



Post Graduate Certificate Program in

Strategic Digital Transformation for Leaders

Earn IIM PG Certification ■ Executive Alumni Status ■ Live Weekend Sessions



ABOUT IIM TIRUCHIRAPPALLI

Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted on 4th January 2011. Tiruchirappalli is a city known for its prominence in education, spirituality, art and culture and IIM Trichy tends to benefit from this. IIMT is functioning from its sprawling state-of-the-art campus spread over 175 acres of land on Trichy-Pudukottai highway, about 11 km from Tiruchirappalli International Airport.

MOULDING EXCELLENCE – HEART OF OUR BEING

IIM as a name has steadily become synonymous with excellence in management education and has established a benchmark for unwavering quality in India. IIM Trichy aims to find its own footing in developing competent professionals for the industry and doing quality research in India.

Hard work, Perseverance, Passion and Integrity are some of the virtues necessary to attain success. IIMT boasts about a collection of eminent faculty and motivated students which form its backbone. Students are selected after a thorough screening process and IIMT takes excellent care in ensuring an optimal student-teacher ratio to encourage better learning and to impart appropriate guidance.

GUIDING STAR

"Knowledge is endless" is a motto that has strongly governed IIM Tiruchirappalli. IIMT holds strong values which it imparts to its students, primary amongst which is an unceasing desire to learn. It also firmly believes that the foundation of value creation lies in the path of continuous learning.

The institute recognizes the fact that its students would be the catalyst of change for the betterment of future and hence, takes great responsibility in shaping them into leaders of tomorrow. IIMT understands and gives students complete freedom to decide upon their academic gradient based on their work experience and academic background as well as their appetite for challenges, providing them with an environment conducive in enhancing their learning experience.



"The Week"
Business Ranking 2023



BT-MDRA India's
Best B-Schools 2023



Among Top B-Schools in
MBA Universe Ranking 2024



Features among the top 2%
of B-Schools globally



IIM TIRUCHIRAPPALLI

MISSION, VISION AND OBJECTIVES

Mission

To nurture a learning environment for the creation and dissemination of management knowledge of global standards and to develop leaders of enterprises who add value to society and nation building.

Vision

To be a leading management institution with significant impact on business and society.

Objectives

- Develop competent, professional and value-oriented management graduates.
- Contribute to management knowledge through research.
- Strengthen existing management processes through executive education and consulting.
- Strive to contribute to national/regional policy making.



COURSE OBJECTIVES

The Digital Transformation & Leadership course offers a comprehensive exploration of the strategies, frameworks, and technologies essential for navigating the evolving landscape of business in the digital age. This course equips participants with the knowledge and skills required to lead and manage successful digital transformations within organizations.

The course delves into the core concepts of digital disruption, examining how emerging technologies and changing consumer behaviors are reshaping industries. Participants will learn to assess the readiness of their organizations for digital transformation, develop a compelling digital strategy, and drive the implementation of technology-driven initiatives. Throughout the course, emphasis is placed on understanding the impact of digital technologies such as artificial intelligence, cloud computing, data analytics, and the Internet of Things on various aspects of business operations. Practical case studies and real-world examples provide insights into both successful and challenging digital transformation journeys, allowing participants to glean valuable lessons and best practices.

By the course conclusion, participants will possess a comprehensive understanding of the digital transformation landscape, enabling them to lead strategic initiatives that harness the power of technology to enhance customer experiences, optimize processes, and foster innovation in a rapidly changing business environment.

- Analyze and contextualize the strategic drivers and frameworks of digital transformation across varied industries
- Critically appraise emerging technologies—Industry 4.0, big data, cloud computing, Blockchain, AI and digital marketing—to harness competitive advantage.
- Employ data science, visualization and machine-learning techniques to generate actionable, data-driven insights for strategic decision-making.
- Utilize design-thinking and agile product-management methodologies to conceptualize, prototype and govern innovative digital solutions.
- Lead end-to-end transformation initiatives—managing technical, security, change-management and structural realignment aspects—to deliver measurable organizational impact.

CAREER PATH TIMELINE

As a participant, this course directly accelerates your path from **Manager** > **Senior Manager** > **AVP** > **CXO** roles because it equips you with exactly the skills organizations look for when promoting leaders.

At the **Manager** level, applying concepts like project management, digital product design, and data-driven decision-making immediately sets you apart, since you'll be delivering results with more precision and impact than your peers.

 **Manager**

Senior Manager 

As you step into **Senior Manager**, your ability to lead cross-functional digital initiatives—such as using AI for business transformation, applying design thinking to launch new solutions, or strengthening information security—positions you as a growth enabler, not just an executor.

At the **AVP level**, organizations seek leaders who can align technology with strategy; your expertise in digital strategy, change management, and Industry 4.0 tools will make you a trusted driver of organizational transformation.

 **AVP**

CXO Roles 

Finally, when you're aiming for a **CXO role**, your holistic understanding of business-IT alignment, governance, and cultural transformation proves that you're not just managing operations—you're shaping the future of the organization.

Companies promote professionals who create measurable value, lead transformation, and inspire confidence, and this program ensures you become that kind of leader.

8 STEPS FROM SKILLS TO SUCCESS: A CAREER-ALIGNED CURRICULUM

1

Introduction to Digital Transformation

You'll start by understanding digital transformation as a **strategic choice**, not just a buzzword. Learning how businesses are redesigning their models with platforms and data-driven decisions will equip you to position yourself as someone who can bridge technology with business strategy — a skill today's leadership values in future **CIOs and digital strategy heads**.

2

Digital Trends – Industry 4.0

Here, you'll see how **smart manufacturing, supply chains, and services** are being revolutionized by Industry 4.0. Alongside, mastering **big data and cloud ecosystems** gives you the power to build scalable, cost-effective, and innovative digital solutions. This knowledge is critical for professionals moving into **digital operations leadership and IT consulting roles**.

3

Blockchain & Digital Marketing

Blockchain isn't just about crypto — it's about **secure, transparent processes** in finance, supply chains, and governance. You'll also master **digital marketing and analytics**, learning how organizations engage consumers in the digital-first era. Together, these skills allow you to confidently step into **roles driving innovation, marketing strategy, or digital product security**.

4

Data-Driven Decision Making

You'll gain practical skills in **data science, visualization, and machine learning**, including Python-based analytics. This module empowers you to turn raw data into actionable insights, making you the kind of professional every organization needs to guide **evidence-based decision-making and AI-led innovation**.

5

Artificial Intelligence & Digital Transformation

By mastering the building blocks of AI — machine learning, neural networks, and deep learning — you'll understand how to use AI to transform business functions. Simultaneously, you'll learn how to **design and execute digital transformation roadmaps**, making you capable of leading disruptive change. These skills fast-track your career toward **strategic leadership roles in digital innovation**.

6

Managing Digital Products & Innovation

Here, you'll learn **digital product management, agile development, and design thinking**. This equips you to launch and manage customer-centric products, a high-demand capability in startups and large enterprises alike. Mastering design thinking further positions you as a leader who can **embed innovation across teams and organizations**.

IT Project Management & Cybersecurity

7

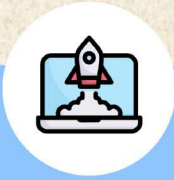
You'll get hands-on with **project management frameworks, stakeholder handling, and digital risk management**, while also developing expertise in **data privacy and cybersecurity governance**. These skills ensure you're trusted with leading **large-scale IT projects and securing digital enterprises** — making you indispensable to top management.

Change Management & Digital HRM

8

Finally, you'll learn to lead **organizational change**, align culture with digital goals, and tackle workforce challenges during transformation. By mastering **digital HR practices and skill gap analysis**, you'll be prepared to handle both the **people and process side of digital leadership** — the hallmark of a future-ready CIO or transformation leader.

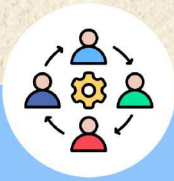
FOR A BUSINESS TO UNICORN



For a business owner, this course is a game-changer because it gives you the ability to **future-proof your business and accelerate growth**. You will learn how to build digital strategies that reduce costs, optimize operations, and unlock new revenue streams through AI, analytics, and digital product innovation.



By understanding technologies like Industry 4.0, blockchain, cloud, and big data, you can make smarter investment decisions, streamline supply chains, and improve customer experiences. The modules on digital product management, IT governance, and cybersecurity help you safeguard your business while innovating faster than competitors.



Most importantly, the leadership and change management frameworks prepare you to inspire your teams, embed a digital-first culture, and scale your business confidently.



In short, this program helps you not only sustain your business in the digital age but also transform it into a more profitable, resilient, and competitive enterprise.

TOOLS TO BOOST YOUR CAREER



PYTHON

Python is one of the most powerful programming languages for professionals across industries. Whether you're in finance, operations, or marketing, Python allows you to automate repetitive tasks, analyze large datasets, and build predictive models that drive smarter business decisions. By mastering Python, you position yourself as a data-savvy professional who can bridge technical and business needs—making you a valuable asset for leadership roles.



KNIME is a no-code/low-code platform that simplifies advanced analytics, machine learning, and data workflows. Professionals can use it to create data pipelines, clean and transform information, and build predictive models without deep coding knowledge. This makes you faster at solving business problems and empowers you to lead data-driven initiatives. Employers see this as a sign of future-ready leadership, giving you an edge for promotions.



Power BI helps professionals convert raw data into interactive dashboards and visual reports. With it, you can communicate insights clearly to executives, monitor KPIs in real-time, and make strategic recommendations. Being the person who turns data into business stories not only boosts your visibility in the organization but also establishes you as a decision enabler—key for moving up to management roles.



Figma is a collaborative design and prototyping tool that allows professionals to create user-friendly digital products. Even if you're not a designer, knowing Figma helps you communicate product ideas, design interfaces, and collaborate effectively with tech teams. This skill is especially valuable for product managers, entrepreneurs, and leaders driving digital innovation, as it proves your ability to turn concepts into reality.



Jira is the gold standard for agile project management and workflow tracking. Professionals can use Jira to plan projects, assign tasks, track progress, and ensure timely delivery of initiatives. Mastery of Jira demonstrates strong organizational, leadership, and execution skills—exactly what companies look for when promoting employees into project leadership or managerial roles.

Pedagogy

Pre-Reads, Lectures, Case Studies, Simulations, Hands on Sessions on Tools, Classroom Discussions, Assignments and Project

Note: Only fundamentals will be taught

FACULTY MEMBERS



Prof. Venkataraghavan K

Programme Director

Ph.D. (IIT Madras)

Dr. Venkataraghavan Krishnaswamy is an Associate Professor in the Information Systems and Analytics Area. He holds a PhD from the Department of Management Studies, Indian Institute of Technology Madras.

His research explores the business value of information technology, emerging technologies and their applications, and enterprise information systems. With eight years of industry experience, he previously worked as a Principal Data Scientist at a telecom analytics start-up and as an ERP Package Solution Consultant at IBM and NTT India.



Prof. Ashish Viswanath Prakash

Programme Director

Ph.D (IIT Kharagpur)

Dr. Ashish Viswanath Prakash is an Assistant Professor in the area of Information Systems and Analytics at the Indian Institute of Management, Tiruchirappalli. He holds a PhD in Information Systems from the Indian Institute of Technology, Kharagpur. Before his appointment at IIM Tiruchirappalli, Dr. Ashish served as a faculty member at the T A Pai Management Institute (AACSB & AMBA Accredited), Manipal University, Karnataka. He brings with him over five years of experience in teaching postgraduate management students. He is a recipient of the University Grants Commission's Junior and Senior Research Fellowships (JRF and SRF), awarded during the pursuit of his doctoral studies. He has also successfully cleared the UGC's National Eligibility Test (NET) for Assistant Professorship in Management. His academic credentials include an MBA with a Gold Medal from Manipal University, Karnataka, and a Bachelor's degree in Electronics and Communication Engineering from the Cochin University of Science and Technology (CUSAT), Kerala.

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OTHER FACULTY MEMBERS



Prof. Jang Bahadur Singh

Faculty Member

Ph.D. (IIM Bangalore)



Prof. Gopinath Krishnan

Faculty Member

Ph.D. (IIT Madras)



Prof. Rishikesan Parthiban

Faculty Member

Ph.D. (IIM Calcutta)



Prof. Abhishek Totawar

Faculty Member

Ph.D. (IIM Indore)



Prof. Manikandan KS

Faculty Member

Ph.D. (IIM Bangalore)



Prof. Mukundan K V

Faculty Member

Ph.D. (IIM Kozhikode)



Prof. Nimmi PM

Faculty Member

Ph.D. (Cochin University)



Prof. Sivakumar S

Faculty Member

Ph.D. (IIM Bangalore)

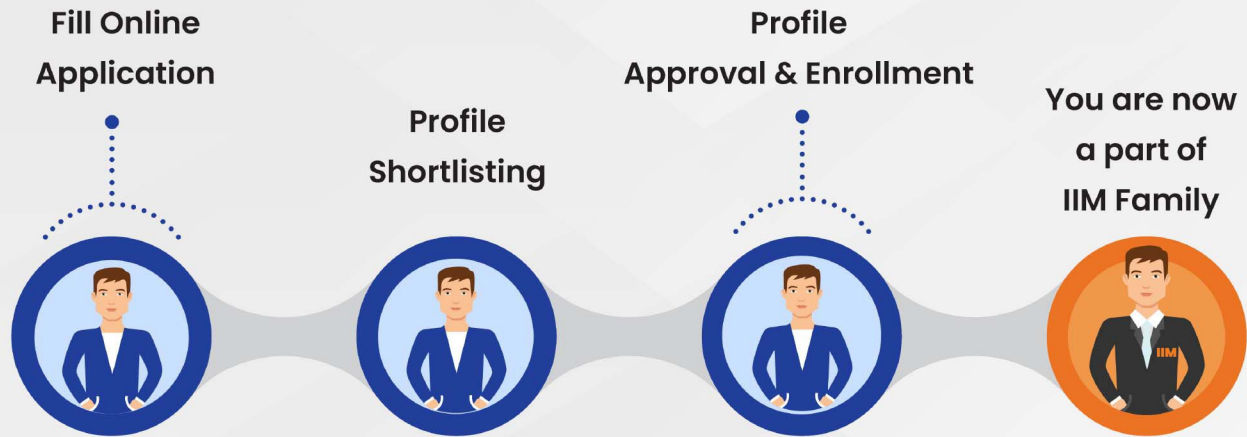


Prof. Vinu CT

Faculty Member

Ph.D. (IIM Bangalore)

ADMISSION PROCESS



Duration

1 Year (Total 171 Hours)
3-day mandatory campus immersion

Course Start Date

16th November, 2025

Session Timings

10:00 AM

IIM Program Fee

INR 3,00,000/-

+ 18% GST (Pay in easy EMIs)

Fee Payment Assistance

PAY IN INSTALMENTS

EDUCATION FINANCE

PAY IN ONE GO

Scholarship Available upto INR 58,000/-

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WHO SHOULD ATTEND?

- **Aspiring CXO:** Professionals who aspire to become CXO or hold leadership position. The course equips the participants with necessary knowledge, skills, and competencies to effectively fulfill the responsibilities of a CXO/Leadership and Strategic Business Transformation role.
- **Consultants and Advisors:** IT consultants will be able to guide and provide recommendations towards organizations' digital transformation, enterprise data management, assist in digital product development and formulate information security processes and practices



Eligibility

Participants must be Graduates in any discipline.

Attendance

Minimum 70% attendance is mandatory for each course.

Evaluation

Performance of participants will be monitored through continuous evaluation on assessments, quizzes & project works.

Terms and conditions

No certificate will be issued to the candidates if their evaluation process is not followed.

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Recorded Sessions Guidelines

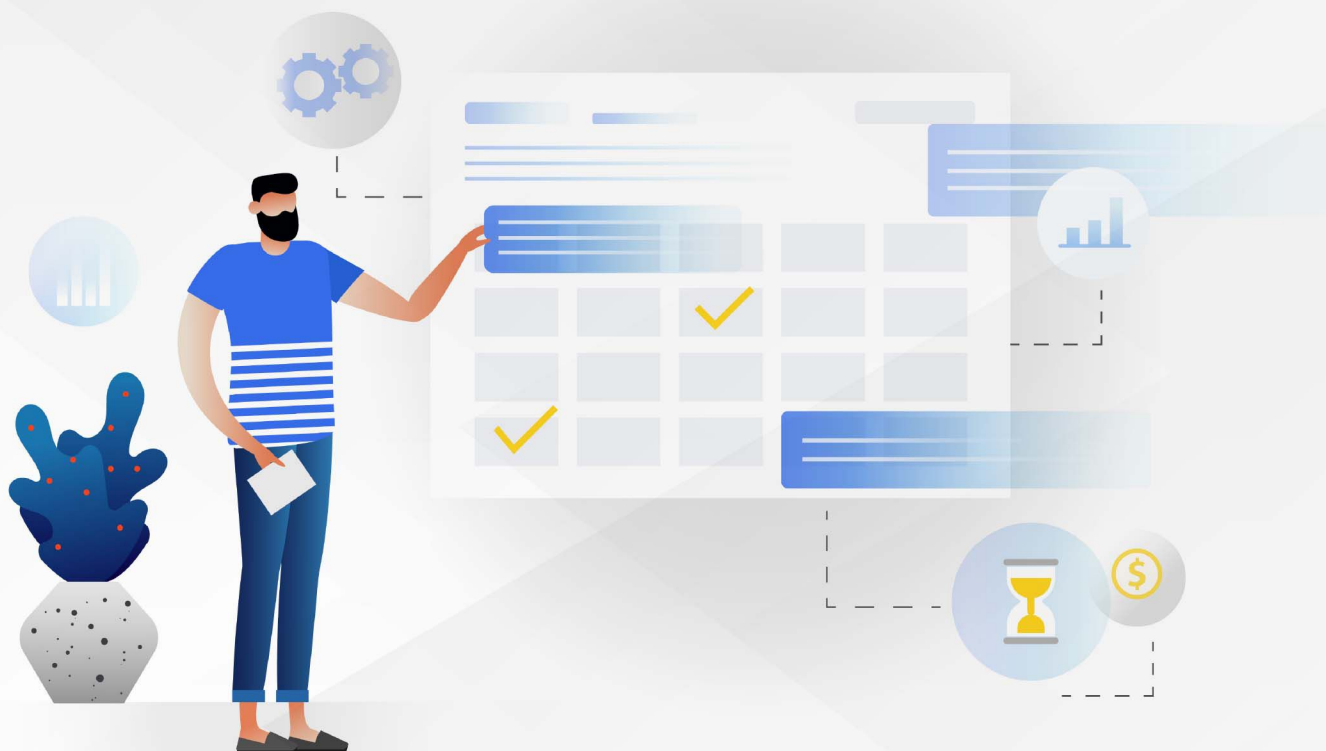
Recorded sessions will be available on the Uptop portal for a period of two months from the course completion date, including the valedictory session of the program.

Course Roadmap

The online sessions will be held every Sunday. However, participants may experience live sessions on some Saturdays if the course roadmap requires it. The course roadmap will be prepared and shared by the Program Professor.

Welcome Kit during Mandatory Campus Immersion

Note: Family/Friends or any other member who is not a registered participant in the course, will not be allowed to visit the campus at the time of campus immersion.



PROGRAM CERTIFICATE

Upon completion of the “Post Graduate Certificate Program in Strategic Digital Transformation for Leaders” from IIM Tiruchirappalli, the successful candidates will be awarded with the executive certificate from the institute. To qualify for the certificate, participants need to meet the minimum attendance requirements and have to submit their final project reports.



**Certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Tiruchirappalli without notice.*

About **Up Top Careers**

The speedy pace of the universal revolution compels working professionals not only to gain mastery of current trends, digital transformations, and platforms but also to be able to connect that knowledge to their daily job. The ability to adapt and learn evolving trends can often unlock the next step in career advancement.

Up Top Careers is a dedicated platform for working professionals to help them to adapt, overcome, improvise and stay UP on the TOP in the career climbing race.

We believe that continuous learning is the key to maintaining a competitive edge and achieving rapid career growth. The concept is just not to offer rapid executive development programs but to make professionals self-aware of different career stages and the need for continued development, also helping working professionals to self-realize the essential of filling the gaps to have swift career growth.

The principle of executive education is not to follow traditional learnings but to welcome the right set of combinations in the development programs well aligned with the industry needs. We do believe that the executive programs cannot be uniform or traditional but have to be aligned with emerging industry inclinations as executives require highly actionable insights, frameworks, and strategies to apply in their own roles and processes which will empower them to meaningfully contribute to the success of their organizations and to their career growth.

Up Top Careers is the authorized admission partner for this program of IIM Tiruchirappalli

Always UP on the TOP

ISO certified Company 29990 : 2010



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

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IN COLLABORATION WITH



UNIVERSAL POTENTIAL TALENT OPTIMIZATION PLATFORM



info@uptop.in



www.uptopcareers.com



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Note- uptopcareers is the authorized admission partner for this program of IIM Tiruchirappalli.

All the sessions will be delivered in the English language only