



01 AUG 2018 – 31 JAN 2019, HYDERABAD

Leading Business Digital Transformations and Innovation

Emerging technologies and digital business models are fundamentally transforming how firms compete with one another. Traditional boundaries and value networks of firms are getting disrupted at a rapid pace, forcing organisations to rethink strategies not just for business growth and competitive advantage, but also for survival. Technology giants such as Amazon, Google, Apple, and Facebook, as well as digital native entrepreneurs, are increasingly challenging the dominance of large established industry incumbents across diverse sectors.

Digital technologies are also opening up a host of unprecedented opportunities for executives and leaders across all business functions to redefine value, innovate, shape culture, collaborate, and grow. To realise these opportunities, organisations require a new breed of digitally-savvy leaders, who are ready for uncertain, open and dynamic competitive contexts.

It is imperative for these leaders to understand and effectively leverage appropriate digital technologies to transform their business strategies and models, lead their organisations to new paradigms of data-driven analytical insights and customer-focused innovation, and acquire the ability to continually learn, armed with lessons and innovative trends from around the world.

To help meet these different and dynamic leadership requirements of growing competition in the digital age, ISB has launched a 6-month highly differentiated, immersive, multi-module blended learning programme.

Program Features

Shape your Digital Future	Cutting-edge Content and Pedagogy	Credential and Formal Recognition
Learn about the challenges and transformative potential of emerging technologies, and technology-enabled business models, and how you can embrace them for competitive advantage.	The programme will draw on cutting-edge faculty research on digitisation, as well as diverse teaching methods that include case studies, round-table discussions and design thinking workshops to design your firm's digital roadmap.	Participants who successfully attend all sessions of the programme, and complete the necessary requirements across the individual phases of the overall programme, will be given an ISB Professional Certificate of completion.

Programme Vision

Empowering the next generation of business leaders to understand how:

- Digital is disrupting traditional industries and firms
- Digital is transforming rules and strategies of competition and co-opetition
- Emerging technologies are transforming products, services and traditional business functions
- Digital business models, entrepreneurs and ideas can be leveraged for competitive advantage in the digital era

Programme Benefits

- Cutting-edge thought leadership in management and technology
- Stimulating academic sessions facilitated by resident and visiting faculty at ISB
- Case studies and round-table discussions with industry experts and digital entrepreneurs
- Hands-on exercises and targeted workshops to develop actionable insights and strategic roadmaps

Programme Objectives

- Understand how new technologies and business models are disrupting incumbent industries and transforming traditional business functions such as R&D, supply chain management, and marketing
- Understand the new-age capabilities required of firms including identifying unmet customer needs, creating an ecosystem of partnerships, and amplifying in-house digital talent
- Learn to assess the unique value and risks associated with your corporate innovation, entrepreneurship and digital transformations programmes
- Develop a strategic roadmap to shape your digital transformation and innovation capabilities

Industry Perspectives and Guest Lectures

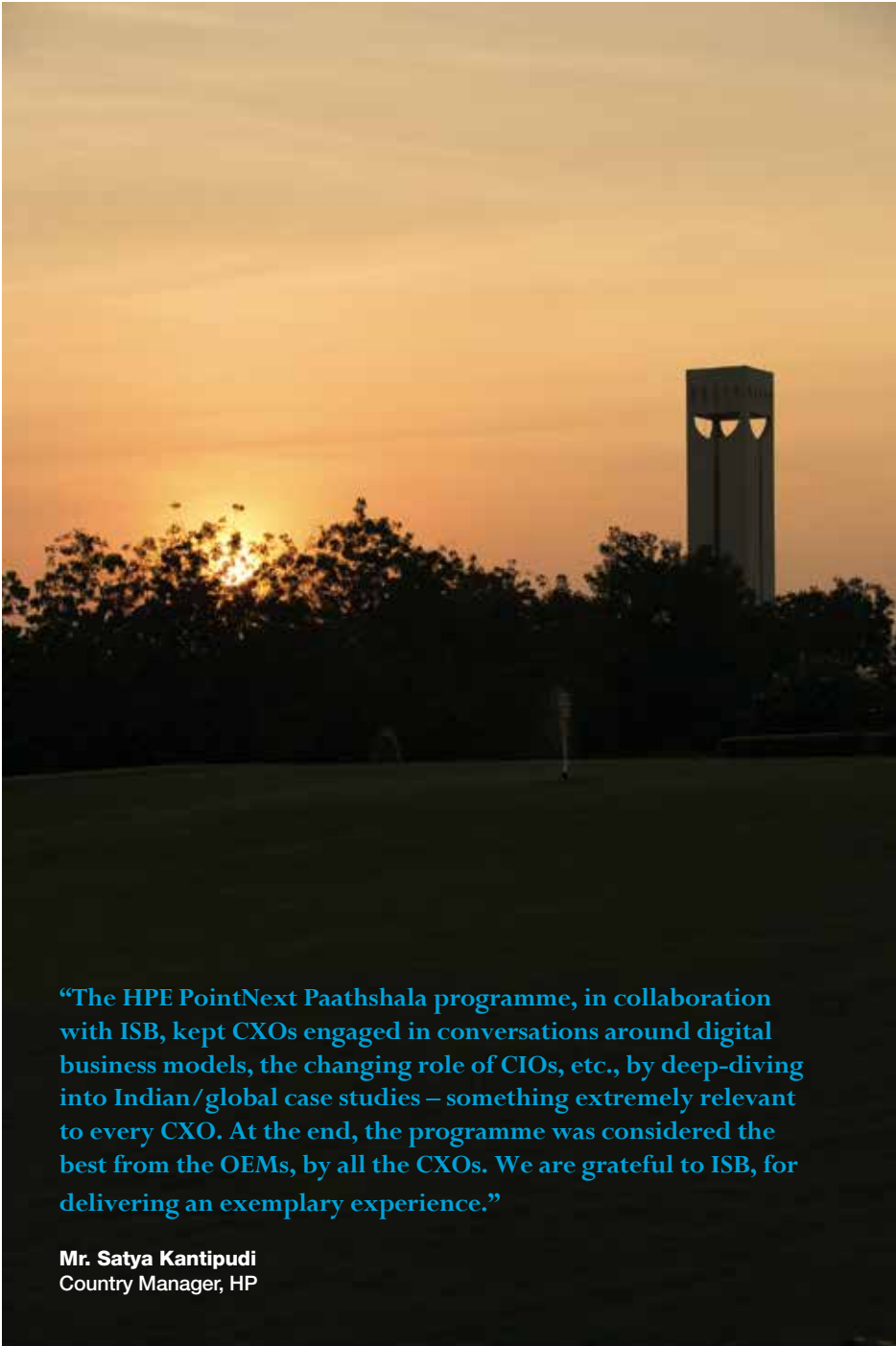
Interactions with industry leaders who are nurturing technology-enabled value creation, case studies, and interactions with digital entrepreneurs

Participant Profile

- Senior decision-makers (with a minimum of 15 years of experience)
- High-performing tech-savvy executives who manage large cross-functional projects/project-portfolios
- Functional area leaders across various businesses, who authorise and lead digital initiatives at the firm level

Programme Phases and Delivery Format

Title	Digital Bootcamp	Core Module	Functional Electives	Capstone Projects
Phase	I	II	III	IV
Illustrative Courses	<ul style="list-style-type: none"> Artificial Intelligence Machine Learning Internet of Things Blockchain Process Automation and Industry 4.0 	<ul style="list-style-type: none"> Digital Disruptions: The Incumbent's Dilemma Digital Transformation: The Incumbent's Solution Business Models of Technology Giants Innovation 2.0 (Crowds, Communities & Contests) Lean Start-ups Corporate Entrepreneurship Co-Innovation Creativity & Culture Design Thinking Competing with Business Analytics Leadership in the Digital Era 	<ul style="list-style-type: none"> Digital and Social Media Marketing Strategies Competing on Business Analytics Digital Supply Chains Fintech 	<ul style="list-style-type: none"> Student-led team projects to create and implement a road map for digital transition in their firm Interaction with industry practitioners to learn best practices
Dates and Total Duration	Aug 1 - 15, 2018 (12 hours of learning content that can be accessed virtually)	Aug 20 - 24, 2018 (5 days)	<ul style="list-style-type: none"> Digital and Social Media Marketing Strategies: Oct 10 - 13, 2018 Competing on Business Analytics: Nov TBD Digital Supply Chains: Dec 2018 (3 days each) 	Jan, 2019 (TBD, 2 days)
Delivery Medium	Online	In-person	In-person	Blended
Features	Self-paced video lectures to provide the participants an introductory understanding on how the key emerging technologies listed above are creating newer business models and possibilities. This is a prerequisite module for the core module.	This core module builds on the participants' understanding of emerging technologies (Digital Bootcamp), and extends to include the above listed courses and experiences for effectively leading digital transformation initiatives and driving innovation, both within and outside the firm, for competitive advantage.	These are independent programmes offered in different time frames throughout the year to choose from. Participants can select one or more functions to further gain knowledge on function-specific digital strategies.	There will be a project presentation coupled with webinars or visits.

A photograph of a sunset over a grassy field. The sun is low on the horizon, partially obscured by dark silhouettes of trees. To the right, a tall, modern tower with a distinctive top section featuring three arched openings stands against the orange and yellow sky. The foreground is a dark, grassy field.

“The HPE PointNext Paathshala programme, in collaboration with ISB, kept CXOs engaged in conversations around digital business models, the changing role of CIOs, etc., by deep-diving into Indian/global case studies – something extremely relevant to every CXO. At the end, the programme was considered the best from the OEMs, by all the CXOs. We are grateful to ISB, for delivering an exemplary experience.”

Mr. Satya Kantipudi
Country Manager, HP

Indicative Faculty

The Leading Business Digital Transformations and Innovation programme will be taught by globally-renowned resident and visiting faculty from ISB, along with experienced



Prof. Deepa Mani

Affiliation: *Resident faculty at ISB and Associate Professor within the Information Systems area, and Executive Director of the Srinji Raju Centre for IT and the Networked Economy.*

Qualification: *Ph.D. in Information Systems, University of Texas, Austin, USA.*

Areas of Specialisation: *Strategies for Digital Economy, and Impacts of Technology on Firms and Society.*



Prof. S. Ramnarayan

Affiliation: *Resident faculty at ISB and Clinical Professor within the Organisational Behaviour area.*

Qualification: *Ph.D. in Organisational Behaviour, Case Western Reserve University, Cleveland, USA.*

Areas of Specialisation: *Organisational Behaviour, Change Management, and Leadership.*



Prof. Anand Nandkumar

Affiliation: *Resident faculty at ISB and Associate Professor within the Strategy & Entrepreneurship area.*

Qualification: *Ph.D., Tepper School of Business and Heinz College, Carnegie Mellon University, Pittsburgh, USA.*

Areas of Specialisation: *Strategic Innovation Management, Entrepreneurship, and Commercialisation of Ideas.*



Prof. Anitesh Barua

Affiliation: *Professor and visiting faculty, McCombs School of Business, The University of Texas, Austin.*

Qualification: *Ph.D. in Information Systems, Tepper School of Business, Carnegie Mellon University, Pittsburgh, USA.*

Areas of Specialisation: *e-Commerce, Information Systems, Analytics, and Economics of IT.*



Prof. Milind Sohoni

Affiliation: *Resident faculty at ISB, Deputy Dean and Professor within Operations Management area.*

Qualification: *Ph.D., School of Industrial and Systems Engineering, Georgia Institute of Technology, Atlanta, USA.*

Areas of Specialisation: *Operations Management, Optimisation, and Logistics and Supply Chain Management.*



Prof. Amit Mehra

Affiliation: *Visiting faculty at ISB and Associate Professor at Naveen Jindal School of Management, UT Dallas.*

Qualification: *Ph.D., Simon Business School, University of Rochester, USA.*

Areas of Specialisation: *Digital Marketing, Analytics, Software Development and Pricing.*



Prof. Ravi Bapna

Affiliation: *Visiting faculty at ISB, and Curtis L. Carlson Chair in Business Analytics and Information Systems; and Associate Dean for Executive Education, Carlson School of Management, University of Minnesota.*

Qualification: *Ph.D., University of Connecticut, USA.*

Areas of Specialisation: *Online Strategies, Social Media, Analytics and Economics of IT.*



Prof. Abhijit Vadera

Affiliation: *Visiting faculty at ISB and Assistant Professor of Organisational Behaviour and Human Resources, Lee Kong Chian Fellow, Singapore Management University.*

Qualification: *Ph.D. in Organisational Behaviour, University of Illinois at Urbana-Champaign, USA.*

Areas of Specialisation: *Organisational Creativity, Innovation and Entrepreneurship.*



Prof. Ramnath Chellappa

Affiliation: *Visiting faculty at ISB and Associate Professor and Caldwell Research Fellow, Goizueta Business School, Emory University.*

Qualification: *Ph.D. in the Information Systems area, McCombs School of Business, UT Austin.*

Areas of Specialisation: *Electronic Markets, Pricing for Cloud Computing, and Economics of Privacy and Piracy.*

Programme fee

INR 5,00,000 plus taxes

Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.

Programme dates: 01 AUG 2018 – 31 JAN 2019

Venue: ISB, Hyderabad

About the Srinji Raju Centre for IT and the Networked Economy (SRITNE)

The SRITNE is a multidisciplinary research centre aimed at fostering rigorous and relevant research, education and outreach that advances our understanding of how Information and Communication Technologies (ICT) create value for business and society.

Its focus areas include Technological Innovation and Entrepreneurship, Digital Media and Business Analytics, IT Products, Services and the Indian IT Industry, and Digital Transformations for Business and Society.

The SRITNE has deep expertise in creating custom learning programmes for practitioners of government and business sectors (e.g. CIO Academy, Accenture Management Development Programme, Certificate in Business Analytics, Business Technology Management

Specialisation on Coursera, Google India's Digital Unlocked Programme for Small and Medium Businesses, etc.).

About the Centre for Executive Education (CEE)

ISB's CEE conducts a variety of programmes for corporate and government working professionals. Over the years, it has evolved into a hub for meaningful exchange between business leaders, academia and government. The Centre attracts some of the finest faculty from leading business schools, and has become a knowledge centre for practical understanding of emerging economies. In the CEE programmes, participants learn from both the cutting-edge management research of the faculty, as well as from the wide experience of fellow learners. It provides an ideal platform for gaining new insights, in order to be successful in an increasingly complex world.

Through its alumni initiatives, the Centre reaches out to past participants and conducts knowledge events on management thought leadership. The programme design team at the CEE identifies current business and industry challenges through extensive research on the business environment, and discussions with industry experts, management thinkers and corporate leaders. This ensures the learning solutions at ISB remain relevant to the dynamic business scenarios, both in the corporate world, and the government.

About the Indian School of Business

The Vision: To be an internationally top-ranked, research-driven, independent management institution that grooms future leaders for India and the world.

- **World-class Innovative Programmes:** Customised to enhance leadership not only in business management, but also in public policy, through diverse degree-equivalent, long-duration and executive offerings, it's the first institution in South Asia to achieve both AACSB & EQUIS accreditations
- **Thought Leadership:** The only Indian business school to be ranked in the world's top 100 for research (University of Texas Dallas Rankings)
- **Global Standing:** Youngest institution ever to be ranked among the Top Global MBA Programmes (27th rank in Financial Times 2017 rankings)
- **Strong International Collaborations:** Kellogg, Wharton, London Business School, MIT Sloan and Tufts Fletcher
- **Visibility and Impact:** 200+ top global academicians and 350+ senior industry leaders visit ISB each year, and over 40,000 executives/managers/officials are trained through 1300+ programmes; ISB has delivered significant value not only for private entities but also legislators, senior government officials, and diplomats across various state and central government functionaries



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Corporate Identity Number: U80100TG1997NPL036631