



**Management Development Program**  
Indian Institute of Management Raipur  
Atal Nagar, Raipur, Chhattisgarh

**DIGITAL TRANSFORMATION**

8-9 SEPTEMBER 2024

Program Directors

Dr Sumeet Gupta

Dr Satyasiba Das

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Indian Institute of Management Raipur



## Introduction

Business in the 21st century runs on IT. However, a competitive advantage does not come from exclusive access to advanced technology but from the effective utilisation of technology. Given that technologies evolve and develop rapidly, managers should develop skills that allow them to understand what technologies can achieve for their business and how they might be leveraged to create real value. This course will examine how to leverage major technology advances to significantly transform a business and industry in the marketplace. This course will emphasise business transformations enabled by highly complex, advanced technologies like IoT, big data, cloud, and future internet. We will discuss how such transformations require holistic business strategy design encompassing general management, organisational and cultural aspects, and effective financial and marketing decisions.

## Objectives

The key objectives of the program are as follows:

- Learn how to adopt a digital mindset-and foster one in others
- Cultivate a team culture that thrives in today's digital world
- Use data responsibly and effectively
- Prioritize and act on digital opportunities
- Use the Design Thinking approach to foster digital transformation

The program will empower participants to:

- Understanding Digital Intelligence
- Developing a Digital Mindset
- Fostering a Digital Capable Team Culture
- Learn to Speak Data
- Make the Most of Digital Opportunities

The following key questions will be addressed through this program

- Why should you and your team adopt a digital mindset?
- Develop a digital mindset – See technology as a means for innovating, solving problems, and creating efficiencies.
- Draw insights from data – The three A's – Access, Accuracy, Analysis
- Evaluate and Prioritize Digital Opportunities – How do you prioritise the digital opportunities you find?

## For Whom

- ≥ Senior and middle levels Managers
- ≥ Business consultants.

- ≥ Academic professionals
- ≥ Research scholars.

### Pedagogy

The three-day long workshop is designed based on the principle of experiential learning. A few suggested readings and case-based sessions will introduce the concepts and tools to participants. We will spend nearly two-thirds of the time hands-on practising real-world business problems as multiple group exercises. The workshop will be highly interactive, involving multimedia, case studies, lectures, and the student's participation in many forms.

### Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

### Duration and Venue

The Programme is scheduled during **8-9 SEPTEMBER 2024** at IIM Raipur, Atal Nagar, New Raipur.

### Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes an academic fee, programme kit for participants, boarding and lodging.

**Payment can be made online by registering through the website.**

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

### Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

## Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: [eldc\\_office@iimraipur.ac.in](mailto:eldc_office@iimraipur.ac.in) Ph: 0771-2474669, 697

## About Programme Directors



### **Prof. Sumeet Gupta**

Prof. Sumeet Gupta is affiliated as Dean (External and ERP) and Professor (Information Systems) at IIM Raipur. He received PhD (Information systems) and MBA from the National University of Singapore and BE (Mining) from GEC Raipur. He has 18 years of work experience in Industry, Teaching and Research, during which he worked with L&T India, The Logistics Institute-Asia Pacific, Singapore and SSGI Bhilai before joining IIM Raipur. He participated in Global Colloquium at Harvard Business School in 2015. He has held visiting faculty assignments with IIIT Naya Raipur and Huazhong University of Science and Technology, Wuhan, China. He has been accredited by AIMA as an Accredited Management Teacher and was awarded Prof. Manubhai M Shah Memorial Award by Indian Commerce Association in 2017. He was also awarded President Graduate Fellowship at the National University of Singapore. He has published extensively in top-ranked International Journals.



### **Prof. Satyasiba Das**

Prof Satyasiba Das is an Associate Professor in Strategic Management at the Indian Institute of Management Raipur, where he teaches core, advanced and executive management programs. Prof Das is a highly accomplished academic and consultant with a comprehensive scholastic and professional background in Entrepreneurship and venturing process, Technology and Innovation Management, and Growth Strategy. He received an MBA from Hult International Business School, USA, M.Phil in Social Change, and Dr Philos from the Norwegian University of Science and Technology, Trondheim, Norway. He also received the EU Marie Curie Postdoctoral fellowship for 2007-2010 and worked with the National University of Ireland Galway and the Government of Ireland.

## Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It

is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

## LOCATION

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

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