Certified Digital Manager

Master class by Master of Technology

4 months weekend online class

Digital business skills and business models are ecosystem and necessary part of the organisations. No organisation or society can live without digital and technology base now. With the exponential disruptions in the economy, industry, companies and transactions; India is observing maximum change and growth in this space. Organisations are missing the professionals who already know the digital methods and business tools to progress the company and to beat the competition.

Under this VUCA and New Platform, Birla Institute of Management Technology which is also pioneer in launching new and sectoral programmes in the country designed this programme to prepare digital skilled professionals for companies to meet the present and future challenges at work place. The programme leads to the digital learning as ecosystem, functional expertise, new and efficient forms of management helping organisational business revenue.

Programme Features:

Programme: Digital Manager Certification
Duration: 12 weeks online class 6 hrs each, alternate week ends.

Programme skills acquired at the end: Digital economy, ecosystem, tools, frameworks, applications in various industry, real projects,
Potential benefit: Making Managers ready to implement Digitalization projects
Programme Delivery: Online delivery, interactive and facilitative
Courses and Projects: Application courses and real projects
Batch Size: limited to 25
Other features: Video available for offline viewing, faculty mentoring available, Last sessions in campus (optional)
Certification after giving supervised test at BIMTECH or designated locations

Registration Link:

https://docs.google.com/forms/d/e/1FAIpQLScqUHbftPIhkThEKeviLYJa hfvXyuXMqIilqFPBlTfcUEDPCQ/viewform

Programme objective:

- Developing a cadre of professionals with digital ecosystem knowledge
- Programme offering tools and frameworks of the digital systems of the organisation and business
- Offering expertise of digital transformation by professionals
- Develop a pool of certified Digitalisation professionals of the society.

Important Dates:

Announcement - 21st Nov 2019

Enrolment begins - 1st Jan 2019

Enrollment Open Now. Limited 25 seats Enrollment closes March 20th

Class begins only April 1, July 1 2020

Programme Design:

Cutting edge technologies and knowledge of the industry are the needs for new age managers. The programme design offers knowledge, skills and the practice frameworks to develop a functional and comprehensive holistic learning of the digitalisation. The content coverage of the programme Day wise will be-

1. Fundamentals of Digitalization	2. Understanding Digitalization Models
• Digital Economy challenges • New Technologies and Disruptions • Business issues and disruption examples	• New Business Models and Digitalisation • Digital Transformation of traditional companies • Emerging platforms economy

3. Insight to Emerging Technology	4. Managing Digitalization Transformation Program
• Big Data and Data Management • Artificial Intelligence and Machine Leaning • Technology and Society • Internet of Things and Smart Products and Services • Digital Infrastructure and Readiness Mapping	• Customer Insights and Digital marketing • Social Media Management • Organisational Culture and Leadership Creative Analytics • Risk Management • Design Thinking

5. Managing Digital Risk	6. Participants Presentation/ Valediction
• Cyber Security, Privacy and Protection • Digital leadership traits and enablers	

Professional Tools and Skills exposure in program –

Stock image, text editor, cloud working, need assessment tools, collaborative task and project management, chatbot, smart solutions

Pedagogy:

TRADITIONAL MARKET AND BUSINESS	DIGITAL MARKET AND BUSINESS
Changes incremental	Changes exponential
Manages change and growth	Leads change and growth
Project and market based approach	People and innovation based approach
Technology as department and team in the organisation	Digital as cross functional system and everyone in organisation
The goals and missions define the path and the plan	Disruption helps goals and missions to improvise and better-make
Setting calculated goals and actions	Employee autonomy and democratised decision making
Works in silos and departments	Works in collaboration and cross functional
Position based and authority led	Digital is Project based and team led
Transfer of knowledge and activities if costly and difficult	Smooth transition of knowledge and activities

The programme is designed with approach of faculty mentoring and teaching, project based learning, and self-learning using cases, assignments, class room / conferencing lectures, quizzes, and projects evaluation. Participants will be expected to develop a Digitalisation Model of a company at the closing of the programme.

Key Benefits and Advantages:

- Upon completion, you have right understanding of the digital economy and ecosystem
- Clarity and understanding of the digitalisation tools and frameworks
- Ability to understand the links of functional and non-functional expertise in digital domain
- Ability to develop new approaches for functional digitalisation needs
- Capability to develop digitalisation model for an organisation and study feasibility
- Appreciate the new age economy and its needs and help the organisation to change human resource plan and organisation structure

Programme Participants:

- Professionals in any functional business discipline in manufacturing, trade and services industry
- Professionals in organisations developing digitalisation chart
- Professionals in NGOs, Education industry, and other service sector
- Masters, graduate and professional certificate participants
- New career makers looking for enhanced digital profile in any functional line

Career Opportunity

- Career guidance and counselling available

Programme Admission and Contact:

- Programme admission with application review
- Programme fees
  - **4 months online – 52,000 + 18 percent tax**
- Contact- cmdc@bimtech.ac.in

About Program Director: Prof Sanjiva Shankar Dubey, Professor and Head IT Area

Prof Dubey has 35 years of leadership role in Digitalization management with IBM and Tata Group. His last assignment was with IBM Global as Vice President and Asia Pacific head of Service Delivery .He also set up the IBM Consulting Group in India.

Academically inclined, he has authored **nine IT strategy and Management books**. He has taught over 50 batches of Executives in IIM Lucknow, IIM Indore, MDI Gurgaon, IMI New Delhi, SP Jain Dubai and Singapore. He currently head of IT area in BIMTECH since 2016

He obtained his PGDBM from XLRI and BE from NIT both at Jamshedpur.

He was awarded PG diploma in Steel Plant operations by SNTI Jamshedpur. He obtained his advanced certification of Management Consulting and Project Executive certification from IBM executive Institute. He was also a member of IBM Academy.