

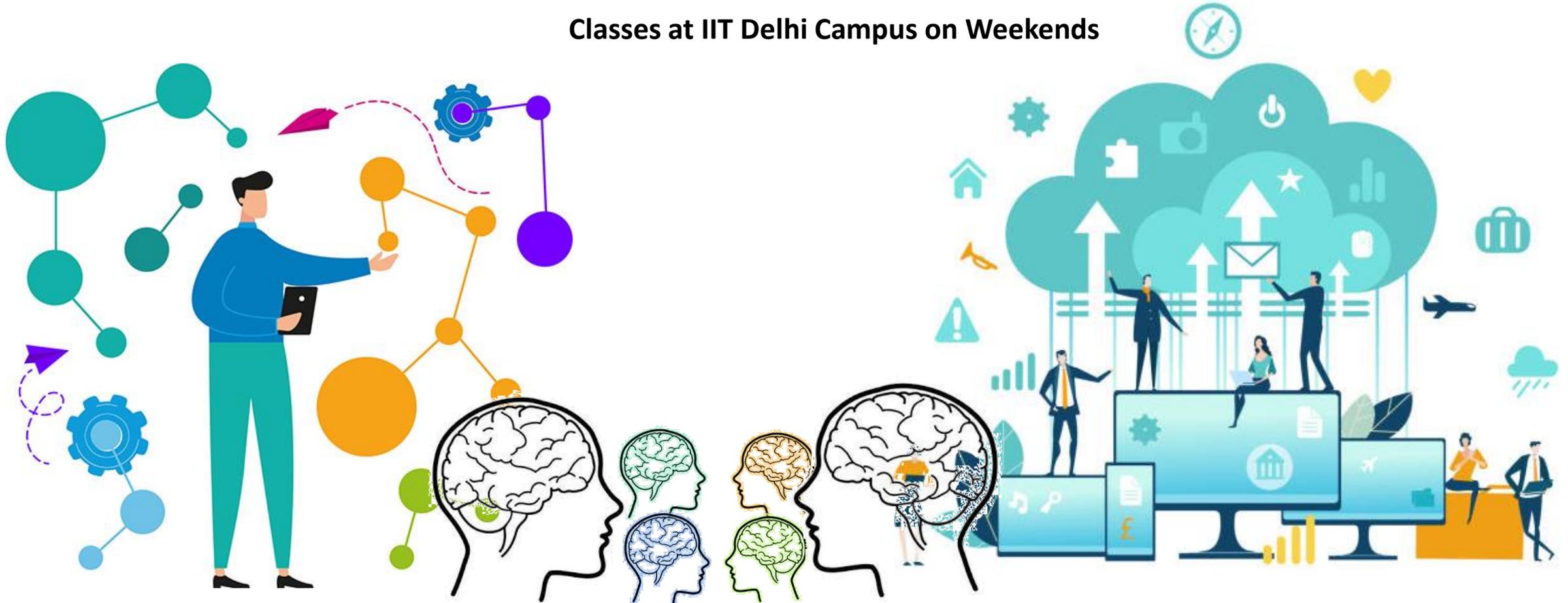


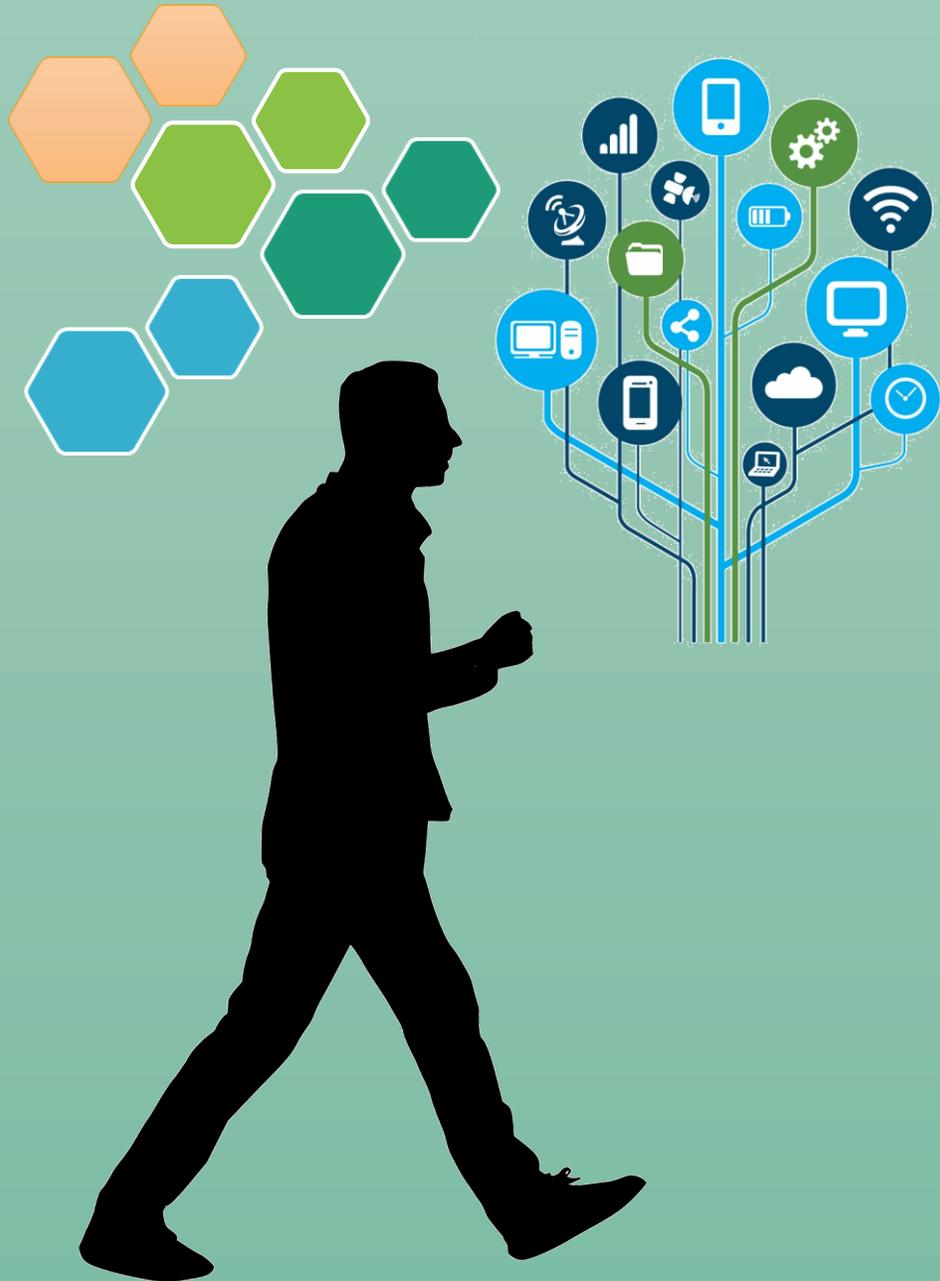
Executive Management Programme on Strategic Thinking and Digital Transformation with Emerging Technologies



September 2022 to February 2023

Classes at IIT Delhi Campus on Weekends





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ABOUT
INDIAN INSTITUTE OF
TECHNOLOGY
DELHI

ABOUT I.I.T. DELHI



Indian Institute of Technology Delh is one of the Twenty-Three IITs created to be Centres of Excellence for Training, Research and Development in Science, Engineering and Technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD Degrees. The number of students who graduated with B.Tech Degrees is over 15738. The rest obtained Master’s Degrees in Engineering, Sciences and Business Administration. These alumni today work as Scientists, Technologists, Business Managers and Entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to Administrative Services, Active Politics or are with NGOs. In doing so, they have contributed significantly to building of this nation and to industrialisation around the world. For more details, please visit: www.iitd.ac.in



Indian Institute Of Technology Delhi

ABOUT Continuing Education Programme



Executive education is a vital need for the companies to build a culture that promotes newer technologies, solutions and build a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IITD has launched many outreach programmes for skill enhancement of working professional. These outreach programmes are designed to cater to the training and development needs of various organizations, industries, society and individual participants at national and international level with a vision to empower thousands of young learners by imparting high quality certificate programmes in cutting edge areas for their career advancements in different domains of Engineering, Technology, Science, Humanities and Management.

For more details, please visit:
<http://cepqip.iitd.ac.in>

ABOUT Department of Management Studies



The history of the Department of Management Studies to 1963. What was then a seed, gradually came to life in the form of a school in the mid 1970s. The School for Systems and Management Studies became the Centre for Systems and Management Studies. Finally in 1993 the Department status was awarded by amendment to IIT Delhi statutes. DMS launched its MBA programmes as early as 1997. The department currently runs 2 full time MBA, an Executive MBA programme, a minor area in management for B.Tech students and a very strong PhD programme. Across all its programmes, DMS ranks in top 5 institutions in India in management across national and international rankings.

- ❑ DMS, IIT Delhi ranks 4th In India QS World University Ranking for Business and Management Studies in 2022
- ❑ DMS, IITD ranks 5th in NIRF rankings 2021 in Management based on MHRD rankings in Management in India
- ❑ As per EdUniversal Rankings, DMS, IIT Delhi is ranked with 4 Palmes of Excellence after 2 other Institutions only in India
- ❑ Ranked 1st in Research across rankings

WHO IS THIS **PROGRAMME** FOR?



ENTREPRENEURS

who wish to establish a culture of customer-centric and data-driven innovation in their organizations



SENIOR MANAGERS

preparing for strategic or leadership roles in growth analytics or business management



MIDDLE MANAGERS

who wish to leverage information assets of organisations for customer-centric process transformation



SUBJECT MATTER EXPERTS

who wish to understand applications of digital transformation and develop strategic thinking style solve business specific problems

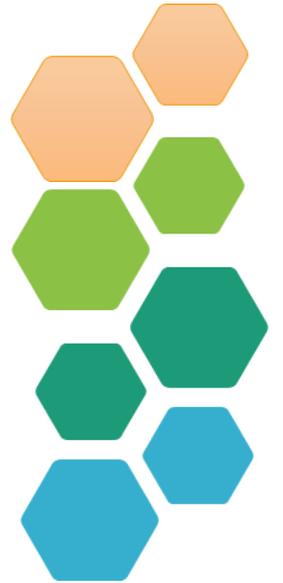


MARKETING / BRAND MANAGERS who wish to improve ROI on their marketing campaigns through strategic and data-driven decisions



CONSULTANTS

working on digital transformation problems for traditional industries and who wish to take customer centric and data driven approach for innovation



PROGRAMME COORDINATORS



PROF. SANJAY DHIR

https://dms.iitd.ac.in/faculty_type/prof-sanjay-dhir/

Dr. Sanjay Dhir is an **Associate Professor and Area Chair of Strategic Management** in the Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India. He is a Fellow (Ph.D.) from the Indian Institute of Management (IIM) Lucknow. He received the ‘Teaching Excellence Award’ at IIT Delhi in 2019-20 for his course on Strategic Management at DMS, IIT Delhi. He has also been awarded the “InsideliM Professor of the Year Award” for two years in a row in 2020 & 2021. He is also the recipient of prestigious ‘Mrs. Veena Faculty Research Award” at IIT Delhi 2022.

He has been nominated as an expert for the ‘**GNCTD state level committee on the oxygen infrastructure during COVID-19 pandemic**’ by the Delhi Government. He has also represented IITD and submitted the research titled “*IITD Review and Recommendations for Management of Oxygen during Covid-19 Crisis for GNCTD*” to the Hon’ble High Court (HC) in 2021 during the second wave of COVID-19.

He worked in the Research and Development Department of Mahindra **and Mahindra (Automotive) Limited Corporation** before joining academia. He has published several research papers in **leading international journals (70+ Scopus publications)**. His case studies have been published by **Richard Ivey School of Business, University of Western Ontario (Canada) in collaboration with Harvard Business School**.

He has also presented and published his scholarship in globally renowned conference proceedings of several prestigious academic conferences He has been involved in several national and international consulting/research projects which include – **Bill and Melinda Gates Foundation** (COVID 19 Vaccination Roll Out) , **Ministry of Skills Development** (SANKALP), **Ministry of Human Resource Development** (SPARC project), **Ministry of Minority Affairs** (Haj Policy, Impact Study of Scholarship Schemes and Waqf Schemes), **ICSSR** (Visiting Scholar for UNIL, Switzerland and NRCT, Thailand), **Bihar Prashashnik Sudhaar Mission** (BPSM, Bihar) and **Directorate General of Supplies & Disposals** (DGS&D, Gol, New Delhi).

PROGRAMME COORDINATORS



PROF. ARPAN KUMAR KAR

https://dms.iitd.ac.in/faculty_type/prof-arpan-kumar-kar/

Arpan K. Kar holds a Chair Professorship in Indian Institute of Technology Delhi, India. Within IIT Delhi, he holds a joint appointment in the Department of Management Studies and School of Artificial Intelligence. He chairs Corporate Relations (DMS) and is a member of Institute of Eminence committee, High Performance Computing and Board of Academic Programmes at IIT Delhi. His research interests are in data science, machine learning, digital transformation, internet ecosystems, social media and public policy. He has authored over 180 peer reviewed articles and edited 9 research books.

He is the Editor in Chief of International Journal of Information Management Data Insights, published by Elsevier, a reputed scientific journal focusing of Data Science. He is also Associate Editor in Journal of Public Affairs, International Journal of Electronic Government Research, Information Systems Frontiers and Global Journal of Flexible Systems Management. He has received the **Research Excellence Award** based on highest Web of Science citations in India for the period 2015-2020 from **Clarivate Analytics**. He is a recipient of the **Basant Kumar Birla Distinguished Researcher Award** based on highest count of ABDC A* / ABS 4 level publications between 2014-2019. His teaching case on Social Media Analytics received the **Best Seller Award** in **Richard IVEY Cases / Harvard Business Publishing** in 2020. He has also received the **Teaching Excellence Award** based on student feedback from **IIT Delhi**.

He has received over 40 sponsored projects/consultancies/training assignments from organizations like DST (GoI), BASF (Germany), Fidelity International (UK), Facebook (CPF), PWC (UK), EY, Digital India (GoI), Ministry of Tribal Affairs (GoI), Ministry of Textiles (GoI), European Union, Ministry of Urban Development (GoI), CIPPEC (Argentina), World Data Science Forum (BitGrit, Japan), etc. He has received numerous other awards from reputed organizations like International Federation for Information Processing, Elsevier, Tata Consultancy Services, Project Management Institute, Association of Indian Management Schools, IIT Delhi, NITs, University of Lubeck, IIM Rohtak and Government of India. Prior to joining IIT Delhi, he has worked for IIM Rohtak, IBM Research and Cognizant Consulting.

PROGRAMME DESIGN

There are two verticals: Strategic Thinking and Digital Transformation.

Strategic Thinking

- Understanding Strategic Thinking;
- Organisational Competence and Strategic Advantage;
- Value of Innovation with Strategic Planning;
- Thinking Creatively; Open Source Strategy;
- Disruptive Technologies and Strategic Thinking;
- Business Level Thinking; Corporate Level Thinking;
- Tools for Strategic Analysis;
- Emerging Technology Trends ;
- Strategic Leadership
- Frugal Innovation and Strategic Thinking;
- Capstone Project in Strategic Thinking.



Digital Transformation:

- ❑ Evolution and Economics of Digital Transformation;
- ❑ Cloud Computing & SMAC for Enterprise Transformation;
- ❑ Machine Learning (Supervised / Unsupervised; Neural Networks);
- ❑ Governance of AI/ML Projects
- ❑ Social Media for Digital Presence;
- ❑ Digital Payments and Business Models;
- ❑ Information Security and Risk Management;
- ❑ Search Engine Ecosystems;
- ❑ Big Data Analytics for Social Media;
- ❑ Data Science using Python/Orange;
- ❑ Blockchain Characteristics and Value;
- ❑ Capstone Project in Data Driven Digital Transformation.



COACHING



- Real-time doubt clearing sessions with IITD faculties.
- In-Class discussion forum for peer-to-peer doubt resolution monitored by technical experts

FORMAT

- Classroom based weekend classes from morning till evening
- Interactive lectures from IITD faculty on concept building, hands on exercises and doubt resolution.

MENTORSHIP

- Interactive sessions with leading faculty covering curriculum and advanced topics.

PRACTICAL LEARNING

- Case studies-based approach to ensure understanding of concepts through tangible problem statements.
- Hands on exercises and assessments at regular intervals to test concept understanding and retention.

STUDENT SUPPORT

- Our teaching assistant will help personalize your learning experience by periodically engaging with you to ensure you are on track with upcoming deadlines.
- They will offer your guidance, resolve non-academic queries and lend help handing wherever required.

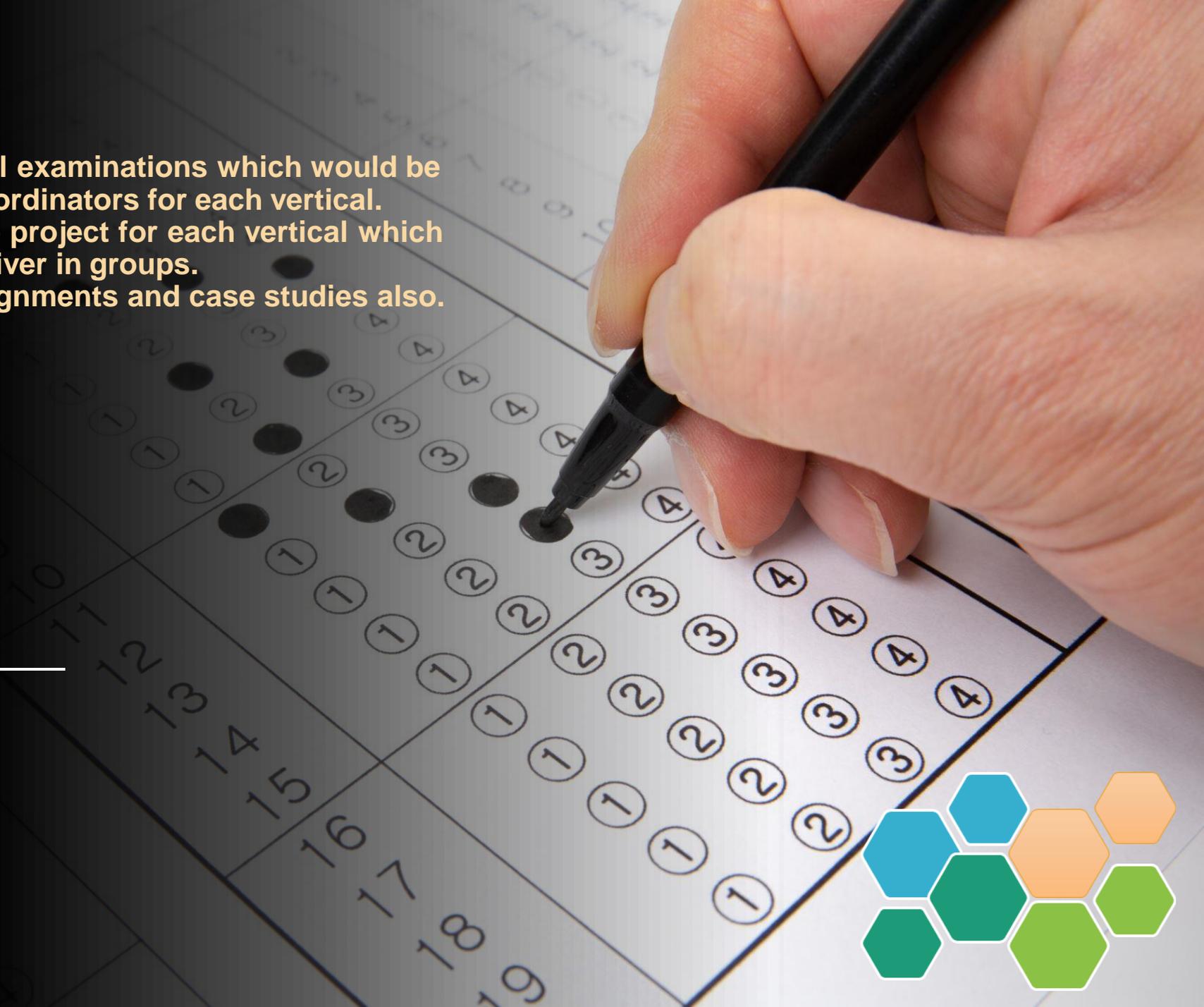
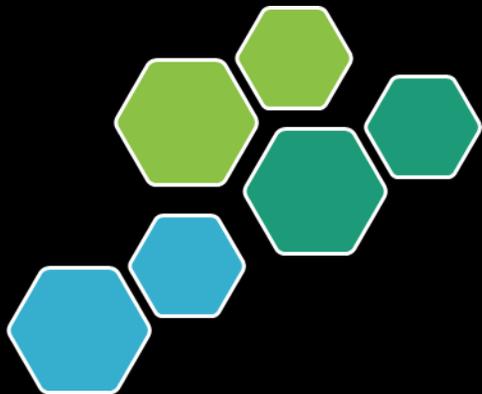


Evaluation

There would be 2 individual examinations which would be evaluated by the course coordinators for each vertical. There would be a capstone project for each vertical which students would need to deliver in groups. There would be group assignments and case studies also.

Tools taught

Data analysis using Orange



PROGRAMME ADMISSIONS

How to Apply:

- Please fill the online application form with all details of academic background, professional experience and proof of residence. You may be asked to submit copies of related documents as proof of application if shortlisted.

Link for application: : <https://forms.gle/ZPA1EWO1Zw2BfUQ76>

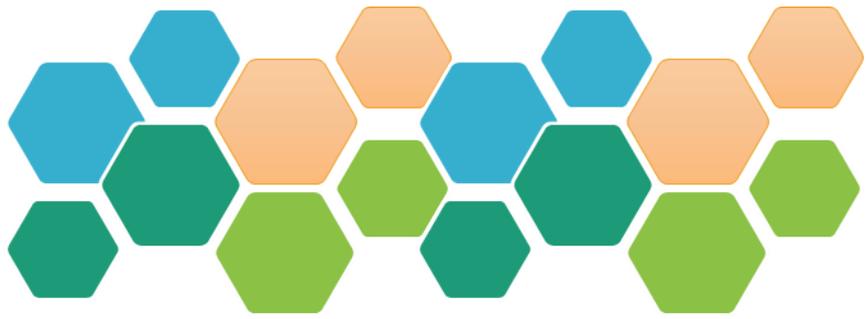
Dates:

- Call for applications: 1st May, 2022.
- Last date for application: 10th Aug, 2022.
- Personal interview: 13th/14th Aug, 2022.
- Selection results: 15th Aug, 2022.
- Registration deadline: 20th Aug, 2022.
- Start of classes: 3rd Sep, 2022.

Programme Fees: 120,000/- plus GST (18%), Total Rs. 141,600/-

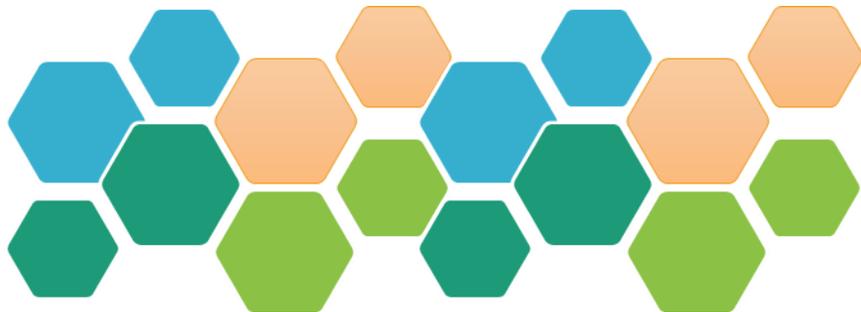
Duration: September 2022 to February 2023 , Weekend classes





ELIGIBILITY

- 1. Anyone who has completed graduation in any discipline.
- 2. Professionals with a minimum of 2 years of work experience would be preferred



Complete your online application:

Submit your online application. The committee will review your application and shortlisted candidates will be invited for the interview process.

Attend the Interview :

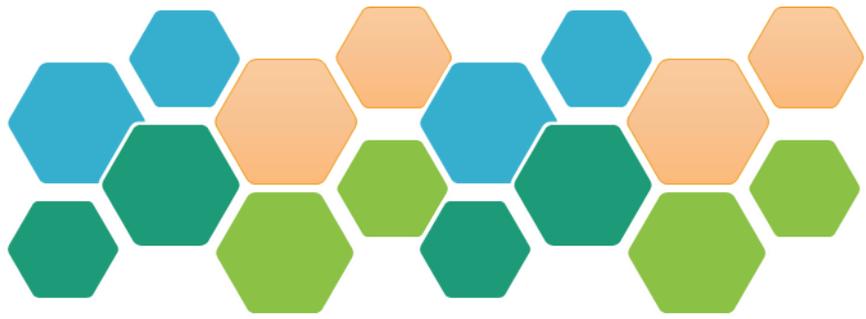
Candidates shortlisted will be interviewed by Program co-ordinators to assess programme fitment

Final shortlisting and offer letter

Post the interviews final list of shortlisted candidates will be sent and the offer letter.

Enrollment and Payment of fees:

The details will be confirmed only with selected candidates



Contacts



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