



भारतीय प्रबंध संस्थान कोषिककोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

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TIMESPRO



**GO BEYOND CAMPAIGNS.
THINK OF GROWTH FRAMEWORKS.**

Professional Certificate Programme in
Digital Strategy and Transformation
(Batch 02)

7 Months | Online | ₹1,75,000 + GST



IIM Kozhikode Advantage

From the Director's Desk



Digital Strategy and Transformation is a plan of action describing how a business must strategically reposition itself in the digital economy. As customer habits change, so do the way winning businesses operate. It requires innovation, change and use of emerging technology in business models. As you must be already aware, businesses today have seen a complete transition than they used to run a decade ago. Recent industry reports suggest that close to 68% of business leaders in India have reported that having high agility reduced their costs by 25%. It is thus imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration. IIM Kozhikode's Professional Certificate Programme in Digital Strategy and Transformation aims to prepare learners to address some of today's most pressing challenges. Post completion of the course learners will discover what it takes to transform the organisation to reap the full benefits of digital tools and data.

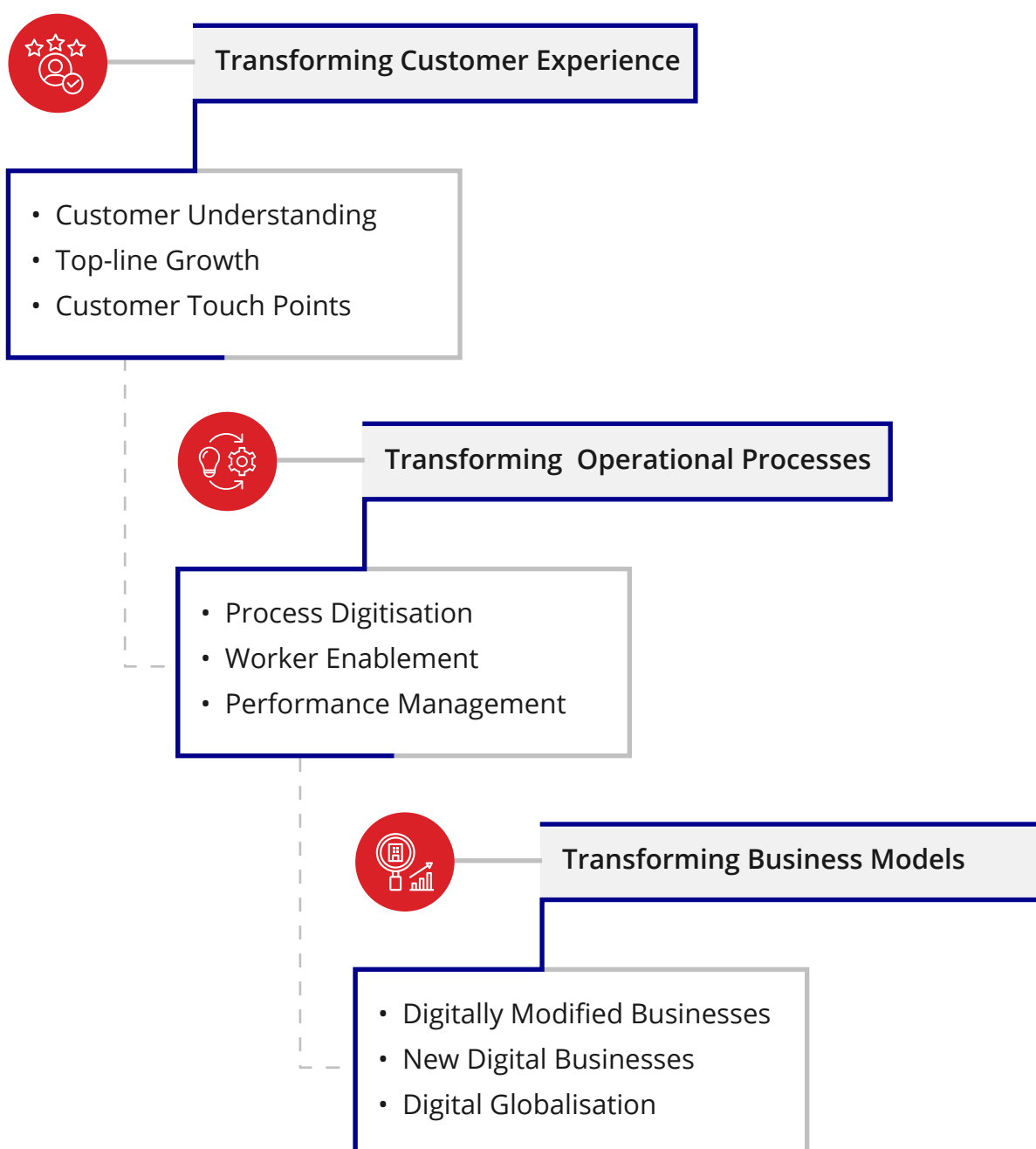
We wish you all the best for the future!

Prof. Debashis Chatterjee,
Director, IIM Kozhikode

Digital Transformation

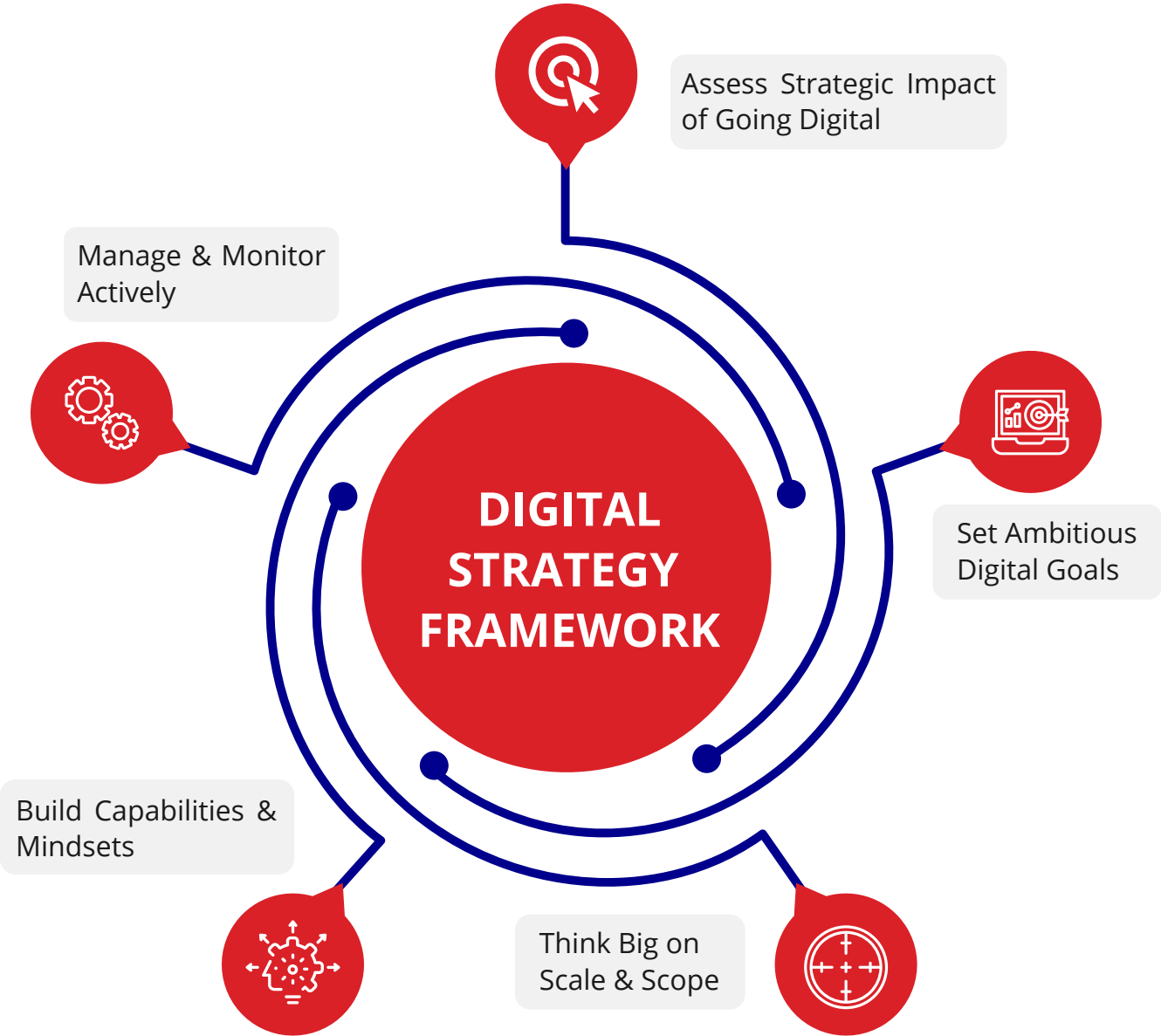
Digital Transformation is the process of using digital technologies to reinvent existing traditional and non-digital business processes and services, or create new ones, to adapt to evolving markets and match customer expectations. Digital transformation impacts all organisational functions, be it HR, 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



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.



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

In a dynamic world of changing consumer behaviours, the role of technology is shifting from being a business enabler to becoming a business driver to achieve competitive advantage; create value; encourage innovation; and sustain revenues and growth. Markets are being reconstructed, as digital strategy is gradually becoming the core of business strategy.

The **Professional Certificate Programme in Digital Strategy and Transformation** from **IIM Kozhikode** intends to enhance the skills of participants in understanding and development/creation of digital ecosystem using various digital technologies like Big data Analytics, Artificial Intelligence, 3-D printing, etc. The planned interactive programme stimulates participants to combine theory and practice, and discuss a variety of strategic themes. It enables them to lead digital transformation within their organisations through efficient, agile, and resilient process capabilities.

Programme Highlights



Contextually designed
7-month programme



Focus on real business
use cases



Peer-learning & networking
opportunities with a diverse
participant profile



Completion or Participation
Certificate from IIM Kozhikode

Learning Outcomes



Understand the digital ecosystem; its impact on business strategy; and how to apply digital technologies to effect business transformation



Understand various disruptive digital capabilities/technologies like Artificial Intelligence, Big Data Analytics, Cognitive Technologies, Internet of Things (IoT), and Cloud Computing



Develop leadership skills to influence, lead, and manage change in effecting digital transformation to achieve business goals in a digital ecosystem



Learn to leverage digital technologies to transform an idea into a new product, service, or business process/model



Develop insights into the drivers and barriers to digital transformation, including the role of Big Data and Analytics



Learn how to balance the needs of existing customers while exploring potentially disruptive technologies

Programme Curriculum

- Need for new business model innovation during digital disruption
- Introduction to digital strategy as a core of the business strategy for value creation (blue ocean concept) and role of transformation
- Introduction to digital ecosystem: Creating digital ecosystems as a combination of production/service and consumption ecosystem
- Introduction to various digital transformation frameworks with their advantages and disadvantages
- Innovative product design thinking strategy
- Basic introduction to various disruptive digital capabilities/technologies like Artificial Intelligence, Big Data Analytics, Cognitive Technologies, Internet of Things (IoT), Cloud Computing, etc.
- Understanding application of data analytics
- Cloud computing utilisation for digital transformation of the business
- Digital leadership: Enhance personal leadership skills, team building, motivation, influence, and managing change during digital transformation
- Digital market and transformation: Customer journey in a disruptive age, analytics-based segmentation, new digital marketing channels, etc.
- Digital manufacturing and digital service operation: Designing of process and role of analytics
- Digital supply chain transformation across various industries
- Managing digital transformation projects
- Managing risks in digital business
- Understanding reasons for digital transformation failure
- Governance in digital transformation

Pedagogy

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, case studies (including video cases), projects, in-class exercises, and simulations.

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

Saturday

03:30 p.m. to 06:30 p.m.

Duration

7 Months (75 Hours)

Eligibility Criteria

- Diploma (10+2+3) or Bachelor's Degree or equivalent (10+2+3 or 10+2+4) or 2 years' Master's Degree or equivalent from a recognised university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- Minimum 5 years of work experience* (after graduation or diploma) as on programme start date

** Internships and training experiences are not considered as fulltime work experience.*

Who Should Attend

This programme is specially designed for mid to senior level managers (with minimum of 5 years' experience) who would like to maximise the growth of their business using innovative digital technologies and subsequently managing it.

Admission Criteria

Corporate nominations and retail applications with credentials. Final selection of participants will be solely done by IIM Kozhikode.

Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme.



Evaluation

- Evaluation methodology is at the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component 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 evaluation components.



Certification

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation'.



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

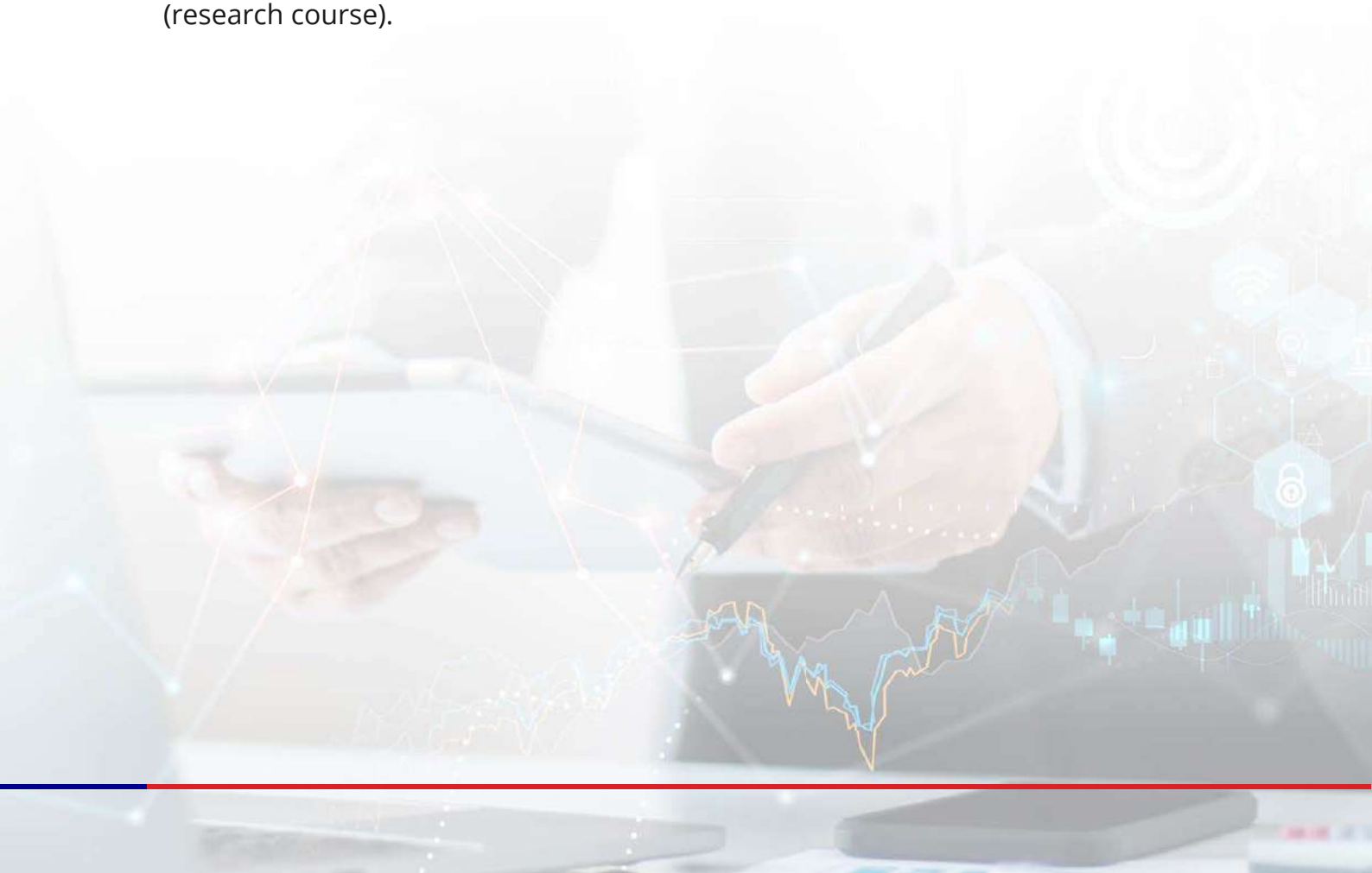
Programme Director



Prof. Rupesh Kumar Pati

*Professor – Quantitative Methods &
Operations Management,
IIM Kozhikode*

After a bachelor's degree in Mechanical Engineering and a master's degree (Gold Medalist) in Industrial Engineering and Management, Prof. Rupesh went on to acquire a Ph.D. in Supply Chain Management from IIT Roorkee. His research areas include Sustainability, Project Management, Green Supply Chain Management and Green Business, and has received grants, awards and accolades for his endeavours. His papers have been published in various journals and publications and he has also been invited to speak at several international seminars and conferences. His core teaching subjects include Project Management, Supply Chain Management, Service Operations Management, Operations Research, Quality Management, Operations Management and Green Business (research course).



Testimonials



Sreekumar Nair
CMO & BU Head,
Brinton
Pharmaceuticals

I am Sreekumar Nair and I have had 32 productive years in the growing and evolving Pharmaceuticals and Lifesciences Industry. Am a part of the Digital Strategy & Transformation Course from IIM Kozhikode - 1st Batch (2021-22).

My trigger was the growing popularity of digital medium of communication which today has become an essential part of our lives. Knowing how to intelligently utilise the digital tools was an important business requirement for me to stay relevant in today's ever evolving industry to serve the customer better, faster, and keep him coming back to you to do business.

This programme is interspersed with lectures by the professors of IIM apart from industry experts. So, one gets a 360 degree outlook on the subject and its impact on the business.

The three specific programme features are the course subject matter, industry expert sessions, and the value it has offered me as a professional apart from flexibility of attending the course classes on a Sunday.

I would recommend this programme to all management professionals who wish to be relevant as the business requirements are migrating more towards digital and knowing the subject from leading experts from IIM will always be an added feature to your business understanding.



Jayanth Krishna
Director - Channel
Sales, UnitedLayer

My Name is Jayanth Krishna, Director - Channel Sales at UnitedLayer Digital strategy and transformation. I am currently involved in Digital Transformation industry and this course was interesting to learn more on what I am currently doing. Learning from case studies, learning different perspectives from other participants and final learning from project and project presentation and simulations. It is a great way to learn from the industry experts and good to collaborate with other industry peers.

Testimonials



**Sandeep Dinkar
Bhadange**
Senior Manager,
Capgemini

I am Sandeep Bhadange, working as a Senior Manager with Capgemini Technology Services India. I was a part of the Professional Certificate Programme in Digital Strategy and Transformation by IIM Kozhikode.

I was looking for a course that would help me understand and implement Digital Transformations across organisations. I came across this course and after discussing the syllabus in detail with the faculty, I was convinced that this was the course that I had been looking for.

Thanks to this programme the concept of digital transformation is crystal clear in my mind. The methodology of teaching by the faculties and the participation of the students ensured that I am confident in taking up the challenge of digitally transforming any organisation in any domain. What I achieved from this course is far beyond what I expected at the beginning.



Mir Rashid Ali
Vice President,
Digital
Transformation
Enablement

IIM-K came up with a programme titled Digital Strategy and Transformation just at the time when I was looking around to hone my Strategy and Transformation related skills. So, I just grabbed the opportunity that came my way at the right time.

The beauty about this programme was that it was filled with several case studies from multiple industries which gave us the indepth analysis and learning opportunities with reasoning as to why such initiatives were successful (or even failed).

The major gains from this programme for me is obviously the IIM Alumni status, the richness of knowledge and experience I gained and my profile is more sellable after this programme.

I would recommend my friends to take this programme for immense value addition to their learning, from a famous institution and full value for money.

Testimonials

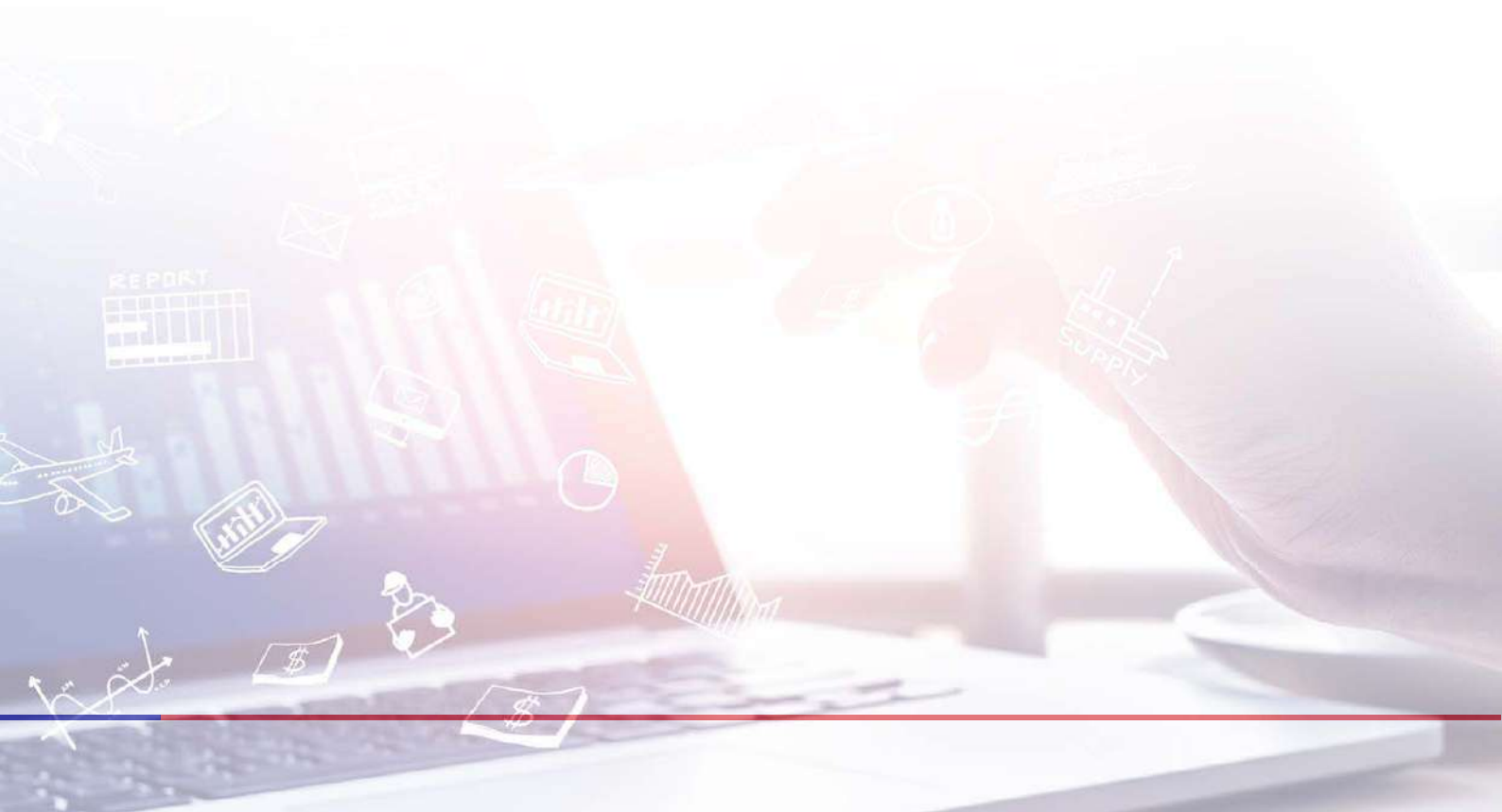


Reni Varghese
VP- APAC Head,
Business Process
Excellence -
Northern Trust
India

I am Reni Varghese with 21 years of experience in Banking and Financial Services. I have attended the Digital Strategy and Transformation programme.

In my current profile digital transformation plays a key role in building the digital strategy and road map for the organisation. The components of this programme are beautifully designed to help my profile in all the aspects on the planning and execution. The 3 key features which helped me in my career were 1) Understanding the customer value proposition 2) Building a business model canvas to understand the structure of your organisation 3) Planning as per the digital matrix.

I would recommend this course because of the following aspects: 1) Timing 2) Case studies 3) Simulations 4) So much good material to read and understand the subject and



Programme Fee

Particulars	Amount (₹)*
Programme Fee	1,75,000
Total Course Fee	1,75,000

Note:

- *GST will be additional as applicable.
- All fees will be collected by BCCL.
- This is with reference to the refund of the Processing Fee. Please note that the Processing Fee shall not be refunded in the following circumstances:
 - I. In case the candidate rejects the offer issued by the Institute; and
 - II. In case the application is rejected due to submission of incomplete documents and/or providing incomplete information and/or eligibility criteria not fulfilled.



Instalment Schedule

Instalment	Date	Amount (₹)*
I	At the time of Registration	15,000
	Within one week of offer roll-out	53,000
II	10 th June, 2023	53,000
III	10 th September, 2023	54,000

*GST will be additional as applicable.

Programme Timelines

Application Closure Date	4 th March, 2023
Programme Start Date	25 th March, 2023
Course Completion Timeline	November 2023

APPLY NOW 



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013, dedicated to Executive Education. IIMK also has a unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses in Women Leadership, one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIMK aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible, and environment-friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity and practical application. IIMK integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring, and fair-minded personalities who will contribute towards the development of communities.



2nd

Atal Innovation
Rankings (ARIIA) 2021

3rd

India's Best B-School
The Week - Hansa Research Survey 2022

5th

NIRF India Rankings
2022: Management



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.



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