



# Executive Management Programme in Strategic Innovations, Digital Marketing, & Business Analytics

(6<sup>th</sup> January 2018 – 10 June 2018, Classes on Weekends/National Holidays)

With the advent of the internet driven era, organizations are transforming their operations so that they can harness the power of the web driven ecosystem and grow sustainably. This has led to the digitization of both processes and products. In such a digital economy, the need was realised to leverage upon innovative business models to reach out to new customers and segments. In view of this, digital marketing and hence the emergence of search engines and social media has played a significant role. In addition to this, strategic innovation approaches are needed to optimize the innovation portfolio, to help organizations achieve sustained competitive advantage and transformational growth. These emerging approaches are heavily dependent on leveraging the information assets of the organizations which is possible through the business analytics. This is an extensive training programme for working executives under the Continuing Education Programme of IIT Delhi and is not a degree programme.

## Objectives:

1. Gain the insights of strategic management and innovation and work towards achieving competitive advantage
2. Understand how to use digital marketing, using search engines, websites, online content and social media
3. Understand the different models of business analytics (e.g. predictive, web, social media, big data, etc)

## Contents:

**Topics would cover but not be limited to** Understanding the role of IT in organisations, Consulting Models and Strategies, Strategic Management, Industry and Firm levels of analysis, Competitive Analysis, IT Consulting, Systems Planning and Design for Analytics Projects, Data and Process modelling, Cloud Computing, Understanding the Digital Economy, Strategic technology management, Strategic Innovations, Business Model Innovations, Innovation Ecosystem, Innovation Culture and Performance, E-Supply Chain, E-Payments, Economics of Digital Business, Customer Relationship Management, Web 3.0, Social Media, Policy, Revenue Models, Social Media Analytics, Viral Marketing, Search Engine Marketing, Web Analytics, Wordpress, Information Security in the Cyber World, Smart Cities and Smart Technologies, Emergence of Big Data, Data modeling in MS Excel, Business intelligence and Data mining, Decision Support Systems, Machine Learning, Neural Networks, Genetic Algorithms, Qualitative data analysis, Advanced statistical data analytics – T Test, ANOVA, MANCOVA, multivariate regression, and structural equation modelling etc.

## Program Coordinators:

Prof. Sanjay Dhir (011-2659-6386)	Prof. P. V. Ilavarasan (011-2659-1174)	Prof. Arpan K. Kar (011-2659-7320)
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**Experts for Sessions:** Faculty Members of IIT Delhi, and domain experts from the government/industry.

**For whom:** Working professionals, entrepreneurs, academicians, owner-managers, senior / mid-level managers, young graduates.

**How to Apply:** Please fill the online application form, and offline declaration form. Please send the hard copy of your declaration form along with the self-attested copies of educational and work experience certificates to support your online application: Prof. Sanjay Dhir, Programme Coordinator, Room 501, Department of Management Studies, Vishwakarma Bhawan, IIT Delhi, Hauz Khas, New Delhi-110016.

**Note:** Submission of both online application form and hardcopy declaration form along with supporting documents is mandatory.

**Links:** Online Application: <http://tinyurl.com/iitdsidm> and Hardcopy declaration form: <http://tinyurl.com/iitddec>

(Please copy and paste the above links, if clicking them doesn't work)

## Dates:

Call for applications: 2<sup>nd</sup> September, 2017.

Last date for application: 19<sup>th</sup> November, 2017.

Shortlisting for personal interview: 4<sup>rd</sup> December, 2017.

Final list of selection: 15<sup>th</sup> December, 2017.

Registration deadline: 23<sup>rd</sup> December, 2017.

Commencement of classes: 6<sup>th</sup> Jan 2018.

**Selection:** All graduates are eligible. However work experience and academic background would be used in the short-listing process. Shortlisted applicants shall be called for a personal interview. Selection outcome would be dependent on a combination of past academic and professional experience as well as performance in personal interviews.

**Fee:** Payable to IIT Delhi: Rs. 177,000 (Course fee Rs. 150,000/- + GST @ 18%: Rs. 27,000/-)