



DA — E F A A E E
CA C A





EDA

Delivery would be through a balanced mix of experience sharing, classroom lectures, discussions, case studies on success stories of companies, and reflections on real-life corporate examples. Lecture inputs are primarily drawn from contemporary studies and survey findings on the topic. Discussions will be experiential and interactive through individual and/or group presentations, and/or role plays, and/or in-class exercises.



A A E D

This program is designed for business leaders, function heads, SBU heads, team leaders, and CXOs (irrespective of

Platform Business Model: How digitalization is leading to the creation of 'digital twins' on digital platforms based on which innovative business models are coming up. How Industrial IoT and Industry 4.0 are aiming at mass customization for customer delight, predictive maintenance, smart manufacturing, etc.

Digital Ecosystem: How to form an ecosystem of interdependent groups of enterprises, people, data, and/or things by sharing standardized digital platforms. The ecosystem partners enable collaboration and provide mutually beneficial results to all stakeholders involved. The ultimate goal is to create a digitally integrated business ecosystem that can quickly adapt to the ever-changing needs of market.

Digital Strategy & Governance: Digital technologies are game-changing in helping solve customer problems because they deliver three critical capabilities: ubiquitous data, unlimited connectivity, and massive automation. Those capabilities make possible entirely new revenue streams. However, any digital strategy to be effective requires active involvement from top management in governing the digital maturity through rapid adoption and exploitation.

A E D EC

Dr. Debashis Saha, a Full Professor in the MIS area, has been teaching Digital Technologies for more than 25 years now. In the full-time executive programmes in IIMC, he has designed and delivered business technology related courses for Managers, Team Leaders, and Senior Executives. He has conducted several thought-leadership sessions on 'Managing Disruptive Technologies' in leading organizations/universities in USA, Japan, Singapore, Korea, China, Australia, Sweden, Singapore and Taiwan, on their invitation. He also has the experience of providing consultancy to several Indian firms on their Digital Business Transformation projects. His research interests include Digital strategy and governance, Emerging IT paradigms, Digital Disruption, Business Transformation, and Digital Ecosystem. He has authored several research papers, books/monographs, book chapters, case studies, and published in both national and international journals. He has visited USA, UK, Australia, Brazil, China, South Africa, Japan, South Korea, Hong Kong, Switzerland, Sweden, Portugal, Taiwan, Singapore, and Dubai, in connection with Industry 7@a1(ernatian wit)11.1(orm)31(T)1



A E DE A

- **Duration:** March 04 - 07, 2024
- **Programme Commencement:** 9:00 AM on March 04, 2024
- **Programme Conclusion:** 2:00 PM on March 07, 2024
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** March 03, 2024 (6:00 pm onward)
 - **Check out:** March 07, 2024 (2:00 pm)

A E FEE

- **Residential (R):** ` 110,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ` 100,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

E & C D

Participants would have to make their own travel arrangements.

Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.

Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.

Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

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You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>

Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.

