![XLRi Virtual Interactive Learning — 1949 EXCELLENCE & INTEGRITY]

EXECUTIVE DEVELOPMENT PROGRAMME IN

DIGITAL TRANSFORMATION STRATEGIES

STARTS ON DECEMBER 26, 2021 | 8 MONTHS | LIVE ONLINE
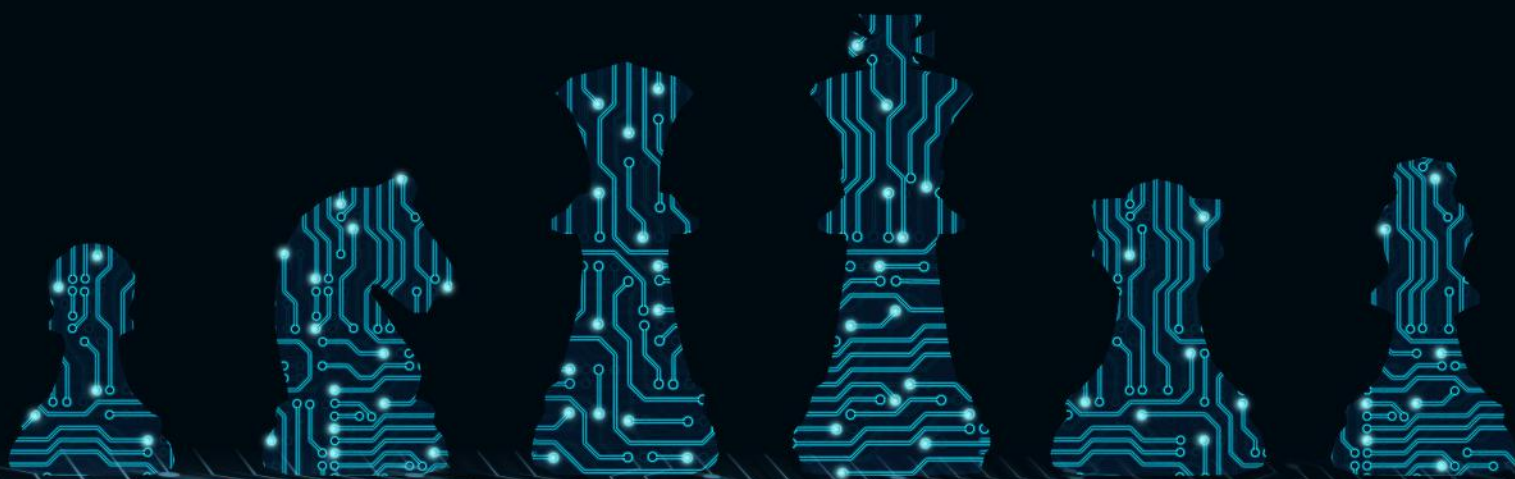
Learn to transform business models and strategies to achieve sustained growth.

Starts On	Duration	Programme Fee
December 26, 2021	8 Months Live Online	INR 1,72,500 + GST

Overview

As we continue to go digital, companies are transforming their business strategies to meet every online demand. Emerging technologies and flexible business models are aiding organisations to walk in step with the times. In order to make this possible, companies are in constant search of trained and skilled professionals who will help their organisations move ahead.

XLRI VIL's **Executive Development Programme in Digital Transformation Strategies** will empower you in every aspect of digital transformation, starting with a macro perspective and discussing various facets of transformation like technology, new business models, marketing & finance, fintech, innovation & change management, business analytics, and communication.

As part of this programme, you will be able to understand technological disruptions that drive change, discover newer ways of competing and collaborating, identify and develop new strategic capabilities, and drive transformational organisational leadership.

Who is this Programme for?

This programme is ideal for:

- Managers and senior managers who are currently engaged in digital transformation projects in their organisations or aspire to lead such initiatives.
- CEOs, COOs, CTOs, business leaders or function heads who are engaged in strategic planning and want to explore new opportunities by leveraging transformation and disruption.
- Consultants who work with clients to help them transition, transform and scale their businesses by leveraging new technologies.
- Entrepreneurs looking to grow their businesses and who want to stay ahead of the competition by leveraging innovative technologies and digital solutions.

The Executive Development Programme in Digital Transformation Strategies will prove to be beneficial for every professional who aims to build a career in digital strategies and business development.

Upon completing this programme, you will receive an executive diploma. So why wait? Start your journey with this programme to become a future-ready business leader with a sound strategic vision, data-driven decision-making capability, holistic business vision, improved acumen and leadership skills that can drive business transformation successfully.

Programme Highlights

XLRI VIL aims to impart in-depth knowledge to professionals with the Executive Development Programme in Digital Transformation Strategies. Right from the nuances of transformation technology to understanding the best practices of using digital technologies, the programme will take you through a practical, hands-on learning journey.

Introduction to digital transformation concepts and avenues of converting them into competitive advantages

Master the nuances of digital transformation and business disruption in 8 months

Live online teaching & interactive sessions with XLRI VIL faculty

Learning via real-world business applications, industry case studies, and capstone project

Networking and peer-to-peer learning opportunities

Certification of completion from a premiere B-School

Programme Director

Dr. Ashis Kumar Pani

Dean, XLRI - Xavier School of Management
Professor, Information Systems Area

A gold medalist in Math & Computer Science from IIT Madras, and Ph.D. in Computer Science from IIT Kharagpur, Prof. Pani has published and presented several papers in leading journals and international conferences. He was the recipient of the prestigious Fulbright fellowship in 2018. His current areas of interest include SMAC (social, mobile, analytics and cloud), artificial intelligence, and digital transformation.

Programme Faculty

Dr. Saurav Snehvrat
Faculty, Strategic Management Area

With over a decade of corporate experience in varied fields like IT, Finance & Pharmaceutical in India and USA, Prof. Snehvrat has been extensively involved in corporate training programmes in creativity, innovation, problem solving, design thinking, technology management, and corporate strategy. He is a Ph.D. in Strategic Management from IIM Ranchi, and holds an MBA (with distinction) from the Ross School of Business, University of Michigan.

Dr. Indrajit Mukherjee
Faculty, Strategic Management Area

Dr. Indrajit Mukherjee's interests in teaching & training include business turnaround, strategic transformation and growth, strategy implementation, and family business management. During his industry career, he has handled transfer, absorption, reverse engineering and indigenisation of technology. Prof. Mukherjee is also an angel investor and a BOD member of one of the fastest growing start-ups in eastern India in the financial sector.

Note: Programme Director and Faculty might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.

Programme Modules

This interactive live online programme will be spread across 8 months with classes being held once a week. Sessions will be conducted by XLRI faculty, peers, and industry experts.

The programme will cover:

MODULE 1: Leading your Business in a Digital Era

- Reimaging your business for the digital era and its ecosystems
- Digital disruption of Business, Clearing the Digital BLUR
- Social Mobile Analytics and Cloud (SMAC)
- What is Digital Mastery?
- Building Digital Capability of Organizations
- Improving Leadership Capability of Organizations
- Why Digital Transformation could fail and Myths of Digital Transformation

MODULE 2: Technology-enabled Digital Transformation

- Transformation using Technology
- Creating and implementing digital and social strategies
- IOT and Automation
- Blockchain Applications
- Data Analytics and its Applications
- AI and ML Applications
- Fintech: Experience sharing

MODULE 3: Build Agile Business Through Digital Transformation

- Industry 4.0 (digital transformation of the manufacturing sector in various areas on factory floor and what is the value delivered)
- Data strategy for digital transformation - how data storage, ingestion, and analysis has been changing with the combination of structured, unstructured, and semi-structured data from various sources
- Sales and marketing in a digitally-transformed world (digital marketing) - different channels of interacting with customers, SEO, Digital Ads, CMS, location detection and other systems
- Agile methodology for digital transformation

MODULE 4: Strategic Thinking and Tools for Strategic Transformation

- Organisational stability and change-when and why are they required?
- Challenges of Strategic Transformation-inertia and resistance
- Turnaround Strategy for organizations in performance crisis
- Transforming Business Successfully (strategic alignment and culture)

MODULE 6: Best Practices to Overcome "Failure"

- Intrapreneurship thinking for DT
- Digital Transformation Compass
- Framing the Digital Challenge, focusing on investment, Mobilizing the organization, Sustaining the Digital Transformation

MODULE 5: : Innovation for Transformation

- Choosing the right innovation for your firm, Types of Innovation, Innovation Choice and Strategy, Tools available for Innovation Strategy
- Evolution of Technologies and Markets, Disruption and its Characteristics, Dynamics of Innovation in an industry
- Platforms and Business Model Innovation
- Open Innovation
- Managing innovation: Role of leadership and culture
- Design Thinking, Process of design thinking, Key Principles, Design thinking culture

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

Capstone Project

The compulsory capstone project combines theoretical concepts learnt in the programme modules with practical insights to address real-world business challenges. The project helps foster hands-on learning that is a critical part of the programme learning experience, and is guided by the expertise of the programme faculty and industry practitioners.

Digital Transformation Strategies

Learning Outcomes

Get hands-on experience and insight into the strategies and technologies of digital transformation that will give you and your organisation the competitive edge.

By the end of the course, you will have:

An understanding of the nuances of transformation technologies, learnt new business models, and acquired cross-domain perspectives.

Gained insights into new business practices with a focus on innovation, design thinking principles & entrepreneurship.

An understanding of the impact of emerging technologies on business transformation.

The ability to navigate the wave of disruption and make organisations 'digital-ready'.
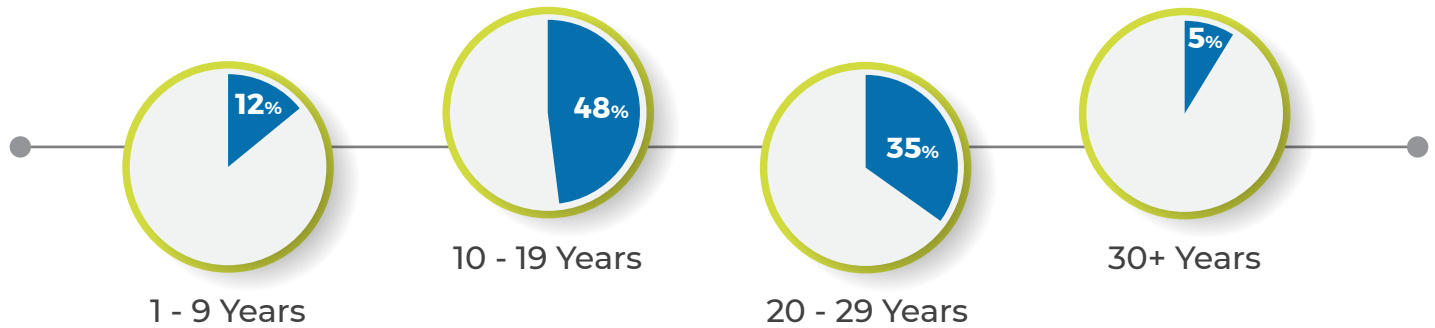
Gained the ability to build digital capabilities and implement digital strategies to drive your organisation ahead of the competition.
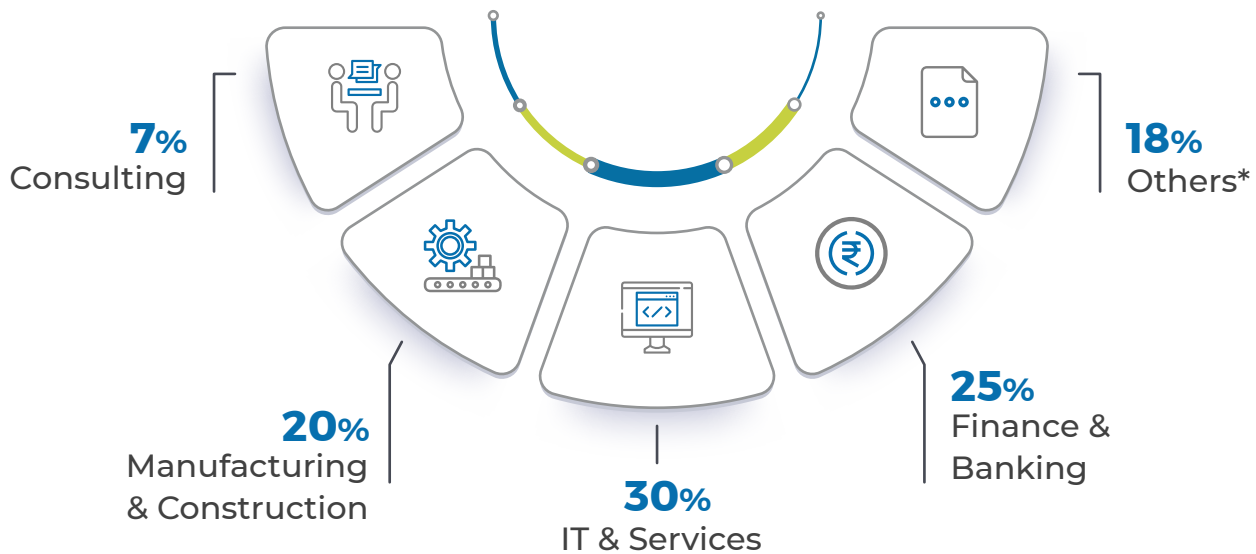
Strengthened capabilities in transformational organisational leadership and communication.
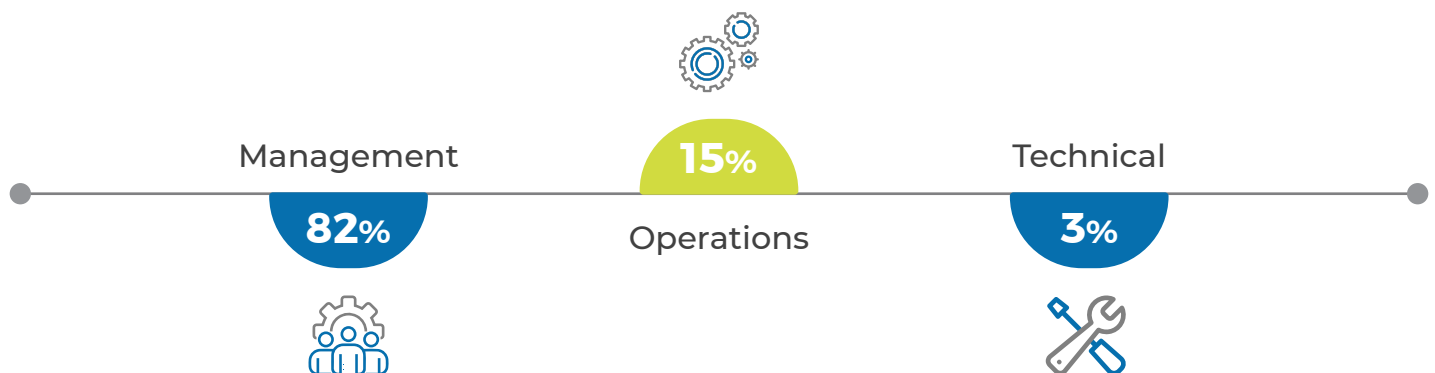
Past Participant Profiles

Work Experience

12% — 1 - 9 Years

48% — 10 - 19 Years

35% — 20 - 29 Years

5% — 30+ Years

Industry

7% Consulting

20% Manufacturing & Construction

30% IT & Services

25% Finance & Banking

18% Others*

*Others include Healthcare, Marketing, Publishing etc.

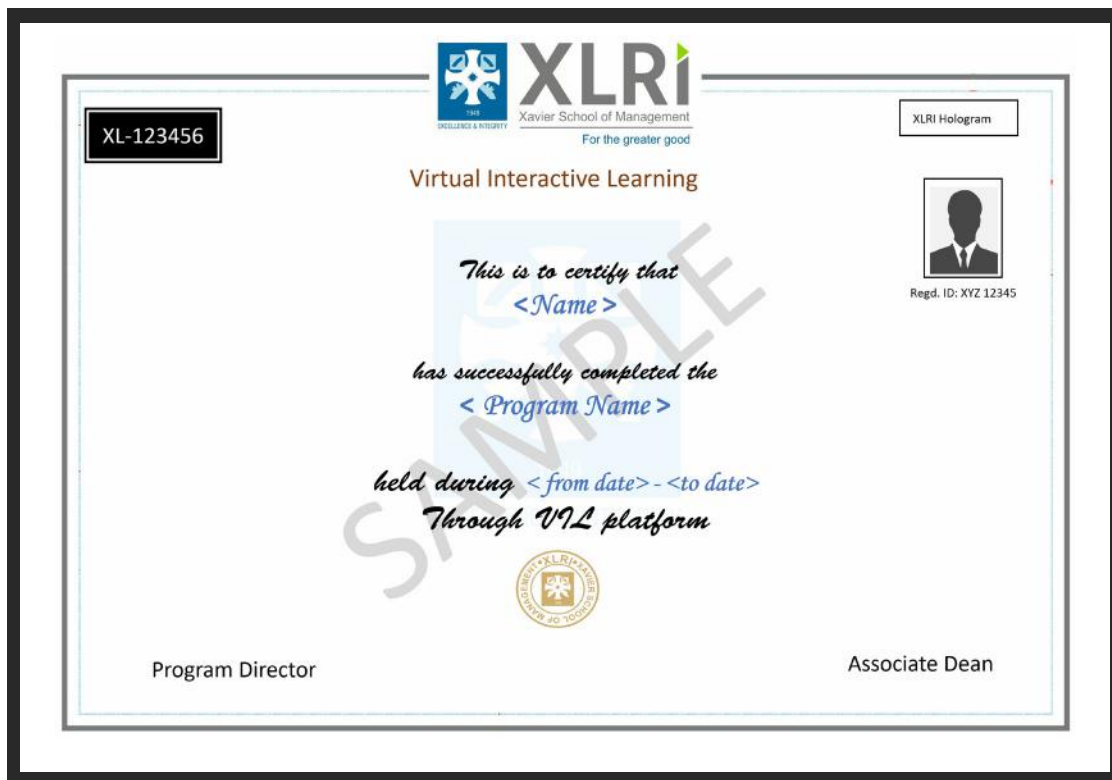## Functions

Management **82%**

15% Operations

Technical **3%**

Certificate

Participants will be awarded a completion certificate from XLRI VIL on completing all evaluation components, including the capstone project and maintaining a minimum attendance of 75%.

Note: All certificate images are for illustrative purpose only and may be subject to change at the discretion of XLRI VIL.

System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/Laptop/Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/Laptop/Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/Laptops/Mac systems and also on phones and tablets. You can join your live online class from a phone or tablet if it supports the Zoom client. We recommend that you attend classes from a PC/Laptop/Mac.

Programme Details

Programme Schedule

Duration	8 Months
Academic Orientation	January 9, 2022
Live Online Sessions	Once in a week Sunday 03:30 pm - 06:30 pm
Delivery	Live Online Sessions
Programme Application Link	Click here to apply to the programme.

Eligibility:

- Graduate/Diploma (10+2+3) in any discipline with minimum of 7+ years of work experience as on December 26, 2021.
- Post Graduate in any discipline with minimum of 5+ years of work experience as on December 26, 2021.

Evaluation:

- Faculty members teaching their respective modules will choose the method of evaluation most appropriate to the subject.
- Assignments / Regular quizzes will be conducted online.
- 75% attendance mandatory.

Payment Schedule

Programme Fee   INR 1,72,500 + GST (Inclusive of Registration Fees)

Instalment Schedule

Booking Amount	Instalment I	Instalment II	Instalment III
At the time of Registration	Dec 30, 2021	Apr 20, 2022	Jul 20, 2022
INR 2,500 + INR 23,500 + GST Inclusive of Registration Fee	INR 43,000 + GST	INR 60,000 + GST	INR 43,500 + GST

Round-wise Application Dates

	Dates
Round 1	Nov 01, 2021
Round 2	Nov 29, 2021
Round 3	Dec 20, 2021
Round 4	Jan 05, 2022

Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

Finance options available. **Click here** to learn more.

For more information please email at xlri@eruditus.com

About XLRI VIL

With a passion for academic excellence, XLRI was founded in 1949. XLRI has the vision of nurturing responsible global leaders for the greater common good and a sustainable future. It is known to be one of the best B-Schools in India. The world-class amenities and faculty at XLRI spare no effort to make its curriculum the best and deliver it most effectively. XLRI continuously scans the developments in business and society and proactively tries to meet the challenges. The characteristic that sets XLRI apart is magis - the zeal to do better, never to be satisfied with being mediocre and aspire to excel. Since 2002, XLRI Virtual Interactive Learning (VIL), as a unique academic methodology, allows working professionals to continuously upgrade their knowledge and skills through continuing education without taking a break from their careers. Over 10,000 working professionals have benefited from various programmes offered by XLRI VIL.

About Eruditus

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and EMERITUS. It offers world-class executive education to grow businesses continuously. Led by alumni of INSEAD and Harvard and supported by eminent programme experts, the programmes are designed to give a learning experience integrated with sustainable business applications. Programmes are crafted in a different range of formats; in-class, online as well as blended programmes. The portfolio includes short 2 to 4-day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.

Apply for the programme here

APPLY NOW

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For registration and any other information,
please get in touch with us at **xlri@eruditus.com**

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ⓦ **WhatsApp an Advisor On +91 7208889990***

* This number does not accept any calls. Please message your queries.

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EXECUTIVE EDUCATION