



## MANAGEMENT DEVELOPMENT PROGRAMME ON DIGITAL TRANSFORMATION

### OBJECTIVES

Digital Transformation (DT) may mean different things to different people and different organizations. This relative lack of clarity in its meaning prohibits organizations from achieving their potential. This MDP equips the participants by providing them a deeper understanding of the DT phenomena and how it can be effectively managed. The objectives of the course are listed as below:

- To understand what DT is not
- To appreciate various stands of DT to get a holistic picture
- To evaluate the DT readiness of their respective organizations
- To prepare themselves for DT leadership

### TARGET PARTICIPANTS

The programme is open to middle and senior managers/officials from Business and Government.

### PEDAGOGY

Lectures through audio-visual presentation, structured exercises, group discussion and case studies. The instructors are drawn from Industry and Academia. They would also be provided with a kit and course material.

### TOPICS TO BE COVERED

#### **Part I: Understanding Digital Transformation (DT)**

- What DT is not
- Holistic understanding of DT phenomena

#### **Part II: DT Strategy and Leadership**

- Strategy for Digital Transformation
- Leadership for Digital Transformation
- Making sense of emerging technologies (AI, Business Analytics, Big Data, Cloud Computing, Block chain, IoT etc.)

#### **Part III: Embarking on a DT Journey**

- Assessing DT Readiness - Various Pathways to DT
- Addressing Roadblocks to DT

#### **Part IV: Case Studies and Exercises**

- DT in various functional domains
- Preparing a DT roadmap for your organization

## **PROGRAMME FEE, DURATION, DATE AND VENUE**

The program will be held online for two days between 17<sup>th</sup> – 18<sup>th</sup> March 2023. The fee for the program is Rs.10000 (excluding GST) per participant. Payment can be made online, the details of which shall be shared in due course. Interested participants must send an email to the Course coordinators. Payment details and the completed application form should reach by the 28th of February 2023. The fee covers the cost of study materials and certificates.

## **PROGRAMME COORDINATOR**

**Dr. Deepak Saxena**

Assistant Professor,  
School of Management and Entrepreneurship,  
Indian Institute of Technology Jodhpur  
Rajasthan 342030  
Tel: 0291-2801821  
Mobile: +91 8500769078  
E-mail: [saxenad@iitj.ac.in](mailto:saxenad@iitj.ac.in)

Link for Registration: <https://forms.gle/z1QqXJd2gTccz3GVA>

Link for Payment: <https://oa.iitj.ac.in/ePay>