

**Certificate Program**  
Foundation Course on  
**Digital Transformation of Business**  
(Blended Mode)





**The ICFAI University, Jharkhand:** The Institute of Chartered Financial Analysts of India University, Jharkhand popularly known as The ICFAI University, Jharkhand was established under sub-Section (2) of Section 4 of the Institute of Chartered Financial Analysts of India University Act, 2006 (Jharkhand Act 08, 2007). The University is recognized by UGC under section 2(f) of UGC Act, 1956 and is empowered by UGC to award degrees under Section 22 of UGC Act, 1956. The University offers a range of Under-Graduate, Post-Graduate and Doctoral Programs in Engineering, IT, Law and Management disciplines.

**The Program:** Information Technology (IT) is fast changing the world around us. It has now entered and transformed the business environment. So, it is imperative for every individual to upgrade themselves to equip with the growing importance of digital expansion and transformation. This certificate program will provide an understanding of IT-enabled changes in the business environment, and provide an insightful platform to the executives from corporate to leverage this to create values and win competitive advantages.

**Benefits:** An article in McKinsey very well reflects that; with the acceleration in digital, the demands on technology—for speed, flexibility, reliability, security, and value—have radically increased. According to a Markets and Markets study, the global cloud computing industry expects to grow from \$371.4 billion in 2020 to \$832.1 billion by 2025, making cloud computing one of the fastest-growing employment opportunities. IDC (International Data Corporation) predicts that the AI market will break the \$500 billion mark by 2024, with a five-year compound annual growth rate (CAGR) of 17.5 percent and total revenues reaching an impressive \$554.3 billion.

This program provides the participants an overview of the emerging digital technologies and equips them with the skills to face and apply them in their areas of improvement. The students from the various educational institutes and the executives from the corporate world will upgrade their digital skills by learning various transformational tools from the business. This will also focus on the industry impacts of technological

innovation during competition by exploring innovative and practicing business models in the high-tech industry such as Google, Apple and Face book etc.

### **What will the Participants Learn?**

- Key drivers of Digital Transformation in business
- Various IT enabled tools and their role to manage business environment
- Forward-looking technologies like Artificial Intelligence, Mobile Computing, Big Data Analytics and their application in Business and organizational management
- Digital Skills for day-to-day working in the New Normal Work Environment

### **Outcomes Expected**

- Building awareness on the application oriented digital tools used in business
- Enhance their decision making skills

### **Pedagogy**

- Digital Study Material uploaded on the University's Digital Learning Portal "Swaadhay" so that the participants can study them at their convenience
- Online interactive contact classes using video Conferencing
- Week-wise display of the contents along with small quizzes / assignments through Swaadhyay Digital Learning Management System
- Discussion Forum through "Swaadhay" along with final online Examination.
- Sharing of Experiences and Practices by Industry Experts

**Eligibility:** Graduates in any discipline from a UGC recognised University or Institution.

**Medium of Instruction** English.

**Duration:** 4 weeks, 2 hours of online contact classes per week (on every Sunday) delivered in blended mode – self-study course material on Swaadhyay, Digital Learning Management System of the University and Online Classes (2 hours) on Sundays.

**Award of Certificate:** All participants will be awarded Certificate in Foundation Course on Digital Transformation of Business from the ICFAI University, Jharkhand, on successful completion of the program.

Program Structure		
	Module	Key Takeaways
Week 1	<b>Objectives and Importance of Digital transformation</b>	<ul style="list-style-type: none"> <li>• Fundamental difference between change and transformation, how transformation is creating a new future without the constraints of the past.</li> <li>• For Line of Business Owners - Enhancing the Customer Experience, Modernizing Operational Processes, Becoming More Data-Driven</li> <li>• For IT Leaders - Optimizing IT Infrastructure and Operation, Simplifying Cloud Management, Facilitating Access to Data, ROI of Digital transformation</li> <li>• Role of Digital Transformation enabling Businesses to gain the ability to innovate rapidly, unlock new levels of revenue growth, reduce costs across the organization and increase workforce productivity.</li> <li>• How transformation requires a fundamental shift in multiple components of an organisation, governance, mindsets, business models, innovation, digital use cases, etc.</li> <li>• How to facilitate a holistic approach to transformation, and avoid the blinkered approaches that many take.</li> <li>• Five domains of Digital transformation – A holistic approach</li> </ul>
Week 2	<b>Response, Innovation and Designing Information Capabilities for Competitive Advantage</b>	<ul style="list-style-type: none"> <li>• How to help organisations respond strategically to the opportunities and threats they are presented with – both inside their organisation, and externally in the market.</li> <li>• How to encourage appropriate leadership mindsets, workforce culture and capabilities required to transform strategy into reality</li> <li>• How Cloud, Mobile, the Internet of Things and Robotics, etc. can bring about the most rewarding business transformation when used strategically, only through the innovative convergence of digital technologies can companies truly transform through new business models and ways of working</li> <li>• Role of IT in designing information capabilities that provides end-to-end visibility in value chain.</li> <li>• A capability that drives the competitive advantage of companies like Wall-Mart and Amazon.</li> <li>• Outline the ingredients of the secret sauce so to design supply chains that transform cost of operations</li> <li>• Big Data at Work: New Data, New Tools, and Templates of Value</li> <li>• Five Core Behaviours of Customers in the Digital World</li> </ul>
Week 3	<b>Digital Business Models, Values &amp; Enterprise</b>	<ul style="list-style-type: none"> <li>• Platform mediated business networks, a class of business models that characterize a variety of digital goods companies like Facebook, Apple, and Amazon etc.</li> <li>• Knowledge of this class of business models will help design business models for digital goods as well as compete with them effectively</li> <li>• Designing Your Digital Business Model for Success</li> <li>• Understand that transformation happens to create value, and so value needs to be measured, which means transformation leaders need to ensure they are gathering the right data to measure both the tangible and intangible value of digital business transformation, and reporting it to executives,</li> <li>• Strategy and Competition in the Digital Age</li> <li>• Adapting Your Value Proposition</li> </ul>
Week 4	<b>Case Studies on Digital Transformation of Business</b>	<ul style="list-style-type: none"> <li>• Case Study Discussions on Digital Transformation in Business along with of experience sharing by practitioners in industry</li> </ul>

Key Resource Persons	
<b>Prof. ORS Rao</b>	<ul style="list-style-type: none"> <li>• B Tech(IIT), MBA (NITIE)</li> <li>• Over 27 years of experience in IT Industry (India and abroad) in reputed organisations like HCL Technologies, NIIT and Cyient Technologies, GMR Group etc.</li> <li>• Over 18 Years of experience in Academia and Applied Research</li> </ul>
<b>Prof. Arvind Kumar</b>	<ul style="list-style-type: none"> <li>• B.Tech (BHU), M.Tech (BHU)</li> <li>• Former Executive Director, MECON</li> <li>• Over 35 years of experience in Technology and Project Management</li> </ul>
<b>Mr. Sarojkant Singh</b>	<ul style="list-style-type: none"> <li>• Executive MBA(Wharton Executive Education), PGPMAX (Indian School of Business)</li> <li>• Group Head General Manager at McNally Bharat Engineering Company Ltd.</li> </ul>
<b>Mr. Dibyendu Nandy</b>	<ul style="list-style-type: none"> <li>• Head-Strategy, Planning &amp; Control at JSW Cement.</li> <li>• B Tech(IIST), MBA , EPSL(IIM Ahmadabad), PGCBMBC(MICA)</li> </ul>
<b>Mr. Prem Prakash Dayal</b>	<ul style="list-style-type: none"> <li>• Project Manager, Infrastructure Services at Tata Consultancy Services(TCS)</li> <li>• B.Sc, MCA</li> </ul>
<b>Prof. (Dr.) Hari Haran</b>	<ul style="list-style-type: none"> <li>• B.Tech (BHU), MBM, PhD (BIT, Mesra)</li> <li>• Over 40 years of experience in HR and General Management in SAIL</li> <li>• Over 7 years of academic experience</li> </ul>
<b>Prof. (Dr.) Bhagabat Barik</b>	<ul style="list-style-type: none"> <li>• B.Tech, MBA (Gold Medalist), PhD</li> <li>• Over 6 years of experience in agriculture and allied industries</li> <li>• Over 16 years of experience in teaching, training, research and consulting</li> </ul>
<b>Mr. Gurvinder Singh</b>	<ul style="list-style-type: none"> <li>• Director, IT Operation, Capgemini India.</li> </ul>
<b>Dr. Sudipta Majumdar</b>	<ul style="list-style-type: none"> <li>• B.Tech (IT), MBA, PhD</li> <li>• Over 13 years of experience in industry and academics in marketing, consumer behaviour and digital transformation of business</li> </ul>
<b>Mr. Balkrishna Singh</b>	<ul style="list-style-type: none"> <li>• Senior Business Analyst, IBM</li> <li>• 14 years of corporate and government experience.</li> <li>• B.Tech, MBA (Silver Medalist)</li> </ul>

### Application:

- Apply online:  
<https://iujharkhand.edu.in/admissions/2021/certdtb/>
- Register for the program
- Pay the program fee.

### Program Fee:

₹ 4,000 for Executives

₹ 2,000 for Students

Payment can be made by any of the following modes:

- Internet banking using Credit Card/Debit Card/NEFT (as per details mentioned in the following table)

Bank Account Name	The ICFAI University, Jharkhand - Fee Collection A/c
Type of Account	Current Account
Account Number	50200000250955
Bank Name	HDFC Bank
IFSC Code	HDFC0000150

### ADMISSION CALENDAR

Last date for applying and registration  
**January 12, 2022**

Commencement of the program  
**January 16, 2022**

## RANKINGS

- 1<sup>st</sup> Rank in Jharkhand amongst top 100 BBA Institutes as per Times B-School BBA Edition-2021.
- Ranked 2<sup>nd</sup> in Jharkhand by Education World amongst Private Universities Ranking-2021.
- Ranked amongst Top 10 Indian Universities for Quality of Education by Times Higher Education.



*I am very happy to join and complete the certification course on digital agricultural management. I would like to thank each and every member of the ICFAI University, Jharkhand.*

**Mr. Ambuj Kumar**, Agriculture Coordinator, Dept. of Agriculture, Govt. of Bihar

*I am glad to get this opportunity to express my knowledge and skills in the field of digital agriculture management, which will go a long way to building up my career. All the session has been very beneficial. I am very thankful to ICFAI University, Jharkhand for providing such a great learning opportunity for me.*

**Ms. Nilufar Khan**, MBA Student, ICFAI University, Jharkhand



*I sincerely thank the University for providing a direction to explore in the field of digital technology and agricultural marketing. I would like to thank all the resource persons associated with the certificate program.*

**Mr. Vishal Kumar**, MBA Student, ICFAI University, Jharkhand



Contact: Program Coordinator (Certificate Programs), Dr. Manish Kumar:  
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