DIGITAL INNOVATION & TRANSFORMATION FOR ENTERPRISES IN THE AGE OF AI

Introduction

We are undergoing an experience and realities of a transformative era where digital prowess is the cornerstone of success, and where businesses face the challenge of navigating complex landscapes, with digital transformation projects often encountering high failure rates.

With an invitation to attend this course, embark on a transformative journey of your career into the profound role and impact of digital technologies across business, industry, education, society, and every sector. AIMA's course not only addresses this pressing concern but also equips you with the optimal knowledge required for success.

Over the past two years, our esteemed 60-hour online course has been a beacon of excellence, shaping the digital leaders of tomorrow. With more than 150 no. participants in previous 5 batches, having experienced its transformative impact, this course stands as a testament to success of the course.

Excellent opportunity for participants to discover the profound impact of emerging trends of digitalization, Artificial Intelligence and all other digital technologies on business, their unravelling strategic advantages for enhanced efficiency and sustainable growth. Our expertly crafted five modules, details given below, delve into the intricacies of digital transformations, providing invaluable insights to mitigate common pitfalls and elevate project success rates.

And also an opportunity for a dynamic exploration that transcends conventional boundaries, positioning you at the forefront of digital excellence and leadership role. Shall uncover the secrets of successful digital transformations and emerge not just informed but inspired to revolutionize your approach to leadership in the digital age.

your journey to unparalleled success in the digital realm shall begin here, fortified by a wealth of knowledge and guided by the hands of highly experienced faculty members who bring real-world expertise & research to the forefront, ensuring you not only understand the theoretical aspects but gain practical insights for effective implementation.

Sessions will be run in most interactive manner, with wide discussions on global best practices and live case studies published by leading institutes like MIT, Harvard, Gartner & few other both on Indian companies & organization and global.

Key Learning Areas

The programme will provide a blend of conceptual and practical learning in areas such as:

- **Digital Preparedness Assessment:** Evaluate your organization's readiness for digital transformation.

- **Business and Digital Agility:** Understand the dynamics of business agility, digital agility, and the agility wheel.

- **Key Enabling Technologies:** Explore technologies crucial for digital transformation success.

- **Digital Transformation Building Blocks:** Learn the fundamental components shaping digital transformations.

- **Data and Digital Infrastructure Strategy:** Develop strategies for effective data management and digital infrastructure including cloud, API, Microservice.

- **Hands-On Design Thinking Session:** Apply design thinking as a powerful tool for re-envisioning and crafting business models.

- **Digital Governance and Sustainability Clock:** Implement effective governance and sustainability practices in the digital realm.

- **Predictive Analytics Techniques:** Acquire skills in crafting predictive analytics for informed decision-making.

- **Strategy for adoption of AI & its industrialization and Generative AI**

- **Organization Change Workshop:** Navigate organizational change and implement a digital persona for personal effectiveness.

- **Digital Project Success Measurement:** Discover metrics for measuring the success of digital projects and initiatives.

- **Workshop on digital leadership persona**

Eminent Faculty of the Program

Program Director

Prof. M D Agrawal
Visiting Professor, SJMSOM, IIT Bombay
Former General Manager & CIO BPCL Downstream
Former Advisor, senior consultant, TCS Global services
Former visiting professor, IIT G, NITIE, IIM I

Prof. N L Sarda
Retd. Senior Prof.
CSE, IIT Bombay

Prof. G Sivakumar
CSE
IIT Bombay

Prof. Ashish Pandey
Associate Professor,
SJMSOM, IIT Bombay, Mumbai

Prof Pankaj Dutta
SJMSOM
IIT Bomba

Mr. Uday Gharpure
Consultant and
Executive Trainer –
Design Thinking

Mr. Sanjay Agrawal
CTO, Hitachi Vintara,
Chair SNIA

Prof. Pushpak Bhattacharya
CSE
IIT Bombay

Mr. Aashish Shetty
CIO
Asian Paints

Invited Guest Faculty

Prashant Kumar Mittal, Scientist G, NIC, former MD, National Informatics Centre Services
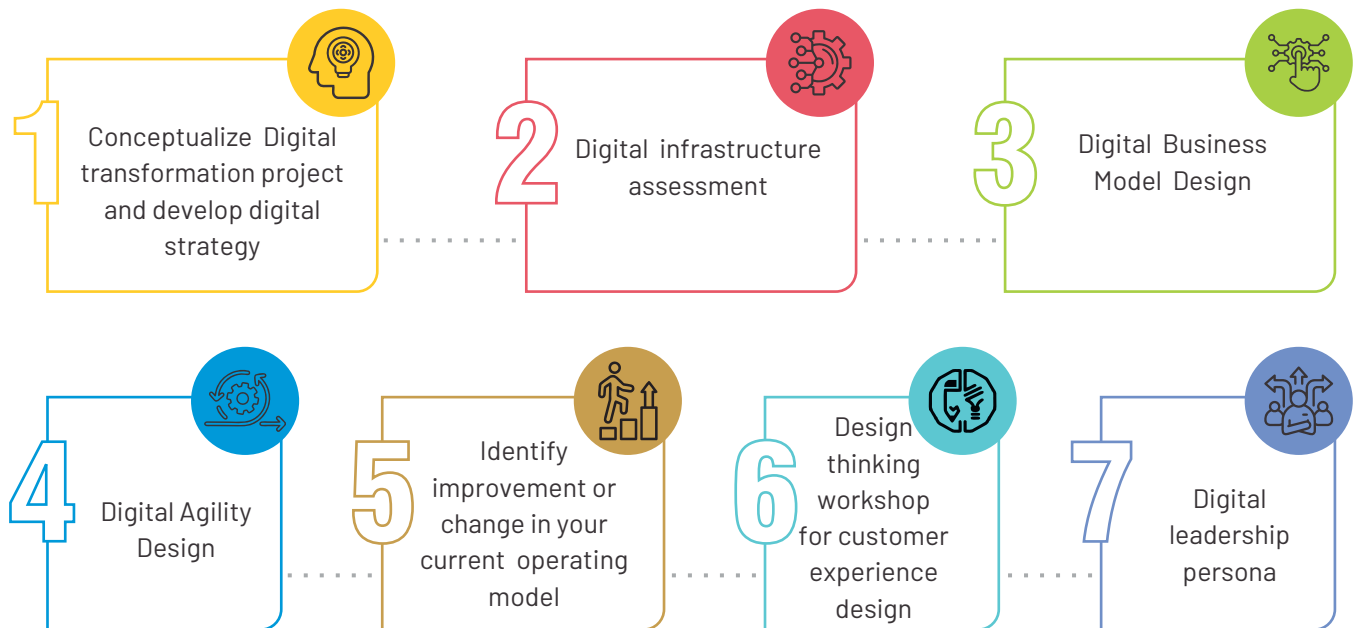
Khushboo Jain, Suprem Court Lawyer on Cyber & data protection law

Rajiv Pandey, CIO, Tata Motors

Ramesh Lakshminarayan, CIO, HDFC Bank Ltd

Workshops and Exercise

As part of tools for learning, following workshops and exercises will be part of the course

1 Conceptualize Digital transformation project and develop digital strategy

2 Digital infrastructure assessment

3 Digital Business Model Design

4 Digital Agility Design

5 Identify improvement or change in your current operating model

6 Design thinking workshop for customer experience design

7 Digital leadership persona

Programme Highlights

DURATION 4.5 months

Online Live classes
4 hours every week on Sundays
9:30am- 11:00am and
12:00pm to 2:00pm

Program Session Design Include

a. Discussion of various business scenarios of different industry verticals and evidence based learnings and research

b. Reference of large number of industry use cases and published case studies

Pedagogy: Content design of the programme is based on practical experiences and research carried by each faculty. Reference of a good no. published global research on relevant subjects, international companies success case studies and video content.

c. Reference of multiple case published case studies by organizations like Havard, MIT, Mckinsey

Programme Design & Modules

01 Foundation subjects for digital business and digital transformation

a)   Digital preparedness assessment

b)   Business Agility, Digital Agility & Agility wheel

c)   Key enabling technologies for digital transformation

d)   Digital Transformation Building Blocks

e)   Digital Transformation Capability Areas

f)   Digital project failures and Maturity Assessment

g)   Digital Customer Experience & Chabot as accelerator

h)   Crafting Digital Vision

02 Data and Digital infrastructure strategy

a)   Digital transformation accelerators: Cloud, API

b)   What is Connected, networked and optimized and autonomous digital state

c)   Building blocks of digital infrastructure in age of AI

d)   Emerging new data organization practices like Data fabric

e)   Data governance strategy

f)   Data Monetization strategy

g)   Building Data Analytic and monetization policy

h)   Setting Cyber security and now AI safety

i)   Setting data privacy policy

j)   Adoption of Dev Ops and Agile

03 Retooling and Re-architecting organization

a)   Hands-on session on Design thinking as a tool

b)   Re-envisioning & crafting Business model

c)   Multisided Digital platform and crafting same

d)   Digital Business Platform in enterprise

e)   API and Microservice as essential element of digital strategy

f)   Digital public infrastructure and its impact on enterprise digital strategy

g)   Strategy for building talent pool

h)   Digital factory and new operating Model

04 Foundation of strong cognitive and Predictive practices in organization

a)   Techniques for crafting Predictive analytics

b)   AI in different industry vertical and Industrialization of AI in enterprise ?

c)   IoT, Computer vision & AI for Manufacturing

d)   Natural language processing and LLM model for business effectiveness

05 Digital governance, organization change and personal effectiveness

a)   Digital project success measurement

b)   Digital governance and sustainability clock

c)   Organization change

d)   Digital Persona and self-assessment

Live and published case Studies like DBS Bank, Lego, Philips Global, Tata Steel, Tata Motors, Asian Paints, Aadhar and India stack and few more.

Assessment & Certification

The participants will be assessed on the basis of assignments and group presentations.

Upon successful completion of the programme, the participants will be awarded with "Certificate of Success" by All India Management Association

Enrolment & Registration Process

You can enrol in the programme by registering online.

For online registration **CLICK HERE**

The second batch is going to start from 4th February 2024 onwards.

Programme Fees

The programme fees for this course is **Rs 60,000/- + GST** which include cost of **Course Learning Material & Examination fees.**

The participants can pay the fees in four equal monthly installments of **Rs. 15,000/-** while paying the GST in advance with first installment fee.

International Participant Fees – **$900 USD**

More than 100 nos. of senior professionals in rank of CXOs, general manager, vice president, director and senior consultants have attended last 3 batches, most of them shared their excellent feedback.

Testimonials

Lots of practical insights on the application of digital technologies

Ganesh Ramachandran
CIO

Excellent course. Helped me drive digital initiative in my organization

Om Prakash Singh
AVP, Group IT – JTEKT India Ltd

Interactive, instant feedback and cross industry learning

Meheriar Patel
Grp CIO, Jeena & Co

Discussions with peers & excellent insights from all faculties

Dr Mukesh Mehta
CTO Baltiwala & Karani Securities Pvt Ltd

Fortunate to attend a learning program for 4+ months / 18 Weekends / 100+ Hours of classes, which was extremely research-based, multiple case studies oriented, well-curated

Upkar Singh, VP-IT, RMSI

This course has broadened my thoughts and thinking

Punit Rastogi
IT Head India, JCB

Why to Attend this Programme

In the new normal, business and industry is undergoing a paradigm shift in its operation, customer service and supply chain processes. Digital Transformation has changed the way business is done. Without Digital Transformation, survival in today's International and competitive business is extremely difficult. This is a journey that will continue for years with business benefits visible at key milestones. Some enterprises are at advanced stage in this transformation however large number are either late entrants or yet to implement a logical strategy for Digital Transformation.

A great amount of research is being done to see how successful enterprises and organisations are using digital technologies for flexibility, operational competitiveness, growth, resilience and business transformation.

There is great learning opportunity for every business and technology managers and leaders to fully embrace this change both for their business and career. Successful digital organisations are some of the highest wealth creators today. Adaption of various digital services during the pandemic has further strengthened its key role in growth and sustainability of business.

Enterprises expect CXOs not only to be familiar with Digital Technologies but also experienced on initiatives to ensure success as many enterprises are seeing very limited success with certain digital initiatives. A great amount of research is being done on applied part of digital technologies as how successful enterprises and organizations are using these technologies for growth, resilience and business transformation.

This program has been designed considering key learning areas for industry professionals, analysts and acdemicians in field of digital transformation. It will offer embedded learning in areas of business transformation, management, strategy, innovation, emerging technology, implementation strategy, leadership and governance.

For better understanding of global best practices, another deliverable will be live case studies on technologies such as Cloud computing, big data, IoT/IIoT, AI/ ML, deep learning, AR/VR, Computer vision, Robotics etc.

This Advanced Certificate Programme in Business Excellence through Digital Innovation & Transformation for Enterprises is an excellent opportunity of learning from a pool of faculties from the industry and IIT Bombay.

About AIMA

The **All India Management Association (AIMA)** is the apex body for management in India with over **38000 members** and close to **6000 corporate /institutional members** through **67 Local** Management Associations affiliated to it. AIMA was formed over **60 years ago** and is a non-lobbying, not for profit organization. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.