



Indian Institute of Management  
Tiruchirappalli

## **Executive Education & Consulting**

Managing  
Digital  
Transformation



Dr. Ashish  
Viswanath Prakash



September 13 to  
15, 2024 (3  
Days)



IIM Tiruchirappalli  
Campus

Programme Fees  
Rs. 39,000/- + GST

## ***Program Introduction:***

In an era where digital innovation and disruption have become the norm, this program is designed to equip you with the knowledge, skills, and strategies necessary to navigate and lead your organization through the intricacies of digital transformation. Digital transformation is not just a traditional IT back-end process; rather, it affects the organization as a whole, redefining strategies, entrepreneurial processes, innovation, and governance mechanisms.



**Figure 1.** Digitization vs. Digitalization vs. Digital Transformation

Over the duration of this immersive program, you will delve into key aspects of managing digital transformation, exploring topics such as understanding the drivers and impact of digital transformation, formulating a strategic roadmap, driving organizational change, and cultivating a culture of innovation. Through a dynamic mix of interactive lectures, case studies, group discussions, and practical exercises, you will gain invaluable insights and practical tools to drive successful digital transformation initiatives within your organization.

Led by the faculty at IIM Trichy and other industry experts, this program will provide you with real-world examples, best practices, and proven frameworks to guide your decision-making and leadership in the digital age. You will have the opportunity to engage with a diverse group of working executives from various industries, fostering a rich learning environment where you can share experiences, gain new perspectives, and build a valuable network of like-minded professionals.

By the end of this program, you will possess a comprehensive understanding of digital transformation, be equipped with actionable strategies to overcome challenges and have the confidence to lead your organization through its digital journey. You will leave with a renewed sense of purpose and the ability to harness the full potential of digital technologies to drive innovation, efficiency, and sustainable growth.

## ***Program Objectives:***

- Equip participants with a comprehensive understanding of digital transformation and its implications for organizations, enabling them to navigate and manage digital transformation initiatives effectively.

- Develop participants' strategic capabilities to formulate and execute a robust digital transformation roadmap aligned with business goals, leveraging emerging technologies and innovative approaches.
- Enhance participants' leadership skills to drive and inspire teams through the challenges of digital transformation, fostering a culture of agility, adaptability, and continuous learning.
- Enable participants to effectively manage change and overcome resistance by providing them with change management frameworks and strategies tailored to the unique requirements of digital transformation.

### ***Pedagogy:***

A mix of case discussions, lectures, and class activities.

### ***Profile of Expected Participants:***

The management development program on managing digital transformation is designed for mid to senior-level managers and executives across various industries who are responsible for driving and leading organizational change in the digital era. The ideal participant profile includes:

- **Managers and Executives:** Participants should hold managerial or leadership positions within their organizations, with responsibilities for strategic decision-making, business operations, or digital transformation initiatives.
- **Cross-Functional Roles:** Participants from diverse functional backgrounds, such as marketing, operations, IT, finance, and human resources, are encouraged to attend to gain a holistic perspective on managing digital transformation.
- **Digital Transformation Stakeholders:** Individuals who play a pivotal role in shaping and executing digital transformation strategies within their organizations, including those responsible for technology implementation, innovation, or organizational change management.
- **Industry Relevance:** Participants from various industries, including but not limited to retail, healthcare, finance, manufacturing, and services, are welcome, as digital transformation impacts organizations across all sectors.
- **Experience and Expertise:** While no specific years of experience are required, participants should possess a foundational understanding of their organization's operations and industry dynamics. Familiarity with basic digital technologies and trends is desirable.

### ***Program Content:***

- Introduction to Digital Transformation: Understanding the drivers, trends, and impact of digital transformation on organizations.
- Digital Transformation Strategies: Exploring different strategic approaches and frameworks for successful digital transformation.
- Assessing Digital Readiness: Evaluating an organization's current digital capabilities and identifying gaps and opportunities.
- Technology and Innovation: Exploring emerging technologies and their potential applications in driving digital transformation.
- Data-driven Decision Making: Leveraging data analytics and insights for informed decision-making in the digital age.
- Change Management in Digital Transformation: Strategies and tools for effectively managing change and overcoming resistance.
- Developing a Digital Transformation Roadmap: Creating a strategic roadmap aligned with organizational objectives, encompassing technology implementation, talent management, and process redesign.
- Leading in the Digital Era: Enhancing leadership skills and capabilities for driving digital transformation, fostering a culture of innovation and agility.

Throughout the program:

- Case Studies and Best Practices: Analyzing real-world examples and success stories of organizations that have effectively managed digital transformation.
- Interactive Workshops and Exercises: Engaging participants in hands-on activities to apply the concepts learned and develop practical skills.
- Peer Learning and Networking: Facilitating knowledge exchange, collaboration, and networking opportunities among participants from diverse industries.

Note: The program content can be customized and expanded based on the specific needs and objectives of the participants attending the management development program.

### ***Profile of Programme Director:***

***Dr. Ashish Viswanath Prakash*** is an Assistant Professor in the Information Systems and Analytics area at IIM Trichy. He has a doctorate in Information Systems from the Indian Institute of Technology Kharagpur. He teaches courses such as Information Systems for Managers, Managing Digital Transformation, Data Mining, and Information System Research Foundations across various programs at IIM Trichy. He has also conducted various sessions in Management Development programs for working executives on topics such as transforming business with AI

*and emerging IT applications in business. He has also served as the program director for the postgraduate certificate program in digital transformation for working executives (a one-year online program) offered by IIM Trichy. Prior to his current position, he taught at other business schools, such as the T A Pai Management Institute (AACSB, AMBA accredited) and the School of Management at Manipal University, Karnataka. In total, he has more than four years of experience in teaching postgraduate-level management students.*

*On the research front, he has authored several articles in leading international research journals in the area of information systems, such as Information & Management, International Journal of Information Management, Health Policy & Technology, etc. His research interests primarily focus on various phenomena that emerge from the interaction between technological and social systems, which broadly includes academic areas such as information systems, human-computer interaction, and ethics of technology. He is a recipient of the University Grants Commission Junior Research Fellowship (UGC NET & JRF) in management. He holds an MBA with a gold medal from the Manipal University, Karnataka, and a BTech in Electronics and Communication Engineering from Cochin University of Science and Technology (CUSAT). In his personal time, he enjoys reading nonfiction and studying philosophy.*