Digital Transformation

Introduction (Programme)

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.

Programme Directors

Dr. Sumeet Gupta
Professor, Information Systems

Dr. Sumeet Gupta is currently Professor of 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 the President Graduate Fellowship at the National University of Singapore. He has published extensively in top-ranked International Journals.

Dr. Satyasiba Das
Professor, Strategic Management

Dr. Satyasiba Das is currently working as a Professor in Strategic Management and Entrepreneurship and Dean (External Relations) at IIM Raipur. He has received an MBA from Hult International Business School, USA; M.Phil. and PhD from Norwegian University of Science and Technology, Trondheim, Norway; and the Marie Curie Postdoctoral Fellowship from the National University of Ireland Galway, Ireland. In his early 15 years of a professional career in management consulting with the Asian Development Bank and SINTEF Norway, he worked for many multinationals and government agencies. Currently, he is involved with many successful technology startups. He is an executive coach to many senior executives and a consultant to various public and large private sector organisations internationally.