



Certificate Course on  
**Digital Business Management**  
**Re-envisioning and Rewiring Business in age of AI**

Immersive learning opportunity in virtual mode on Zoom platform

**Important dates:**

1<sup>st</sup> Oct, Sunday - Boot Camp Session - 11 am to 1 pm

7<sup>th</sup> Oct, Sunday – Start of Technical sessions spanning over 9 weeks, 20 sessions. Each session will be of 2 hours’ duration scheduled on Sundays. 2 Sessions each Sunday.

Out of 20, two sessions are scheduled on Saturdays from 6.30 PM to 8.30 PM due to faculty availability concerns.

**Learning outcomes:**

The **key objective** of this course is to empower participants to be effective at workplace in the age of AI. **Understand** the **foundational principles** driving digital transformation in today’s business world. **Develop** strategies to navigate challenges and make the most of AI technologies. **Acquire** the skills to rethink your organisation’s digital business model for success. **Learn** to use emerging technologies like machine learning and automation to drive innovation and efficiency. **Master** data-driven decision-making for better performance. **Cultivate** an agile mind-set to adapt to changing markets and stay ahead of competitors. **Foster** a culture of digital innovation within your organisation and lead successful digital transformations. **Implement** effective cybersecurity measures to protect your organisation’s digital assets and data privacy. **Learn** best practices from companies that have succeeded in developing digital business strategy. **Remake your strategy to thrive as a successful executive in the digital era.**

**Faculty Pool**

Name	Profile
Prof M D Agrawal	<a href="https://www.linkedin.com/in/m-d-agrawal-7a792510/">https://www.linkedin.com/in/m-d-agrawal-7a792510/</a>
Sanjay Agrawal	<a href="https://www.linkedin.com/in/sanjay-agrawal-bb01811/">https://www.linkedin.com/in/sanjay-agrawal-bb01811/</a>
Prof Sivakumar	<a href="https://www.iitb.ac.in/en/division-functionary/prof-g-sivakumar">https://www.iitb.ac.in/en/division-functionary/prof-g-sivakumar</a>
Prof Pushpak Bhattacharya	<a href="https://www.iitb.cse.ac.in/~pb/">https://www.iitb.cse.ac.in/~pb/</a>
Prof N L Sarda	<a href="https://www.cse.iitb.ac.in/~nls/">https://www.cse.iitb.ac.in/~nls/</a>
Prof Pankaj Dutta	<a href="https://www.som.iitb.ac.in/?p=918">https://www.som.iitb.ac.in/?p=918</a>
Rajamani K Kalpathy	<a href="https://www.linkedin.com/in/rajamani-kalpathy-subramanian-6a0088a/">https://www.linkedin.com/in/rajamani-kalpathy-subramanian-6a0088a/</a>
Bohitesh Misra	<a href="https://www.linkedin.com/in/bohitesh/">https://www.linkedin.com/in/bohitesh/</a>
Dr Avinash Jhangiani	<a href="https://www.linkedin.com/in/avijhangian">https://www.linkedin.com/in/avijhangian</a>

## Class Schedule

Date & time	Module and Title of session	Outline of session	Faculty
<b>Module I</b> <b>Building Digital Business capabilities: foundation sessions</b>			
Bootcamp Session Sunday 1 <sup>st</sup> Oct 10 am - 12 pm	Knowing Digital	<b>Part A:</b> Evolution of computing: Fundamental laws <b>Part B:</b> Evolution of Digital economy <b>Part C:</b> Digitalization Vs Being Digital <b>Part D:</b> Sample use cases of transformative & disruptive technologies <b>Part E:</b> Strategy for developing strong practice of Dexterity	Prof M D Agrawal
Session 1 Sunday 8 <sup>th</sup> Oct 9 am - 11 am	Defining design principles and framework of Digital Business	<ol style="list-style-type: none"> <li>Digital to the Core</li> <li>Three elements of successful Digital Business: Vision, alignment, and commitment</li> <li>Discussion of two case Studies of Re-envisioning and rewiring business DBS bank and Philips global</li> <li>Deriving digital business framework</li> <li>Two phases of digital Business Strategy - Digital Optimization Vs Digital transformation</li> </ol>	Prof M D Agrawal
Session 2 Sunday 8 <sup>th</sup> Oct 12 pm - 2 pm	Macro view of Digital Business Capability Areas and their enablement in AI world	<ol style="list-style-type: none"> <li>Introduction of digital capability model Twelve nos. elements</li> <li>Detailed explanations of twelve capabilities areas &amp; their AI-based enablement with use case</li> <li>Four key values of digital, culture</li> </ol>	Prof MD Agrawal
Session 3 Sunday 15 <sup>th</sup> Oct 9 am – 11 am	Contd...	Contd.. <ol style="list-style-type: none"> <li>Digital governance framework</li> </ol>	Prof M D Agrawal
Session 4 Sunday 15 <sup>th</sup> Oct 12 pm - 2 pm	Design Principles Digital Manufacturing business	<ol style="list-style-type: none"> <li>CRITICAL ISSUES IN TODAY'S MANUFACTURING ECOSYSTEMS</li> <li>Drivers for building a smart factory model.</li> <li>Disruptive digital technologies and Use cases</li> <li>IoT as game change as new capabilities of smart, connected products at the core of Data.</li> <li>Architecture of digital manufacturing and smart factory Technology foundations</li> <li>Key learning from Wold economic forum Light House company –</li> <li>Additive manufacturing and 3D</li> </ol>	Prof M D Agrawal

		<b>Case study Tata Steel - turning around the business in digital way.</b>	
Session 5 22 <sup>nd</sup> Oct Sunday 9 am – 11 am	Data as corporate asset and Data organization and governance	The integrity, completeness and accessibility as well as usability of data depends heavily on design and platforms of the applications, which also create silos of data owned and managed by different divisions of an organisation. We will discuss these aspects first to understand the fundamental limitations these can become in realising full potential of data as a corporate resource. We also need governance processes and structures to keep our data complete, consistent and interoperable. We will highlight aspects of data governance.	Prof N L Sarda
Session 6 22 <sup>nd</sup> Oct Sunday 12 pm - 2 pm	Data strategy for digital business: Creating a strong IT foundation for robust data infrastructure. Building Efficient data management.	<ol style="list-style-type: none"> <li>1. Fundamental shift to upgrade architecture from legacy to new one for digital</li> <li>2. Data Architecture for data repositories and role of cloud: data warehouse, data lake, data fabric etc.</li> <li>3. Data best practices to minimize impact of Sustainability.</li> <li>4. Efficient data management:</li> <li>5. Strategy to Store, Protect and Manage exploding PBs of Digital Data</li> <li>6. Data Compliance and Governance</li> <li>7. Platform based Nextgen data management approach.</li> <li>8. Insights into Dark data/files and actions to optimize data / file footprint.</li> <li>9. Cloud as an essential strategy for data storage and deriving value</li> </ol>	Sanjay Agrawal
Session 7 28 <sup>nd</sup> Oct Saturday 6.30-8.30 PM	Strategy for Data Modernization and Data Monetization – leveraging data products.	<p><b>Part A</b></p> <ol style="list-style-type: none"> <li>1. Fundamentals of Data modernization for digital journey</li> <li>2. Understand data products and their benefits over traditional data formats.</li> <li>3. New data architecture landscape. Data Quality challenges in Human and Machine data in the Digital world</li> <li>4. Approaches to modernize digital data.</li> </ol> <p><b>Part B</b></p> <ol style="list-style-type: none"> <li>1. Strategy to unlock Value of data.</li> <li>2. Move from Tradition ways to more 360-degree analysis.</li> <li>3. Big Data Analytics journey for monetization.</li> <li>4. Role of AI/ML to accelerate data journey</li> </ol>	Sanjay Agrawal

<b>Module II</b> <b>Business with AI and frameworks for implementation in various business verticals</b>			
Session 8 29 <sup>th</sup> Oct Sunday 9 am -11 am	AI strategy for Business verticals	<b>Part A</b> Step by Step approach for identifying business case for AI enablement. <b>Part B</b> Transformation of Marketing and Sales, Supply Chain and Logistics by AI <b>Part C</b> Hands-on exercise by participants to craft their AI policy	Bohitesh Misra
Session 9 Sunday 29 <sup>th</sup> Oct 12 pm – 2pm	AI strategy for Business verticals  Invited Talk	<b>Part D</b> AI for Healthcare - This module explores the potential of AI in healthcare and life sciences industries, focuses on AI's role in driving Industry 4.0 transformation <b>Part E</b> AI for E-Commerce & customer experience - This module focuses on AI-driven e-commerce strategies, Senior executives will learn about AI-based product recommendations, dynamic pricing, market basket recommendation and fraud detection in online retail and sentiment analytics.  <b>AI Strategy and Roadmap</b> Health care Use Cases - 30 mts	Bohitesh Misra  Dinesh Kumar Singh
Session 10 Sunday 5 <sup>th</sup> Nov 9 am – 11 am	Designing delightful, value-driven customer experiences (CX)	<ul style="list-style-type: none"> <li>• Introduction to Design Thinking process for Customer Experience</li> <li>• Empathizing to understand Customer Needs and Pain Points</li> <li>• Generating insights and reframing opportunities for improvement</li> <li>• Generating ideas and developing innovative experience solutions</li> <li>• Prototyping and testing for agile experimentation</li> </ul>	Dr. Avinash Jhangiani
Session 11 Sunday 5 <sup>th</sup> Nov 12 pm -2 pm	Digital Retail Strategy		Rajamani K Kalpathy
Session 12 19 <sup>th</sup> Nov Sunday 9 am – 11 am	Leveraging Data for business decisions and establishing strong Predictive analytics practice in Business	Data Driven decision making and Analytics with hands-on exercise for predictive analytics <b>Part A</b> <ul style="list-style-type: none"> <li>• What is Data Driven Decision Making?</li> <li>• Data provides insights that enable managers to identify trends and patterns and accurately forecast the future.</li> <li>• Improve customer experience and gain competitive advantages.</li> </ul>	Prof Pankaj Dutta

		<ul style="list-style-type: none"> <li>• How to explore data to make business decisions?</li> <li>• Framework for developing Data analytics.</li> <li>• Case Implementation</li> <li>• Showcasing this framework with Important steps in the DDDM process</li> <li>• Data pre-processing and data visualisation</li> <li>• Case study discussion</li> </ul>	
Session 13 19 <sup>th</sup> Nov Sunday 12 pm – 2 pm	Leveraging Data for business decisions and establishing strong Predictive analytics practice in Business	<b>Part B</b> <ul style="list-style-type: none"> <li>• Hands-on exercise to develop your own Predictive model using Excel</li> </ul>	Prof Pankaj Dutta
Session 14 Special session 25 <sup>th</sup> Nov Saturday 7 PM to 9 PM	Optimizing and e-engineering data architecture	<ul style="list-style-type: none"> <li>• Reference data architecture for AI innovation in organization and Use cases of reference architecture.</li> <li>• Advance strategies for building data capabilities</li> </ul>	Sanjay Agrawal
<b>Module III</b> <b>Crafting Digital Business Models</b>			
Session 15 26 <sup>th</sup> Nov Sunday 9 am -11 pm	Remaking Business Model for transformation and customer engagement	<ul style="list-style-type: none"> <li>• Elements of Business Model &amp; associated drivers for business value</li> <li>• Disruptive Drivers of Business Model &amp; how to leverage</li> <li>• Study of 15 Business Models</li> <li>• Exercise: Craft Business model to achieve new business values</li> </ul>	Prof M D Agrawal
Session 16 26 <sup>th</sup> Nov Sunday 12 pm -2 pm	Platform as Driver for business transformation  Platform economy - Fundamental knowledge of Enterprise-wide digital platform and Platform business model	<ul style="list-style-type: none"> <li>• Pipeline economy to platform economy of network effect</li> <li>• Understanding two versions of Platform: Enterprise Digital business technology platform and Platform business model</li> <li>• Platform stacks and techniques of increasing connections</li> <li>• Next level Digital Business Technology Platform Integration</li> </ul>	Prof M D Agrawal
Session 17 3 <sup>rd</sup> Dec Sunday 9-11 AM	Session on Natural Language Processing - NLP and LLM	How to leverage NLP for Digital Business enablement	Prof Pushpak Bhattacharya
<b>Module IV</b> <b>Securing Digital Business</b>			
Session 18 3 <sup>rd</sup> Dec Sunday 12 pm -2 pm	Cyber Security for Digital Business Session will have coverage of techniques and framework to deal with the situation.	<ul style="list-style-type: none"> <li>• Attack frameworks to understand adversary tactics and techniques and assess business risks.</li> <li>• Deciding security posture, moving from basic fortress like defense to zero trust models, security operations center for detecting and responding to attacks.</li> </ul>	Prof Siva Kumar

<p>Session 19 10<sup>th</sup> Dec Sunday 9 am -11 am</p>	<p>Data privacy and security</p>	<ul style="list-style-type: none"> <li>• Concerns about data privacy, misuse without user consent and violation of regulatory frameworks need to be addressed.</li> <li>• Study of recent examples of data breaches, use of encryption and tokenization, identity management, legal and regulatory frameworks.</li> </ul>	<p>Prof Siva Kumar</p>
<p><b>Module V</b> <b>Leadership workshop</b></p>			
<p>Session 20 10<sup>th</sup> Dec Sunday 12 pm - 2 pm</p>	<p>Leadership workshop</p>	<p><b>Part A</b></p> <ul style="list-style-type: none"> <li>• Organization strategy for Talent gap</li> </ul> <p><b>Part B</b></p> <ul style="list-style-type: none"> <li>• Remaking and preparing yourself for digital business</li> <li>• Key reasons of digital business strategy failures</li> <li>• Understanding desired personas for a successful digital leader</li> <li>• Six traits of successful leader in digital era</li> </ul>	<p>Prof M D Agrawal</p>