AI/ML specialist, he builds high-impact ventures. Through his current venture, FJ Consulting, he provides market validation and "idea-to-revenue" blueprints, converting disruptive concepts into scalable, sustainable, and launch-ready business models.

Have any further questions about The Manchester MBA?

✉ Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.