



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



ACCELERATING BUSINESS TRANSFORMATION WITH CYBER READINESS



**Programme Directors: Prof. Abhipsa Pal &
Prof. Anik Mukherjee**



Programme Dates: August 05 - 07, 2024



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

Technological developments in the digital space are creating exciting new possibilities that affect the ways businesses function. Conversely, the surge in digitization of businesses also exposes them to data protection challenges and an array of cyber threats. Thus, managers must help companies acquire digital capabilities to become cyber-ready in the wave of digital transformations, with effective implementations of cutting-edge technologies like big data analytics, generative AI, blockchain, and networked platforms, and shielding themselves from cyber threats through advanced cyber analytics. To adeptly address the continually growing and changing landscape of cyber threats, organizations need to possess the ability to handle multi-dimensional cybersecurity and ethical challenges. This programme is crafted to heighten the managerial capacity to handle cyber threats with precision and consistency through simulation-based training on cyber-attack-related decision-making challenges. Additionally, the programme provides directions to develop digital pathways for ethical business growth; and design a cyber-ready future for businesses in the increasingly networked marketplaces.

OBJECTIVES

- The objectives of this programme are:
- Understand how disruptive technologies impact the cyber security strategies of various organizations
- Enhancing cyber security capabilities to shield from multi-dimensional cyber threats
- Developing holistic cyber-ready business in the era of digital transformation
- Evaluating platform dynamics in the networked market
- Recognize the various people-, process-, and technology-driven cyber security defense mechanisms and best practices
- Ethical and legal implications of technology adoption



PEDAGOGY

The course content will be delivered through

- Interactive lectures including active class participation
- Case analysis and discussion
- Simulation-based training
- In-class exercises and hands-on training including group activities
- Pre-readings of cases and articles for class preparation



WHO MAY ATTEND

- Senior executives of various industries who would like to get an overview of handling cyber security challenges and embracing cutting edge technologies for business growth
- Managers across industries who could benefit from understanding the application of digital technologies in their business domains
- Information technology professionals and managers for cyber implications of digital technologies
- Early career digital enthusiasts for learning futuristic digital technologies and their cyber applications



KEY TOPICS

- Cyber Readiness: Methodical approach to evaluate disruptions and embracing cutting edge technologies for long-term sustenance:
 - Dynamics of multi sided platform in networked markets
 - Generative AI
 - Blockchain and its applications: Trade finance, Healthcare, Cryptocurrencies (e.g., Ethereum, Bitcoin and others)
 - Cyber Analytics: Data-driven decision-making to improve cyber readiness
- Cybersecurity challenges in various industries
 - Defense-in-depth strategy
 - Learning from Peers: Cyber Threat in the Banking Sector
 - Lessons learned from cyber breach incidents in the e-commerce sector
 - Cyber Attack Simulation: Decision-making during Crisis
- Cyber Ethics
 - Cyber laws and regulations
 - Privacy and data protection
 - Ethical challenges in Generative AI
 - Handling data biases





PROGRAMME DIRECTORS

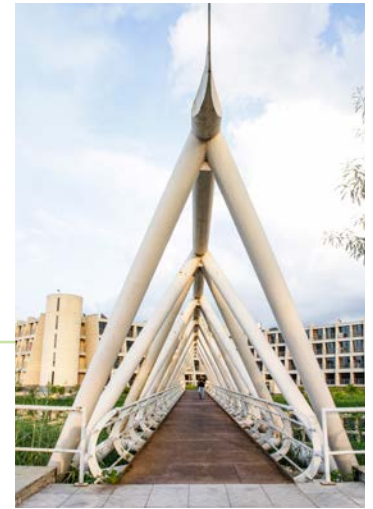
Dr. Abhipsa Pal is an Assistant Professor at IIM Calcutta. Formerly, she was a faculty at IIM Kozhikode. She completed her PhD in Information Systems from IIM Bangalore, before which she was a Senior Software Developer at Infosys. Abhipsa has published in top-tier international journals including a Financial Times-50 category journal. Her research area includes mobile payment usage and adoption, IT for development, and fintech for microentrepreneurship. Abhipsa teaches courses related to information systems, platforms and digital businesses, and digital transformation for the MBA and Executive MBA programmes at IIMC.

Dr. Anik Mukherjee is currently an Assistant Professor of Management Information Systems at the IIM, Calcutta. Before joining IIM Calcutta, Dr. Anik was an assistant professor at IIT Roorkee. Anik graduated from the IIT, Madras, with an MS and Ph.D. degree in the Information Systems area. Anik has more than ten years of research experience in digital platforms (cloud computing, computational advertising), business intelligence, and other related areas of analytics. Anik is a Fulbright (USA) and DAAD (Germany) fellow. Dr. Mukherjee has various international journals and conference publications in the ACM Transactions on Management Information Systems, Decision Support Systems, and other premier outlets. Anik teaches various MBA, and Executive MBA courses on Information Systems, Cyber Security, Blockchain, and others.



PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on August 05, 2024
- Programme Conclusion:** 2:00 PM on August 07, 2024
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** August 04, 2024 (6:00 PM onward)
 - **Check-out:** August 07, 2024 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 81,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 71,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in