



# Post Graduate Certificate Program in

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## 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



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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.



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# 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.

# Program Curriculum

## Module 1: Introduction to Digital Transformation

### Course 1: The Strategic Context of Digital Transformation (DT)

- ▶ Introduction to DT as a Strategic Choice
- ▶ DT and Business Model Innovation
- ▶ Platformizing the product
- ▶ Data-Driven Transformation
- ▶ Integration, Frameworks and Future Outlook

### Course 2: Fundamentals of IT Management

- ▶ Relevance and importance of IT in Organization
- ▶ IT Strategy
- ▶ Digital Fluency
- ▶ IT Infrastructure and Governance
- ▶ Business Value of IT

*Note: The course content is completely the property of the IIMs. Hence, any content related query must be raised with the Professors only during the live sessions.*

## Module 2: Digital Trends Powering Digital Transformation – Part I

### Course 1: Industry 4.0 & Beyond

- ▶ Introduction to Industry 4.0 (Consumer perspective)
- ▶ Smart Design
- ▶ Smart Manufacturing
- ▶ Smart Maintenance & Quality Control

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Empowering the Next Generation



- ▶ Smart Supply Chain Management
- ▶ Industry 4.0 in Practice – Manufacturing and Services

### **Course 2: Big Data Technologies & Cloud Computing**

- ▶ Foundations of Big Data Architectures and Ecosystems
- ▶ Advanced Data Processing Frameworks:
- ▶ Scalable Data Storage and NoSQL Solutions:
- ▶ Cloud Computing Models, Services and Infrastructure
- ▶ Deployment, Security, Governance and Cost Optimisation.

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## **Module 3: Digital Trends Powering Digital Transformation – Part II**

### **Course 1: Blockchain Technology**

- ▶ Blockchain Basics & Cryptography
- ▶ Types of Blockchain, Consensus Protocols
- ▶ Applications: Smart Contracts, NFTs & DApps
- ▶ Technical Challenges
- ▶ Use Cases & Managerial Challenges

### **Course 2: Social Media and Digital Marketing**

- ▶ Introduction to significance of digital marketing
- ▶ Digital Content Marketing
- ▶ SEO & Search Engine Marketing
- ▶ Social Media Marketing
- ▶ Digital Marketing Analytics

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## Module 4: Data-driven Decision Making

### Course 1: Introduction to Data Science & Data Visualisation

- ▶ Descriptive Analytics
- ▶ Exploratory Data Analysis
- ▶ Dashboard and Storytelling with Data
- ▶ Data Analysis using Python

### Course 2: Business Analytics & Machine Learning

- ▶ Introduction to Business Analytics & Machine Learning
- ▶ CRISP-DM Framework
- ▶ Supervised Machine Learning Techniques and Applications
- ▶ Unsupervised Machine Learning and Applications

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## Module 5: Transforming Business with Digital Technology

### Course 1: Artificial Intelligence for Managers

- ▶ Building blocks of AI: ML, Neural Networks, Deep learning
- ▶ Neural Networks and Deep learning: Hands-on
- ▶ Transforming Business with AI
- ▶ AI and Society

### Course 2: Managing Digital Transformation

- ▶ Digital Business Design for DT

- ▶ Mechanics of Business Disruption
- ▶ Assessing threats and Responding to Digital Disruptors
- ▶ Digital Transformation Roadmap

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## Module 6: Managing Digital Products & Innovation

### Course 1: Digital Product Management

- ▶ Introduction to Digital Product Lifecycles
- ▶ Customer-Centric Product Design
- ▶ Tools for Digital Product Management
- ▶ Agile Product Development Principles
- ▶ Metrics and Analytics for Product Success

### Course 2: Design Thinking

- ▶ Design Thinking – A Structured Creative Process (5 Stages)
- ▶ Embedding Design Thinking as a Individual and Organizational Capability
- ▶ Role of Design Thinking in Guiding Digital Transformation

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## Module 7: Managing Technical Challenges of Digital Transformation

### Course 1: IT Project Management

- ▶ Project Integration/Scope/Schedule Management
- ▶ Project Cost/Quality/Resource Management
- ▶ Project Stakeholder Management

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▶ **Project Risk Management**

**Course 2: Privacy and Security Issues in Digital Enterprises**

- ▶ **Data Privacy and Security in the Digital Enterprise**
- ▶ **Information Security: People, Process & Technology Aspects**
- ▶ **Security Technologies**
- ▶ **Risk Management**

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## **Module 8: Structural Changes for Digital Transformation**

**Course 1: Change Management for Digital Transformation**

- ▶ **Change Management Frameworks**
- ▶ **Leadership, Culture & Digital Mindset**
- ▶ **Cultural Transformation**
- ▶ **Measuring, Sustaining & Scaling Change**

**Course 2: Digital HRM: Aligning Skills, Learning & Structures**

- ▶ **Talent management during Digital Transformation**
- ▶ **New technologies at Work and Skill Gap analysis for manpower planning**
- ▶ **Tackling Organizational Challenges While Embracing Technology**

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## **Module 9: Capstone Project**

**Project Presentations**

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Empowering Working Professionals

# Faculty Members

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## **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.

## 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)

## Tools to be covered



Python



Open for Innovation  
**KNIME**



Power BI



Figma



GitHub



Jira

*\*Note: Only fundamentals will be taught\**

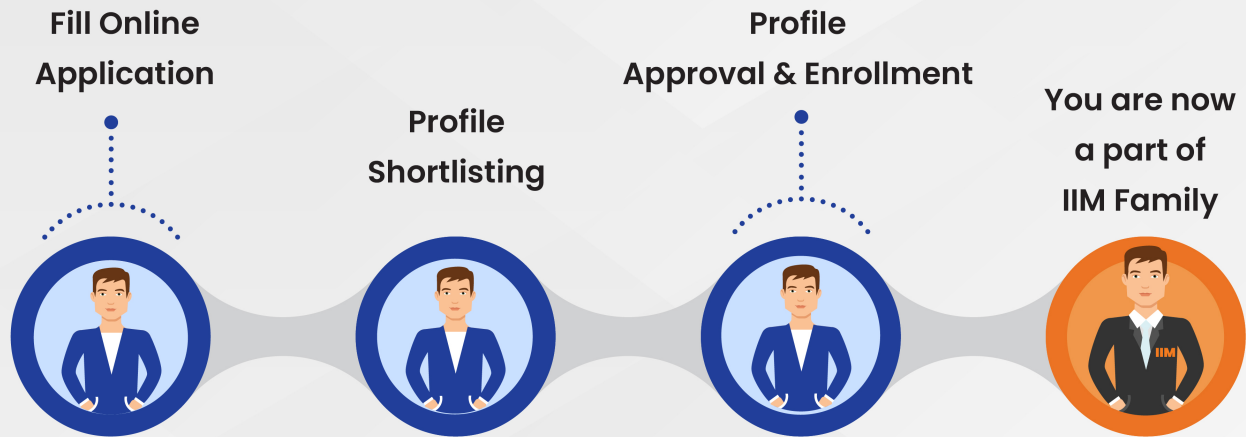
## Pedagogy

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



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# Admission Process



## Duration

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

## Course Start Date

17th August, 2025

## Session Timings

10:00 AM – 01:15 PM

## IIM Program Fee

**INR 2,42,000/-**

+ 18% GST (Pay in easy EMIs)

## Fee Payment Assistance

PAY IN INSTALMENTS

EDUCATION FINANCE

PAY IN ONE GO



# Who Should Attend?

- IT Professionals: IT managers and professionals who are responsible for managing IT operations, infrastructure, or networks can gain a comprehensive understanding of business and IT synergy
- IT 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
- Aspiring CIO: Professionals who aspire to become CIO or hold leadership position in information technology roles. The course equips the participants with necessary knowledge, skills, and competencies to effectively fulfill the responsibilities of a CIO.



## 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.*

## Recorded Sessions Guidelines

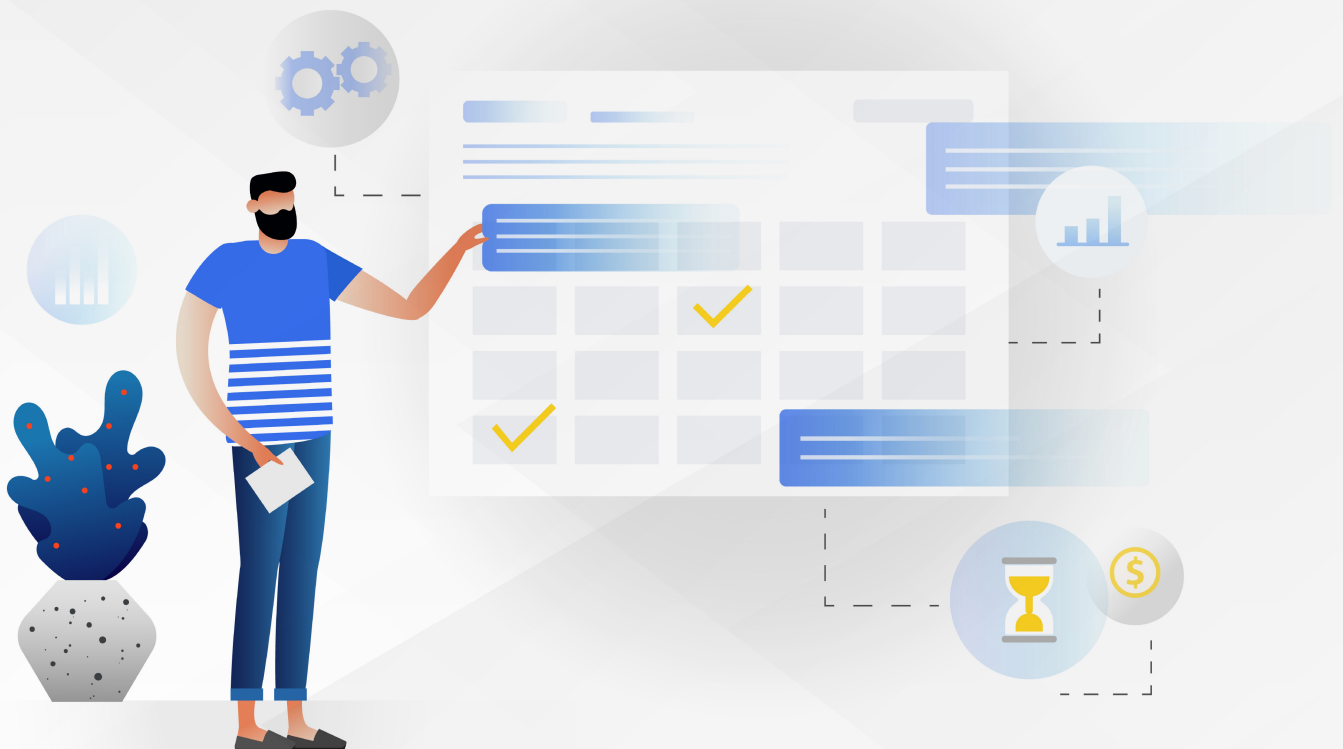
Recorded sessions will be available on the Uptop portal for a period of two months from the course completion date, including the valedictory session of the program.

## 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**

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## INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

Executive Education and Consulting Office, IIM Trichy

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Email : [online@iimtrichy.ac.in](mailto:online@iimtrichy.ac.in)

Website - [www.iimtrichy.ac.in](http://www.iimtrichy.ac.in)

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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