

Advanced Certificate Program in Enterprise Transformation

6 Months Online Program

Starts On March 05, 2023



*When you are skilled you know it. When you are certified everyone knows it.
Get on your next challenge and get a BIMTECH certification.*

BIMTECH Rankings

6th By NHRDN-SHINE.com
10th By BusinessToday-MDRA
10th By MBAUNIVERSE.com
10th Among All (Government+Private) in the MHRD's

Birla Institute of Management Technology

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Program Details



ABOUT BIMTECH:

Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. Syst. B K Birla, Chairperson of the B K Birla Group of Companies and Late Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy of Art and Culture, is the founder of BIMTECH. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of the industry. BIMTECH RANKED 5th AMONG THE TOP PVT. B-SCHOOLS & 6th OVER ALL By NHRDN and People Matters B-School Rankings 2022. BIMTECH is one of the few Institutes in India that is AACSB accredited.

ABOUT COOLS:

BIMTECH which is 33 years old premier B-school endeavor to recreate the essence of the Post Graduate Diploma in Management by the Centre for Online Studies (COOLS). **COOLS** is a part of BIMTECH to promote online higher education in and outside India through collective apparatus of On-line Teaching, Learning, and Research. It also aims to impart the best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals. BIMTECH'S online PGDM is the only program in the country that is AACSB accredited.

WHY THIS PROGRAM:

Today's world is changing at a pace we have never seen before. Watch the news for just five minutes and you will see a changing and uncertain world. Take a look at the technological challenges. Twenty years ago, no one would have believed that the advent of the smart phone would change how we interact.

We refer to this as a VUCA - volatile, uncertain, complex, and ambiguous world. VUCA is more than a buzzword it is a way of thinking and approaching solutions to the problems of our digital and dynamic world.

In today's mechanical environment, leaders need to combine technical skills with business endeavors to succeed. To support professionals in this endeavour, BIMTECH faculty has developed a unique program for budding business leaders. The program offers four certificate courses addressing competencies required in the key business area to emerge as a leader, and drive innovation in the organization. The participant chooses the area of specialization and on successful completion of the course work. They will be awarded one of the following certificates. The participant will have the option of opting for dual specialization also.

- Certificate in Strategic Management
- Certificate in Enterprise Sustenance
- Certificate in Digital Marketing and Analytics
- Certificate in Digital Transformation of Business

The objective of this program is to make future organization leaders aware of how the VUCA environment has impacted business strategies, marketing practices, technology leadership, and transformation of processes through digitization so that they can direct the organization in navigating through these challenges.

PROGRAM HIGHLIGHTS:

The certificate program in Enterprise Transformation will teach the you about the latest technology and business practices to make you a future ready leader by managing both technology and people with excellence

- Live sessions with industry experts
- Individualized feedback on assignments
- Weekly live classes with Q&A sessions and group breakouts
- Access to cutting-edge technologies and concepts
- Application of learning through a final capstone project
- Earn a certificate from BIMTECH

KEY TAKEAWAYS:

- Apply system thinking and strategic decision-making, to analyze complex systems or processes and create new models.
- Understand the key characteristics of various types of radical innovation and develop strategies for implementing them.
- Create an organizational strategy based on your team's and product's structure
- Use leadership techniques to foster an innovative culture in your organization
- Evaluate emerging technologies es such as artificial intelligence, augmented reality, and virtual reality, as well as their business applications.

WHO SHOULD ATTEND THIS PROGRAM:

This program is ideal for individuals who are looking to drive disruptive innovation as a competitive edge for their organizations. Representative roles include:

- Managers with hands-on work experience who are rapidly progressing in their careers and want to prepare for the next phase of leadership
- Individual contributors who want to understand from an Indian context how the latest technologies and management thoughts work to help further their organization's plans and put them at the forefront of their industry
- Entrepreneurs who want to stay ahead of the competition by utilizing transformative technologies and solutions.

PROGRAM OVERVIEW:

The program offers four certificate courses. Each course is composed of components that come together to form the perfect foundation for the business leader of tomorrow. The courses are designed in a two-tier format.

Tier one focuses on eight foundation subjects which introduce the participants to the methodologies, tools, and technologies that impart the

Curriculum



knowledge required and develops the attributes to be a leader of the future. The Foundation

Tier two focuses on subjects in the areas of specialization chosen by the participant. It is designed to build skills in the selected specialization which are vital for an organization to meet the challenges of the days ahead.

Each course imparts 100 hours of learning to the participant in the form of online classes, dissertation/capstone projects; self-paced study; class quizzes; breakout sessions; webinars; and live sessions with industry experts.

Each participant is provided with a course pack comprising e-books, reading material for self-paced learning, secondary reading material, etc.

COURSE STRUCTURE:

FOUNDATION COURSES	Marketing management			
	Organizational behaviour			
	Financial and managerial accounting			
	Quantitative techniques			
	Effective managerial communication			
	Managerial economics			
	Management information systems			
	Understanding emerging technologies			
SPECIALIZATION	Digital Transformation of Business	Digital Marketing and Analytics	Enterprise Sustenance	Strategic Management
SUBJECTS	Understanding the History of Disruption	Digital Landscape	Managing Team	Managing Your Business Strategy
	The Pace of Change	Digital Listening and Learning	Strategic Leadership	Analysing the external environment
	Digital Technologies and Value Creation	Digital Advertising and Promotion	International Business Management	Analysing the internal environment
	Digital Trends Past and Future	Digital Product, Place and Price	Business and Corporate Laws to Gain Strategic Advantages	Formulating and evaluating strategy
Capstone Project				

The capstone project uses the key components of the course to create a leadership project that helps the participants practically apply their knowledge. The capstone takes the key takeaways from each course to help the participant understand how to solve real-world challenges with practical applications.

This helps the participant prepare for their current or future role as a leader and helps the participant understand how to design projects for real problems organisations face as they move forward in this dynamic world of innovative business models and technology. During the capstone project the participant will be monitored by a BIMTECH faculty or an industry expert.

COURSE DURATION:

The duration of each of the courses is 6 months which will comprise 5 months of online classes and self-study sessions followed by a 4-week capstone project monitored by a BIMTECH faculty and an industry expert. The course will commence from January 08, 2023.

MODE OF DELIVERY:

The courses are delivered online mode. There will be a total of 60 hours of interactive learning sessions, of which 24 hours would cover the foundation subjects and 36 hours would be for the specialization subjects. The course coverage for the foundation subjects will be a combination of on-line interactive classes and on-line self-paced study. The specialization subjects will be covered through online live session classes.

ASSESSMENT, GRADING AND CERTIFICATION:

As this is a highly practical course focusing on nurturing business skills, the pedagogy is oriented more towards giving the participants practical knowledge with a focus on case studies, participating in business webinars, and guest lectures by business leaders. The participants will be assessed based on their performance in the online examination for each course.

Written test of 1 hour's duration having subject contents from each module with a maximum mark of 50 will be held for each foundation course. Written test of 2 hours duration having subject contents from each module with a maximum mark of 100 will be held for each specialization course. Each participant will be required to submit their capstone project for evaluation. The project will have a maximum mark of 200. After successfully completing the programme, with a minimum 40% overall score, the participant will be awarded a Certificate with grades in their selected area of specialization from BIMTECH.

ELIGIBILITY:

- Graduate or equivalent in any discipline from a recognized university
- A work experience of 3 years is desirable

Course Fee:



≈ Rs. 40,000 plus GST for Single Specialization

≈ Rs. 60,000 plus GST for Dual Specialization

Installment schedule	Payment Date	Fee
Installment 1	With in 7 days of Enrollment	50% of Course Fee
Installment 2	April 08, 2023	25% of Course Fee
Installment 3	May 05, 2023	25% of Course Fee

PROGRAM DIRECTOR:



Prof. Sanjiva Shankar Dubey, Chairperson Cools & Professor IT Strategy and Management at BIMTECH, is a well-known Digital Strategy Practitioner-Academics. He has over 35 years of Industry Experience with IBM and Tata group. He was Asia Pacific Service head of IBM before joining BIMTECH. He has authored nine books and trained 5000+ executives besides being adjunct faculty at IIMs.

BIMTECH'S FACULTY:



Prof. Mohammad Akbar, is a professor, scholar, trainer, consultant, and administrator. He has worked with Income Tax, IFCI, EDII, IIM Lucknow, and IIMLEIC. Prof. Akbar had been visiting professor at USM Business School and UMP Kuantan in Malaysia, MDI, IIM Indore, Sirmaur, Kashipur, Ranchi, IMT Ghaziabad, and many other institutions/universities. He has published about 3 dozen papers, 35 cases and as many in conferences of international repute and two books. He has also consulted about 2 dozen companies and he is the editorial boards and reviewer of half a dozen journals.



Prof. Manoj Kumar Pant, a practitioner faculty having diversified experience in electrical, maintenance, paint and luggage sales, retail, and telecom. Currently in the higher education sector, Prof. Pant has conducted MDP for corporates like UCO bank and mentored candidates for Goldman Sach's 10000 women entrepreneurs program.



Prof. Monika Mittal, Assistant Professor of Risk Management and Insurance and Programme Coordinator - PGDM (Insurance & Risk Management). She commenced her journey of professional education by joining the two-year post-graduate studies on insurance business management at BIMTECH in the year 2005. By then she had completed my M. Com and MBA studies. He has published research papers in several national and international journals and presented papers at several conferences.



Dr. Poonam Vyas, is an Assistant Professor in Business Communication at BIMTECH, Greater Noida. She has completed her (Ph.D.) from (BITS), Pilani and has more than eleven years of experience in teaching, training, research, and consultancy. Dr. Vyas has been awarded Post- Doctoral Fellowship by the Indian Council of Social Science Research (ICSSR), New Delhi. Dr. Vyas served (MNIT), Jaipur, (IIIT), Kota, and JKLU, Jaipur as an Assistant Professor. In terms of research, she has got research papers and articles published in various national and International journals and communicated papers in several conferences, seminars, and workshops.

Guest Faculty and Industry Experts:



Wg Cdr Vijay Kumar Verma, is an Engg. Graduate from AMU and subsequently did his M.Tech from IIT Kharagpur and MS from BITS Pilani. He is a veteran who served in the IAF from 1986 - 2008. He worked as Joint Director (Procurement & Technology) at Air HQs before taking premature retirement in 2008. He joined IBM in 2009 and has performed various roles there. He retired from IBM in 2020 as IAM India Delivery leader. He is currently a freelancer and a Trainer in the areas of management and leadership training.



R R Dasgupta, is an acknowledged senior Industry leader and Digital Transformation Expert. He has over 20+ years of relevant experience in a career spanning 3 (three) decades with leading companies like NIIT, APTECH, IBM Consulting, and Microsoft. He has consulted with CXOs across automotive, manufacturing, retail, agriculture, and infrastructure to name a few.



Arunesh Sharan, is a Technology Industry veteran with more than 39 years of experience in the industry. He started his career at Tata Steel in 1983 and worked for IBM in various leadership roles for 17 years. He has managed small to medium-sized organizations as CEO and President. He has also been associated with Academia for the past 15 years and has been guest Faculty in various Management institutes like BIMTECH, IMT, IMI, etc. He is Mechanical Engineer (IIT K) and PGDBM (XLRI).



Prabhat Chandra Sinha, is a Mechanical Engineer with a Management degree from XLRI, Jamshedpur. He started his career with TATAs. He has 38 years of working experience with reputed Indian Organizations as well as MNCs in Project Marketing, Project Monitoring, and Control, and Industrial Marketing related to Power, Steel, Mining, Cement, and Process industries. He was associated with Symbiosis (SCMHRD), Pune, and XLRI, Jamshedpur as visiting Faculty for about 8 years.



Jyoti Prakash Das, has over 34 years of exposure to business and IT consulting having worked with global industry leaders like Price Waterhouse Coopers, IBM Global Services and leading Indian IT service provider HCL Technologies. His area of consulting competence is corporate performance improvement and developing IT enabled business processes. He has worked with clients in India, South-East Asia, Middle East, Europe and the USA. He has been the Engagement Director in a number of projects and managing large engagements is one of his forte. He holds a Masters degree in Business Management from the University of Dallas, USA



Arvind Kumar, is mechanical engineer from NIT Jamshedpur with PGDBM from XLRI, having over 40 years of exposure in the field of Supply Chain Management and Operations Management. He has diverse Experience in operations specializing in design of Production flow, lean manufacturing, etc. He Has been associated as guest faculty with some of the reputed management institutes.

