भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

TIMESPRO

GO BEYOND CAMPAIGNS. THINK OF GROWTH FRAMEWORKS.

Post Graduate Certificate Programme in Digital Transformation (Batch 01)
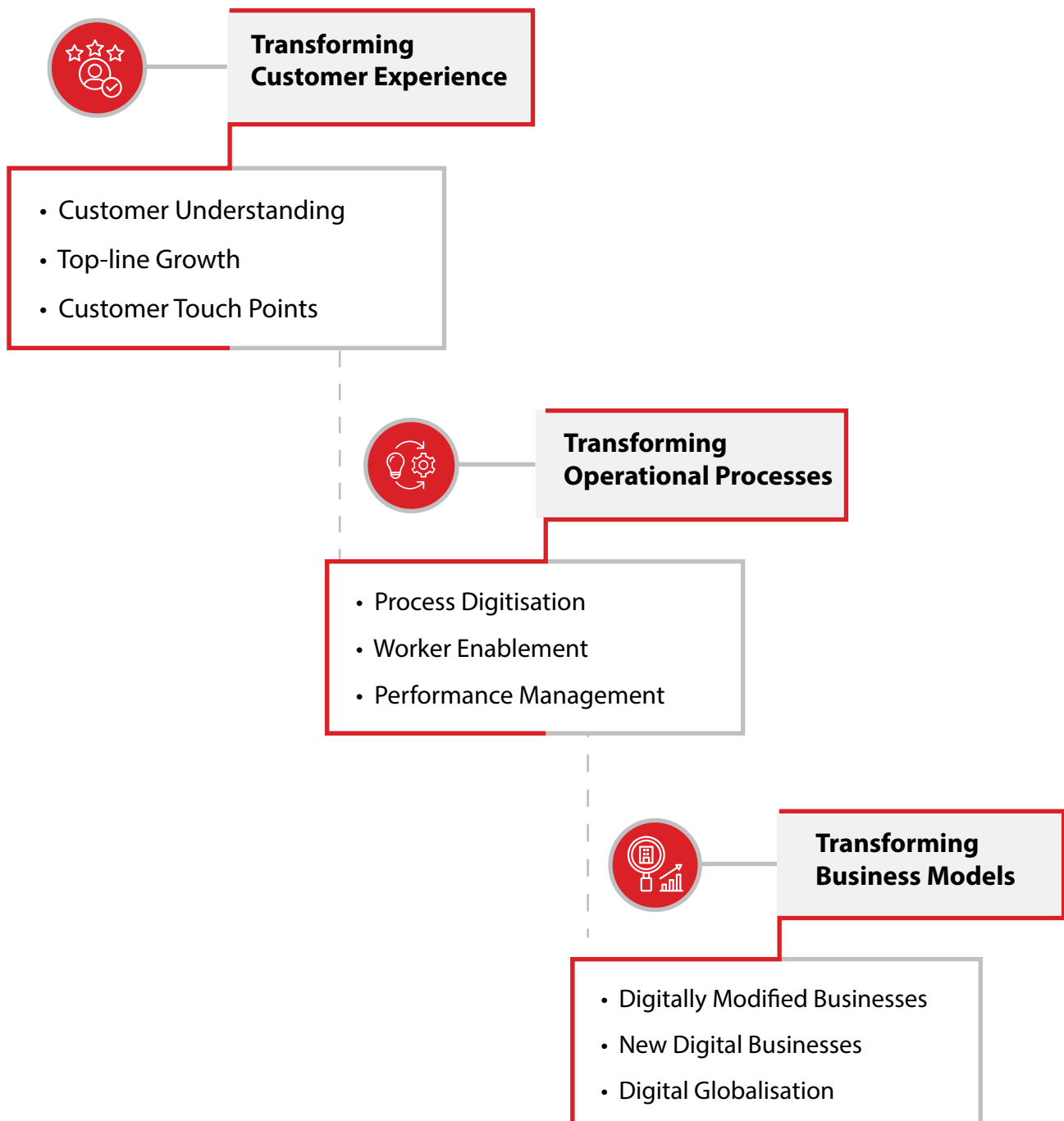
12 Months | Online | ₹2,22,300

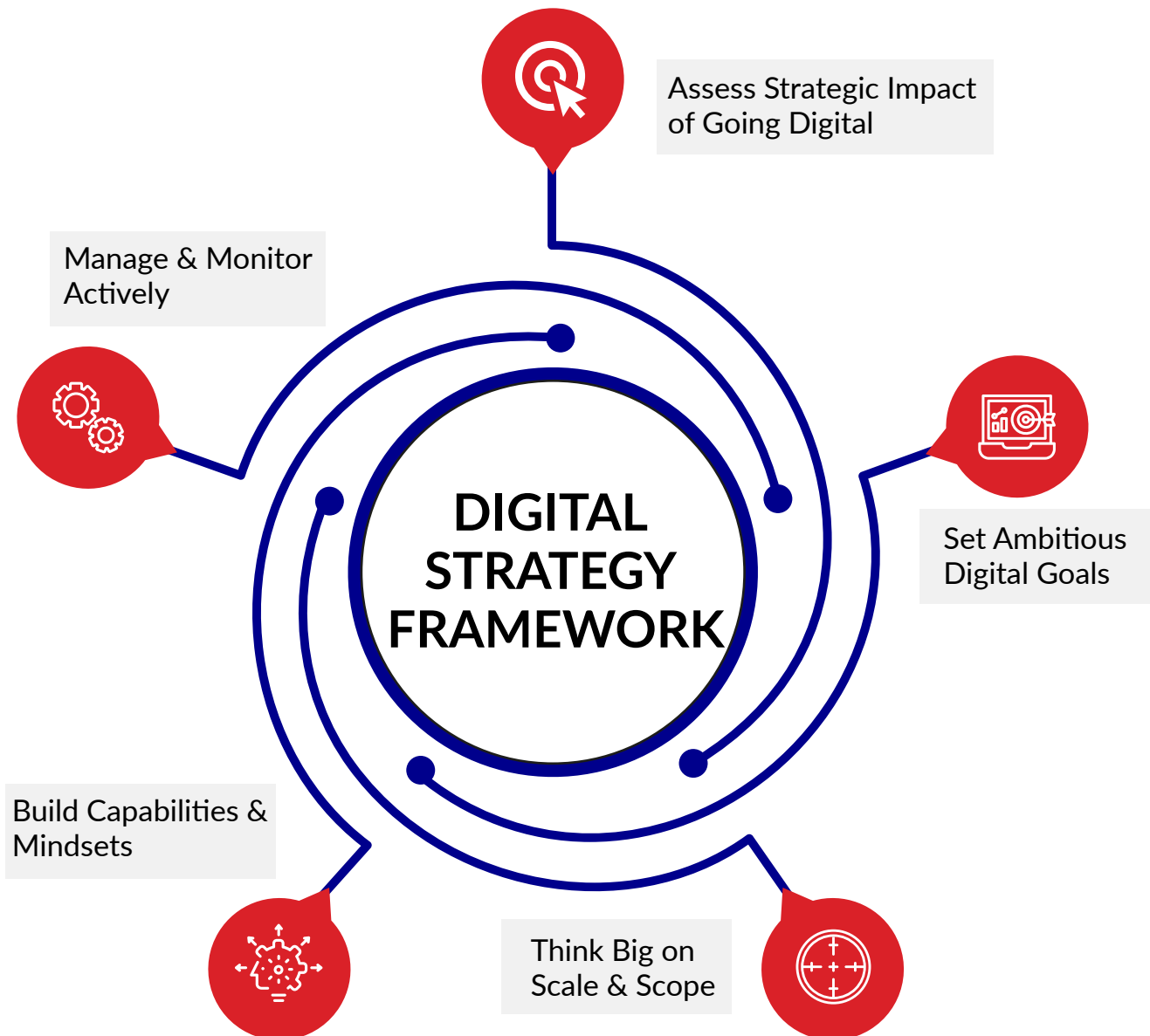DIGITAL TRANSFORMATION

Digital Transformation

Digital Transformation is the process of using digital technologies to reinvent existing traditional and non-digital business processes and services, or create new ones, to adapt to evolving markets and match customer expectations. Digital transformation impacts all organisational functions, be it HR, Finance, Operations, Sales, Marketing, or Manufacturing. Simply put, Digital Transformation means using digital technologies to revolutionise the way businesses are operated and managed, and how value is delivered to consumers.

Elements of Digital Transformation

Transforming Customer Experience

- Customer Understanding
- Top-line Growth
- Customer Touch Points

Transforming Operational Processes

- Process Digitisation
- Worker Enablement
- Performance Management

Transforming Business Models

- Digitally Modified Businesses
- New Digital Businesses
- Digital Globalisation

The Digital Strategy Framework

Digital is driving new sources of competitive advantage, growth, and value creation. Successful digital transformation must rest on a foundation of a smart and viable digital strategy.

Assess Strategic Impact of Going Digital

Manage & Monitor Actively

Set Ambitious Digital Goals

Build Capabilities & Mindsets

Think Big on Scale & Scope

DIGITAL STRATEGY FRAMEWORK

For effective and successful digital transformation, businesses and organisations need to take a bionic approach i.e. blending human and technical capabilities. Digital transformation is about evolving and augmenting, rather than replacing, human capabilities. Understanding, embracing, and implementing a digital ecosystem is a business imperative today.

Programme Overview

Digital transformation is driving a culture of innovation and preparing companies to anticipate any disruption. Streamlining operations with technology is at the forefront of this evolution. This has contributed to the rising demand for professionals with new-age tech skills. The Post Graduate Certificate Programme in Digital Transformation has been designed keeping in mind the growing need for digital transformation. The course will equip you with deep knowledge and understanding of the key elements that need to be built and transformed to undergo the digital transformation of your organisation into a successful digital enterprise.
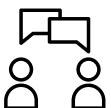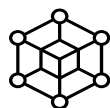
Programme Highlights

Contextually designed
1-year programme

Campus immersion
module of three days

Focus on real business
use cases

Peer-learning &
networking opportunities

IIM Tiruchirappalli
Alumni status

Learning Outcomes

By the end of the programme, participants will be equipped with an understanding of :

Digital technologies & digital transformation concepts

The relationship between digital transformation & strategy

The role of social media, cloud computing, Internet of Things (IoT), Blockchain, Artificial Intelligence, AR, VR, & MR, Big Data & analytics innovations in digital transformation

The importance of new digital platforms in managing businesses

IT governance and the role of platform-based governance

How business value is generated through digital transformation

Programme Content

01. **Fundamentals of Digital Transformation**
02. **Understanding Business Processes (Manufacturing, Services)**
03. **Change Management**
04. **Design Thinking for Innovation**
05. **Strategic Use of Information Resources**
06. **Information Systems and Digital Transformation**
07. **Digital Strategy**
08. **Social Media**
09. **Digital Platforms**
10. **Fin-Tech**
11. **Artificial Intelligence**
12. **Big Data and Analytics**
13. **Blockchain**
14. **Internet of Things**
15. **AR, VR, and MR**
16. **Privacy and Security**
17. **IT Governance**
18. **Platform-based Governance**
19. **Managing Digital Transformation Projects**
20. **Business Value through Digital Transformation**
21. **Experiential Learning**

Modules/topics are indicative only, and the suggested time and sequence may be dropped/modified/adapted to fit the participant profile & programme hours.

Pedagogy

The teaching approach will be highly interactive and leverage technology and deploy diverse pedagogical tools and techniques, including lectures, case studies, assignments, quizzes, project work, etc.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and delivered in Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone.

Schedule

Sunday –
6:45 pm to 9:45 pm

Duration

12 months

Campus Immersion

There will be 3 days of campus immersion at IIM Tiruchirappalli.

The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to COVID-19 situation, the same will be included in the total number of online sessions.

Eligibility Criteria

- Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD] awarded by:
  a) Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament; or
  b) Institutions declared to be deemed as a University under Section 3 of the UGC Act, 1956; or
  c) Possess an equivalent qualification recognised by the Ministry of HRD, Government of India
- Minimum post qualification experience of 2 years in the relevant industry is desirable*
- Reservations will be provided to eligible candidates as per Government of India norms
  Internships and Trainee Experience are not considered as Full Time Experiences.

Who Should Attend?

- Any graduate who wants to enrich his/her understanding of Digital Transformation and take a lead role in the digital economy

- Professionals working in manufacturing, services, or in healthcare sectors

- IT professionals in the middle management

Admission Criteria

The selection will be based on the candidate's profile evaluation, subject to meeting eligibility criteria and if required on select cases, personal interview through video conferencing or Skype.

Attendance Criteria

A minimum of 70% attendance is mandatory for each module of the programme.

Assessment & Evaluation

Evaluation methodology is at the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other components as decided by the faculty.

The programme may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the programme to actual organisational decision scenarios.

The participants will have to secure the minimum pass marks in the respective valuation components.

Certification & Alumni Status

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Successful participants will also be accorded IIM Tiruchirappalli Alumni status.

*** All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Tiruchirappalli.*

Programme Directors

Dr. SUJEET K. SHARMA
Information Systems and Analytics
Ph.D.(CCS University, Meerut),
M.Sc.(IIT Delhi), M.Sc.(Statistics)

Dr. Sujeet K. Sharma is an Associate Professor in the 'Information Systems & Analytics Area' at IIM Tiruchirappalli. Dr. Sharma has been teaching for more than 20 years in Oman, Bahrain, and India, which has given him a wide experience in teaching and interacting with the students across multiplicity of cultural and ethnic backgrounds. Through his academic career, his background and expertise in Statistics, Mathematics, and Computer Science has enabled him to effectively design and deliver a number of courses, both basic and advanced, in the fields of Information Systems, Business Mathematics, and Business Statistics. Dr. Sharma has developed new courses namely Special Topics in Business Statistics (Data Analytics), Data Mining with Statistical Methods, Computer Software for Business (R Programming and SPSS), and Data Processing and Analysis for Decision Making in the previous academic institutions he has been associated with. Dr. Sharma worked as the Director of MBA programme at the College of Economics and Political Science, Sultan Qaboos University, Muscat for the academic year 2017-2018. In addition, Dr. Sharma has also served as a member in the College Board, the highest decision-making committee in the college. Dr. Sharma has also conducted a number of FDPs on Research Methods in Oman and Bahrain.

In addition, Dr. Sharma has presented his research in top tier conferences held in USA, Italy, Malaysia and other countries. Dr. Sharma won the Best Research Award at Sultan Qaboos University, Oman in 2018. Recently, he has organized IFIP WG 8.6 Conference 2020 at IIM Tiruchirappalli.

Dr. Sharma is serving as the Editor-in-Chief of the journal "International Journal of Business and Data Analytics" published by Inderscience, Switzerland. He also serves as Associate Editor for the International Journal of Electronic Government Research (Web of Science) and coordinating editor for Information Systems Frontiers (ABDC A)

Programme Directors

Prof. JANG BAHADUR SINGH
Information Systems and Analytics
Fellow (IIM Bangalore), M Tech (IIT Kharagpur)

Prof. Jang Bahadur Singh is a faculty in the Information Systems and Analytics Area, IIM Tiruchirappalli. He holds a doctorate from IIM Bangalore and M. Tech from IIT Kharagpur. His current research focuses on understanding information technology related societal issues in India (such as digital divide and digital literacy) using large scale publicly available datasets. His interest also encompasses application of machine learning techniques for business-decision making. His teaching interest includes management information systems, business analytics and artificial intelligence for managers. He has conducted sessions in business analytics related management development programs for working executives at IIM Trichy and other leading management institutes. He has co-authored a teaching case titled "Cure.fit: A Health Check", which received first prize at the Association of Information Systems (AIS)- Covid-19 Learning Action Awards for the Asia and Pacific region.

Programme Fee

Particulars	Amount (₹)*
Application Fee	2,500
Total Programme Fee (Including Application Fee)	**2,22,300**

Note:

• *All fees are exclusive of applicable taxes

• *All fees will be collected by BCCL

Instalment Schedule

	Date	Amount (`)*
Installment I	At the time of Application	10,000**
	Within One Week of Offer Letter Roll Out Date	56,300
Installment II	10th February, 2023	55,000
Installment III	10th May, 2023	55,000
Installment IV	10th August, 2023	46,000

*All fees are exclusive of applicable taxes.

** Includes application fee of ₹2,500. The amount of ₹10,000 is refundable in case the participant's profile is rejected by IIM Tiruchirappalli.

Programme Timelines

Application Closure Date	30th October, 2022
Commencement of Classes	26th November, 2022
Programme End Date	November 2023

APPLY NOW

भारतीय प्रबन्धन संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

IIM Tiruchirappalli (IIMT) is one of the fastest-growing second-generation IIMs with a full-fledged state-of-the-art campus spread over 176 acres. Started in 2011, the institute has established its name as one of the premier management institutions with capabilities in creating and disseminating management knowledge. The institute has 33 faculty members with strong academic and industrial experience. Faculty members are from leading management educational institutions both from India, like IIMs and IITs, and also from foreign universities. The institute, apart from running the flagship Post Graduate Programme in Management also has doctoral programmes and postgraduate programmes in business management for working managers.

IIM Tiruchirappalli was conferred with the Leadership & Innovation Award: 2020 in the Business School Category by the Higher Education Forum (HEF) at the 11th HEF Annual Convention. The Institute is placed 7th among top B-Schools in Outlook-ICARE India MBA Rankings 2020. It has been placed at 17th rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2021) in the category of Management Institutions.

The e-Learning Center of Executive Education and Consultancy (EEC) furthers the mission of IIM Tiruchirappalli to reach out to aspiring executives keeping in mind their time and location constraints. The e-learning programmes enable IIM Tiruchirappalli to foray into the online Executive Education space with a single-minded focus to make quality management education contemporary, conveniently accessible, and affordable.

National Rankings:

17th	**7**th	**18**th
in NIRF Rankings 2021	in Outlook ICARE Rankings 2021	in India Today MDRA Rankings 2020

TimesPro, the award-winning EdTech initiative of The Times of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its Executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.

TIMESPRO

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