



INDIAN
INSTITUTE OF
MANAGEMENT
CALCUTTA

Be the CXO of the digital era

Advanced Programme in **Digital Business Leadership**

A senior leadership programme for
current and aspiring CXOs



 iimcal.talentsprint.com/dbl

12

Month
Programme

96

Hours of Live
Interactive
Classes

54

Hours of
Campus
Learning

10

Days of
Campus Visit

4

Key
Modules

IIM-C Advantage



Triple Accreditation

Accredited by EQUIS,
AMBA and AACSB



#1 in Management Studies

BT-MDRA India's Best
B-Schools Survey 2022



#2 Top B-Schools in India

Open Magazine Best
B-School Survey 2023



#3 Top Management Institution

NIRF Rankings 2022



The IIM Calcutta Advantage

The Indian Institute of Management Calcutta was established as the first national institute for Post Graduate Studies and Research in Management by the Government of India in November 1961, in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and the Indian Industry. Over the years, IIM Calcutta has grown into a mature institution with a global reputation, imparting high-quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level Programmes, Executive Training Programmes, Research and Consulting Activities. It is ranked at #3 Management Business School in Asia and under Top 25, globally. For more information please visit [IIM Calcutta website](#).

*Financial Times Executive Education Ranking 2022

**Financial Times Masters in Management Rankings 2020

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“CEOs around the world expect to return to a strong economic growth over the next two years and their top ask from their CIOs is digitalisation.”

Gartner

Programme Designed for Leadership Development



IIM Calcutta Advantage

Get certified by IIM Calcutta, ranked #3 in Asia, Triple Accreditation - AMBA, EQUIS & AACSB



Experiential Learning

Leverage distinctive pedagogy of Case Studies, Hands-on Sessions, Sapere Aude' talk and Campus Visits



Top Faculty

Learn from IIM Calcutta Faculty and industry leaders in digital leadership practices



Executive Alumni Status

Become an Alumni of IIM Calcutta Executive Education and network with top professionals

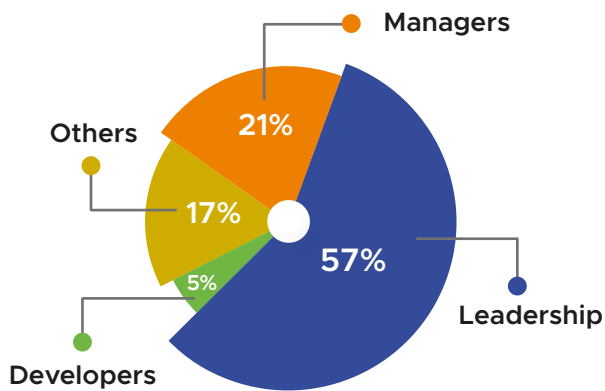
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“The future belongs to companies that put technology at the center of their outlook, capabilities, and leadership mandate.”

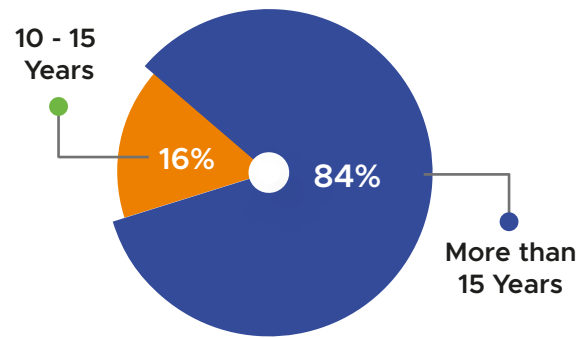
McKinsey
& Company

Participant Profile

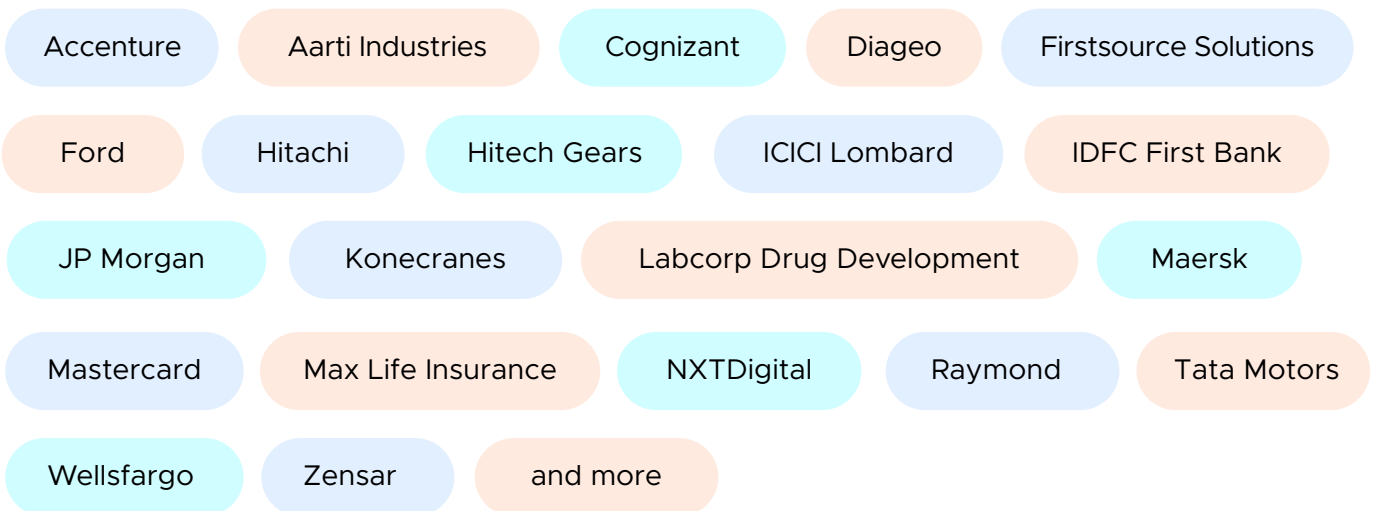
Job role



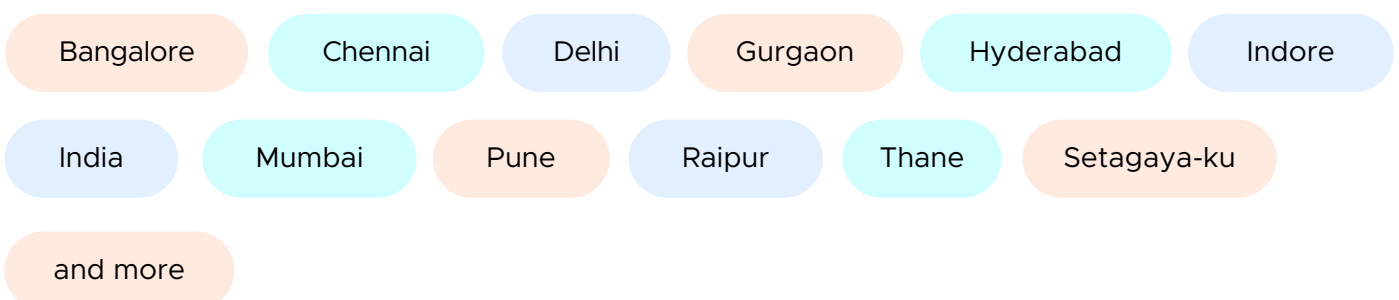
Experience



From Top Organizations



From Across Indian Cities and International Locations



Find out why professionals want to join the programme

"Through this programme and the networking opportunities it provides, I like to understand emerging trends and practices to lead my organisation through the change successfully."

Sheker Hariharan

Vice President, Global Services Portfolio, Chennai

"I want to expand my horizon and be equipped with the knowledge and principles of transforming businesses digitally - conceptualising, implementing, executing and accelerating for future growth."

Saurabh Bhatnagar

VP - Marketing Practise, Gurgaon

"I am very eager to learn how organisations need to strategize and act on their digital transformation in this information age. I can directly benefit from these concepts and implement the learning in my current role. "

Flt Lt Vasu Tiruvali Ramaswamy

Vice President - Information Technology Investment Services, Chennai

"I find this programme very relevant to the current industry situation, and it can help me systematically learn how to drive digital transformation in complex organisations."

Ramesh Nagarajan

Innovation Practice Leader - Insurance, Chennai

"The programme fits my requirement, as it covers the nextgen digital topics in general and their application in the financial industry, in specific."

Pradeepa Balasubramanian

Chief Manager - Digital Technology, Max Life Insurance, Gurgaon

"I want to understand the different dimensions and perspective of digital adoption, and application of trending technologies and use cases."

Vikas Srivastava

Enterprise Architect, MumbaiInsurance, Gurgaon

"The objective of my learning is to motivate the mid-management for a digital transformation, help better digital customer experience, innovate new digital strategies, and get accurate analytical insights from data."

Rouse Koshy

COO, Mumbai

"This programme would help me grow towards digital leadership and allow me to build a digital mindset for digital transformation and drive organisational growth, various aspects of business models, and leadership. "

Kiran Shetty

Program Director, Mumbai

"I am sure this programme can help me to become the change agent and enhance my capabilities to achieve my goals for the organisation."

Priya Teke

Process Transformation Manager, Bengaluru

"I believe this programme will help me gain in-depth knowledge of digital tools and resources and build expertise in taking it to implementation."

Puja Abhishek Singh

Director - Strategic Partnerships, Gurugram

"I feel the blend of the curriculum, environment, and exposure would nurture my growth in the best way possible."

Anuj Kapoor

DGM, Launch Management, Numaligarh

"My goal is to be eligible for roles like CDO (Chief Digital Officer), and add measurable values to organisations for digital transformation initiatives. I would like to become an IIM-C alumni and learn more."

Ketan Shah

Senior Director, Singapore

Note: These are edited versions based on the details submitted by various programme applicants.

Learn from Accomplished Academia

Programme Directors



Prof. Priya Seetharaman

Ph.D. Management Information Systems (MIS)

Priya Seetharaman is a Professor in the Management Information Systems group at IIM Calcutta. She teaches advanced courses in MIS for MBA, Exec-MBA, Doctoral Programme and executive programmes, primarily centered around IT Strategy and Governance and Digital Transformation. She has received funding for her research projects on 'Planning Smart Cities to Promote Civic Engagement and Stakeholder Participation', 'Information Technology Use Maturity' and 'Public Health in West Bengal: Systems and Processes'. Her research areas of interest include IT Strategy and Governance, Healthcare IT, and Decision Support Systems.

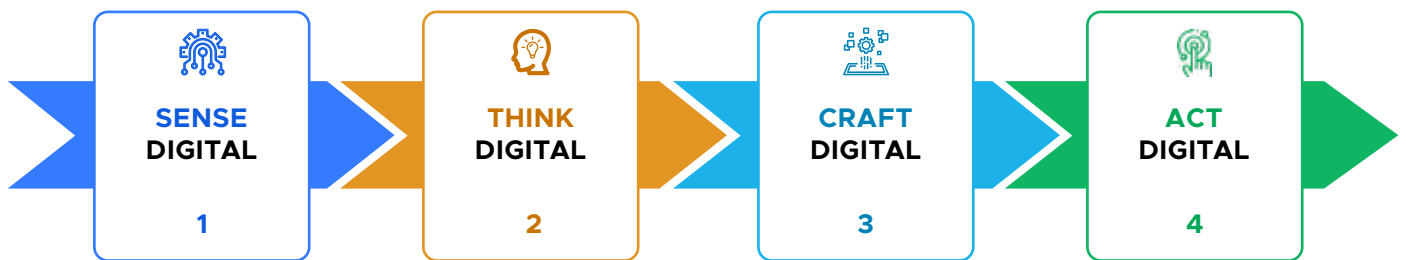


Prof. Anirvan Pant

Ph.D. Corporate Strategy and Policy

Anirvan Pant is an Associate Professor of Strategic Management at IIM Calcutta. In his research, he focuses on Indian firms and business leaders grappling with processes of strategic change and questions of strategic leadership over time. In particular, he retains an interest in how firms adapt and respond to the changing demands made upon their business models, their identity, and their purpose by their stakeholders in an ever-evolving business environment. Anirvan's work has been published in leading scholarly and practitioner journals, including, the Harvard Business Review, Journal of International Business Studies, Global Strategy Journal, and the Journal of Product Innovation Management, and has been cited in the Economist.

Master a powerful strategic framework to Lead in the digital era



Sense Digital

- › Understanding Disruptive Technologies & Digital Transformation
- › Digitalization amidst Deglobalization
- › Discovering the Self Amidst Change
 - › Self-Assessment, aided by faculty.
 - › What do our personality traits say about our openness to change?
 - › Do we have what it takes to become TKBLs?
- › Problem Framing Amidst Ambiguity & Uncertainty
- › Platform Businesses in India
- › Design Thinking
 - › Mental Models; Assumptions;
 - Thinking on the Edge;
- › Sectoral Perspectives on Digital Business Leadership [Sapere aude]

Think Digital

› Economics of Digital

- › Digital and information goods
- › Bundling and Unbundling;
- › Information Pricing Strategies;
- › Monetizing digital services

› Demystifying Deep Tech and the Pillars of Digital Business

- › Cloud; Big Data;
- › Machine Learning, and AI as vectors of digital business capability;

› Customer-Centricity in the Digital Age

Craft Digital

› Succeeding with Digital Products

- › Design and user experience
- › A/B testing
- › Ethical Aspects of Design

› Strategic Thinking and Digital Business Models

- › Fundamentals of Business Strategy;
- › Business Agility through Digital;
- › Digital Business Models
- › Digital Platforms; Ecosystems; Network Effects

› Recrafting Marketing in the Digital Era

- › Digital Marketing Analytics;
- › Integrating traditional and digital marketing;
- › Omnichannel Strategy;
- › Digital Marketing;
- › Mass Personalization;
- › Customer Experience & Engagement Marketing

› Embedding DeepTech in Organizations

› Digital: A Policy Perspective [Sapere aude]

Module 4: Act Digital

- › Engaging the Self Amidst Change
 - ›› Self-Assessment, aided by faculty
 - ›› How do we leverage what we have to become TKBLs?
- › Managing Change
 - ›› Embracing the Digital Mindset;
 - ›› Rewiring the Firm DNA;
 - ›› Transitioning with Digital Partners
- › Strategic Leadership for Enterprise Growth
 - ›› Driving Disruption: The Challenger's Perspective;
 - ›› Renewing through Disruption: The Incumbent's Perspective;
 - ›› Organizational Ambidexterity;
 - ›› Strategic Choice in the Age of AI
- › The Agile Organization
- › Storytelling and Strategic Communication in the Digital Era
- › Digital Dilemmas and Ethics in the Age of Big Data and AI [Sapere aude]

Capstone Projects

- › Examining Digital Shift, or
- › Creating a High-Tech Startup Business Plan



High Impact Format Designed and Perfected for the Leaders



12-Month
Executive Programme



2 Campus Visits* of 5 days
each to IIM Calcutta



Live Interactive Sessions by
IIM Calcutta Faculty and Industry Experts



36% program covered on-campus through Projects,
Case Studies and Hands-on Sessions

Applications Open for Batch 2

The programme will be delivered on TalentSprint's digital platform ipearl.ai



Build a Digital Mindset and Drive Organisational Growth

Professional Growth



Lead self and others through the digital disruption



Develop insights into disruptive technologies



Advocate a culture of design thinking in your organisation

Transformational Impact



Build strong customer value propositions



Enable a culture of digital transformation



Co-create and innovate with the digital ecosystem



Gain IIM Calcutta Executive Alumni Status

- ▶ Get an IIMC Email address after your course completion
- ▶ Access to Alumni Portal to stay connected with the elite IIM Calcutta Executive Alumni Network of 27,000 members
- ▶ Network with all IIM Calcutta Executive Education Alumni
- ▶ Get updates on Alumni Achievements, Jobs and LIVE Project opportunities
- ▶ Be entitled for a discount of 5% on program fee on opting for other IIM Calcutta Executive Programs



Ideal for

✔ Current and Aspiring Digital CXOs

✔ Business Leaders, Senior Management Professionals, Technologists, Startup Leaders across a wide variety of industries globally.

✔ Senior professionals with decision making roles from sectors largely transformed by digitisation - IT, Communication, Automobiles, BFSI, FMCG, Consulting, Healthcare, Retail, eCommerce etc.

✔ Senior technology consultants tasked with solving client's business problems with digital solutions

Eligibility



Education

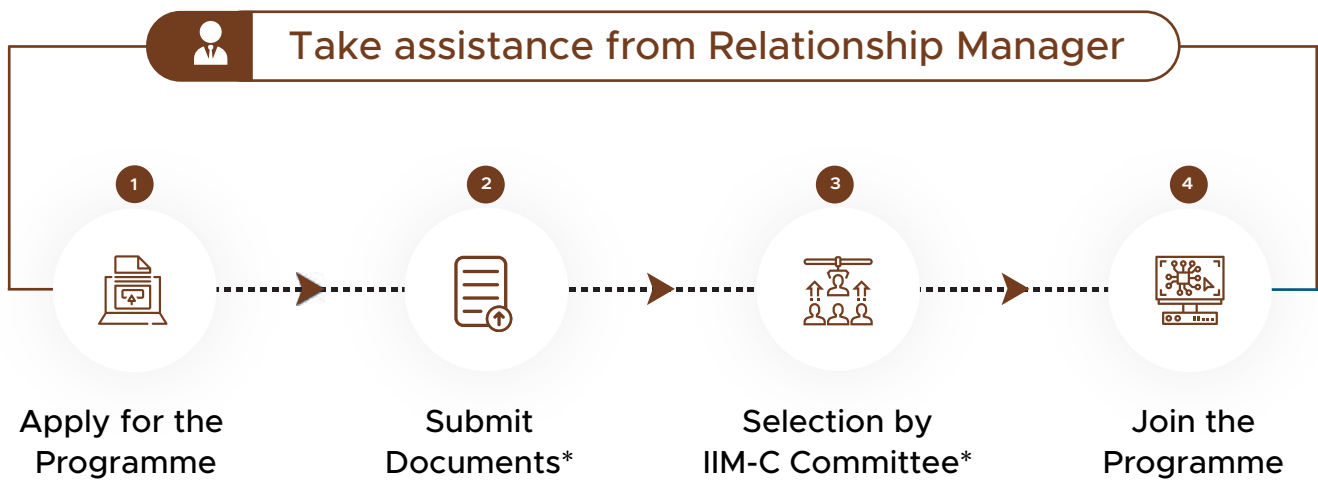
Any Bachelor/Master's degree in any discipline with a minimum 50% marks



Experience

Senior leaders with minimum 10 years of experience and an impactful career path

Enrolment Process



*Scanned copies to be submitted within 7 days **a** Education Certificate **b** Experience Letter/Latest Pay Slip

**Selection for the programme will be done by IIM Calcutta and is strictly based on the education, work experience, and motivation of the participants

Fee with Flexible Payment Options

Details	Domestic Participants
Programme Fee*	₹6,00,000
0% EMI available	Special Pricing for Corporates

GST as applicable

(i) Application fee of ₹2,500, and

*Includes two campus visits of 5 days each.

Fees paid are non-refundable and non-transferable.

About TalentSprint

Programme Partner



10 Years of Excellence

200K Empowered Professionals

95% Completion Rate

85 Net Promoter Score

Established in 2010, TalentSprint is a part of NSE group and a global edtech company that brings transformational high-end and deep-tech learning programs to young and experienced professionals. The company's digital learning platform [ipearl.ai](#) offers a hybrid onsite/online experience to seekers of deep technology expertise. TalentSprint partners with top academic institutions and global corporations to create and deliver world class programs, certifications, and outcomes. Its programs have consistently seen a high engagement rate and customer delight. It is a leading Innovation Partner for the National Skill Development Corporation, an arm of the Ministry of Skill Development and Entrepreneurship, Government of India. A recipient of various prestigious accolades, TalentSprint was recently honored with the Indian Achievers Award 2022, for its excellence in building deeptech talent in India. For more information about TalentSprint, visit [TalentSprint website](#)


References

1. [McKinsey Report](#)
2. [Gartner's 2021 CEO Survey](#)



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CALCUTTA**

Get Support

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