



Management Development Program On **Digital Transformation** **8-9 September 2025**

Program Directors
Dr. Sumeet Gupta
Dr. Satyasiba Das

Introduction (Program)

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 utilization 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 technological advances to significantly transform a business and industry in the marketplace. This course will emphasize 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, organizational 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 practicing real-world business problems as multiple group exercises. The workshop will be highly interactive, involving multimedia, case studies, lectures, and the students' participation in many forms.

Faculty

All sessions in this program will be co-facilitated by the Program Director and the subject matter experts.

Duration and Venue

The Program is scheduled for **8-9 September 2025** 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 academic fee, program 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 Program 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 program, you may contact as below: EL&D Office: elddc_office@iimraipur.ac.in Ph: +91 7880009845

About Program Directors



Dr. 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.



Dr. 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 Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (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 **14th** in 2024.

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 Programs.

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 us:

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