

# All India Management Association

Session wise schedule of on line program

## Digital Business Management

**Start date:** 12 th. Nov, Friday 2021 - two sessions per week, total 20 nos. of sessions

Sessions will be held on Friday/ Saturday starting on 12 th Nov, from 6.30 PM to 8 PM on Zoom platform \*

For registration <https://apps.aima.in/eventmgmt/DEFAULT.ASPX?EVENTID=460>

Any query write to : Mr. Rahul Bhatia, Asst. Director : rbhatia@aima.in

Session no	Title of session	Outline of session	Faculty
	<b>SECTION A</b> Business transformation and digital business : Conceptual and functional perspective		
1  12 th Nov	<p>a. Welcome &amp; Discussion by the participants on new opportunities and business challenges</p> <p>b. Digital to the core</p> <p>c. E Business to Digital business</p> <p><i>*above both sessions will be in interactive mode</i></p>	<p>Welcome of participants About AIMA, Objective of program Certification process</p> <ul style="list-style-type: none"> <li>• What's Different about <b>Digital Business?</b></li> <li>• What Does Digital Business Mean for Your Company and industry</li> <li>• Information age vs Digital age</li> <li>• Remaking and Re-mastering Business</li> <li>• Transition from information to decision</li> <li>• IT vs. Digital (ERP and beyond)</li> <li>• IT for Customer experience centric business</li> </ul>	<p>Dr. Ganesh Singh , AIMA</p> <p>M D Agrawal Course Director</p> <p>Sanjay Agrawal</p>

2. 13 <sup>th</sup> Nov	E Business model and functional value chain and transition	<ul style="list-style-type: none"> <li>• Conceptual design of e-marketing, e-retailing, e-Supply chain mgmt., e-logistics, , e-warehouse, e-sale, e-procurement ,e-crm etc.</li> <li>• <b>Transformation of digitalization on each</b></li> </ul>	M D Agrawal
3. 19 th Nov	CEO's Perspective : Leading in a VUCA world  Defining <b>machine age</b> & leveraging digital disruption for new business models	<p>PART I Setting leadership agenda</p> <p>PART II Overview key disruption drivers: cost value, experience value and platform value Emergence of data centric business models</p>	Mrutyunjay Mahapatra Former MD&CEO Syndicate Bank **Board member of RBIH, NABARD  M D Agrawal  Sanjay Agrawal
4. 20 th nov.	Session I  Introduction of digital business capability elements and supporting technologies and tools	Model description <ol style="list-style-type: none"> <li>1. Digital customer experience journey management</li> <li>2. Digital commerce and Digital channel management</li> <li>3. Social interaction and Analytics</li> </ol> Case study on customer experience journey	M D Agrawal
5. 26 th Nov	Session II Digital business capability elements and supporting technologies and tools	Brief of following capabilities areas <ol style="list-style-type: none"> <li>1. Digital data management (S)</li> <li>2. Data Intelligence and Content management (S)</li> <li>3. Personalization (S)</li> </ol>	Sanjay Agrawal
6. 27 th Nov	Introducing conceptual design of Digital Business Models and crafting digital business canvass	Part I Key Building Blocks of Digital Business Creating Digital Foundation (S) Various IT Initiatives to accelerate Transformation (S) Aligning IT Initiatives to Digital goals and organization priorities (S)	M D agrawal  Sanjay agrawal

7. 3 rd dec	Digital marketing transformation	Introduction of Marketing 5.0 for digital business a) Challenges marketers face in digital world b) Human and machine in customer interface c) Marketing technologies use cases for upcoming CX d) Introduction of data driven marketing	M D agrawal
8. 4 th dec	Workshop : Digital Business Model design	Objective : Aligning organization initiatives with strategic goals	M D agrawal Sanjay agrawal
	<b>SECTION B</b> Technology enablement of digital business capabilities		
9. 10 th dec	Designing of <b>customer touch point journey</b> and digital technology-AI/ML/AR/VR/ IoT enablement	PART I Design principle and Use case summary  PART II Case study by Tata Motors <b>DigiVOR</b> -An aggregated supply chain module	MD Agrawal Sanjay Agrawal  Rajamani subramanium Digital head aftermarket
10. 11 th dec	Accelerating digital business by monetizing data	1. Right Data strategy 2. Data value journey 3. Various milestones 4. Generating business value	Sanjay Agrawal
11. 17 th dec	Practical session  Digital Intelligence and real time Analytics	1. Importing data in Tableau 2. Tableau Charts, reports and calculations 4. Sentiment analysis using tableau	Prof Chandan Singhavi, KJSomaya University
12. 18 th dec	Live demo of technology capabilities for digital business	2. Product Similarity Analytics (Market Basket Analysis) 3. Customer Insights Dashboard 4. Building Data driven stories using Dashboards and worksheets	Prof Chandan Singhavi

13. 24 th dec	Leveraging Cloud to bring innovation to business	<ol style="list-style-type: none"> <li>1. Why Cloud?</li> <li>2. Cloud models</li> <li>3. Right balance across models</li> <li>4. Cloud native approach for business excellence and competitive advantages</li> </ol>	Sanjay Agrawal
14. 25 th dec	<ol style="list-style-type: none"> <li>a. Block chain as game changer for digital business</li> <li>b. Global best practices for Fintech</li> </ol>	<p>Use case summary for different business scenarios</p> <p>Global best practices: DBS Case study</p>	<p>Mr Chintan Oza</p> <p>M D Agrawal</p>
15. 26 th dec sunday	<ol style="list-style-type: none"> <li>a. Building Digital workplace</li> <li>b. Digital Business performance management and KPI assessment of digital projects</li> </ol>	<ol style="list-style-type: none"> <li>1. Key Initiatives (S)</li> <li>2. Productivity enhancement (S)</li> <li>3. User experience</li> <li>4. Organization KPIs and Dashboards</li> </ol>	<p>Sanjay Agrawal</p> <p>M D Agrawal</p>
16 1 st jan	Cyber security for digital business Data privacy policy and learning from ongoing conflicts	Architecture and Legal framework	Dr Durga Prasad Executive VP, Reliance industries ltd
	<b>Section III</b> Leadership and governance session		
17. 7 th jan	Business transformation using AI/ML	AI/ML as digital accelerators Use case summary for different business verticals (S)	MD Agrawal & Sanjay Agrawal
18. 14 th jan	Smart Business Best Practices	Global Best Practices – Alibaba, Byju,	MD Agrawal
19 15 th jan	Leadership session Building digital Governance & digital culture		M D Agrawal
20. 16 th jan Sunday Or 21 st jan	Workshop: Option 1. Gap assessment for digital business capabilities and crafting road ahead Option 2. Digital Business Persona assessment *Any one will be done	<p>MIT Framework</p> <p>Gartner Inc. framework</p>	<p>Sanjay Agrawal</p> <p>M D Agrawal</p>

Faculty's LinkedIn Profile

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