



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



DIGITAL TECHNOLOGY MANAGEMENT FOR BUSINESS EXCELLENCE



Programme Director: Prof. Debashis Saha



Programme Dates: March 03 - 06, 2025



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

Business leaders have come to understand that 'DIGITAL' has become the hygiene factor for business today, and it has the disruptive power to upend traditional business models. They realize that it's time to define a business transformation strategy that is inspired by the capabilities of technologies such as cloud, mobility, analytics, social media, IoT, blockchain, artificial intelligence, machine learning, robotics, augmented/virtual reality, 3D printing, Industry 4.0, and others. Yet many companies are falling behind the competition in the strategic use of digital technology simply because their non-technical managers are clueless about the suitable business use cases arising out of these technologies. These senior leaders are lagging behind, as they are unable to fathom the multifarious facets of 'DIGITAL' through a business lens – explained in simpler terms using the language of management. Unless demystified non-technically, digital technologies will remain an enigma to them, preventing them from thinking the 'DIGITAL' way. They will continue to struggle to figure out which technology will work for the company, and how to embrace those without much hiccup. Keeping this emergent requirement in mind, this programme provides a comprehensive foundation for understanding the digital technologies in a simple nontechnical manner to help the managers overcome their digital deficiency.

OBJECTIVES

The programme is designed to help business managers feel comfortable with digital technologies so that they can participate confidently in digital investment decision processes, can propose where digital fits into their organizations, can recommend how to generate value from digital, and can innovate ways to leverage digital better for competitive advantage. They will also come to know where digital is heading to, how to maintain a digital focus, and how to govern digital portfolio well. Being armed with real-life examples that can be used to adjust and improve their organizational processes, managers will walk away thinking confidently about the business disruptions brought about by the digital technologies. They will gather the basic skill to drive enhanced business performance through the use of digital technology, work with digital experts toward making better decisions, and take part in digital transformational changes in their organizations.



PEDAGOGY

Delivery would be through a balanced mix of experience sharing, classroom lectures, discussions, case studies on success stories of companies, and reflections on real-life corporate examples. Lecture inputs are primarily drawn from contemporary studies and survey findings on the topic. Discussions will be experiential and interactive through individual and/or group presentations, and/or role plays, and/or in-class exercises.



WHO MAY ATTEND

This programme is designed for business leaders, function heads, SBU heads, team leaders, and CXOs (irrespective of their domain of work), who want to gain a managerial perspective of the role digital technologies can play within their organizations. The content is especially relevant for non-technical managers with digital responsibilities. Notwithstanding, technical managers may also find this programme useful to gain a better perspective on how to work productively with the company's business executives.



KEY TOPICS

Keeping focus on digital leadership and technology strategy for today's global environment, key areas of discussion will include:

- **Thinking Digital:** Exposure through use cases to the digital technology portfolio consisting of cloud, mobility, analytics, social media, IoT, blockchain, artificial intelligence, machine learning, robotics, augmented/virtual reality, Industry 4.0, and others.
- **Data-driven decision-making:** How to imbibe a data analytics culture inside the organization to create new business opportunities, generate more revenue, predict future trends, optimize current operational efforts, and produce actionable insights using data points, metrics, and facts that help leaders take strategic decisions aligned with business goals and initiatives.
- **Business Transformation Roadmap:** Understanding the digital transformation and knowing how and who to ask business transformation-related questions can immensely help business leaders make great strides toward creating a successful organizational change roadmap, keeping people and culture in mind as well.
- **Digital Platform:** How to build a well-managed, standardized, shared digital architecture which will be the foundation of digital platform designed for business agility. A digital platform evolves over time with the induction of exponential technologies, such as IoT, artificial intelligence, blockchain, augmented/virtual reality, 3D printing, and Deep learning, on top of the basic platform created with cloud, mobility, analytics, and social media.
- **Platform Business Model:** How digitalization is leading to the creation of 'digital twins' on digital platforms based on which innovative business models are coming up. How Industrial IoT and Industry 4.0 are aiming at mass customization for customer delight, predictive maintenance, smart manufacturing, etc.
- **Digital Ecosystem:** How to form an ecosystem of interdependent groups of enterprises, people, data, and/or things by sharing standardized digital platforms. The ecosystem partners enable collaboration and provide mutually beneficial results to all stakeholders involved. The ultimate goal is to create a digitally integrated business ecosystem that can quickly adapt to the ever-changing needs of market.
- **Digital Strategy & Governance:** Digital technologies are game-changing in helping solve customer problems because they deliver three critical capabilities: ubiquitous data, unlimited connectivity, and massive automation. Those capabilities make possible entirely new revenue streams. However, any digital strategy to be effective requires active involvement from top management in governing the digital maturity through rapid adoption and exploitation.



PROGRAMME DIRECTOR

Dr. Debashis Saha, a Full Professor in the MIS area, has been teaching Digital Technologies for more than 25 years now. In the full-time executive programmes in IIM Calcutta, he has designed and delivered business technology related courses for Managers, Team Leaders, and Senior Executives. He has conducted several thought-leadership sessions on 'Managing Disruptive Technologies' in leading organizations/universities in USA, Japan, Singapore, Korea, China, Australia, Sweden, Singapore and Taiwan, on their invitation. He also has the experience of providing consultancy to several Indian firms on their Digital Business Transformation projects. His research interests include Digital strategy and governance, Emerging IT paradigms, Digital Disruption, Business Transformation, and Digital Ecosystem. He has authored several research papers, books/monographs, book chapters, case studies, and published in both national and international journals. He has visited USA, UK, Australia, Brazil, China, South Africa, Japan, South Korea, Hong Kong, Switzerland, Sweden, Portugal, Taiwan, Singapore, and Dubai, in connection with Industry Interactions, International Programmes and Conferences. He holds BE (Jadavpur University), MTech (IIT-KGP) and PhD (IIT-KGP) in Electronics & Communication Engg. Prof. Saha can be contacted by email at: ds@iimcal.ac.in.



PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on March 03, 2025
- Programme Conclusion:** 2:00 PM on March 06, 2025
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** March 02, 2025 (6:00 PM onward)
 - **Check-out:** March 06, 2025 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 1,15,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,05,000/- 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



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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