Executive Management Programme on

STRATEGIC INNOVATION,
DIGITAL MARKETING &
BUSINESS ANALYTICS

Under the continuing Education Programme of IIT Delhi

4 MONTHS | 16 WEEKS | LIVE ONLINE LECTURES
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Indian Institute of Technology Delhi is one of the Twenty-Three IITs created to be Centres of Excellence for Training, Research and Development in Science, Engineering and Technology in India. Established as College of Engineering in 1961, the Institute was later declared as an Institution of National Importance under the “Institutes of Technology (Amendment) Act, 1963” and was renamed as “Indian Institute of Technology Delhi”. It was then accorded the status of a Deemed University with powers to decide its own academic policy, to conduct its own examinations, and to award its own degrees.

Since its inception, over 48000 have graduated from IIT Delhi in various disciplines including Engineering, Physical Sciences, Management and Humanities & Social Sciences. Of these, nearly 5070 received PhD Degrees. The number of students who graduated with B.Tech Degrees is over 15738. The rest obtained Master’s Degrees in Engineering, Sciences and Business Administration. These alumni today work as Scientists, Technologists, Business Managers and Entrepreneurs. There are several alumni who have moved away from their original disciplines and have taken to Administrative Services, Active Politics or are with NGOs. In doing so, they have contributed significantly to building of this nation, and to industrialisation around the world. For more details, please visit: www.iitd.ac.in
ABOUT CONTINUING EDUCATION PROGRAMME (CEP)

Executive education is a vital need for the companies to build a culture that promotes newer technologies, solutions and build a workforce that stays abreast of the rapidly transforming needs to the technological, business and regulatory landscape.

Committed to the cause of making quality education accessible to all, IITD has launched Online Certificate Programmes under eVIDYA@IITD (ई-विद्या@IITD): enabling Virtual & Interactive-learning for Driving Youth Advancement@IITD for Indian as well as International participants. These outreach programmes offered by the Indian Institute of Technology Delhi are designed to cater to the training and development needs of various Organisations, Industries, Society and Individual Participants at National and International level with a vision to empower thousands of young learners by imparting high quality Online Certificate Programmes in cutting edge areas for their career advancement in different domains of Engineering, Technology, Science, Humanities and Management.

For more details, please visit: http://cepqip.iitd.ac.in
WHO CAN BENEFIT FROM THIS PROGRAMME?

Working professionals who wish to work in or are currently working in leadership or strategic roles

**ENTREPRENEURS**
who wish to establish a culture of customer-centric and data-driven innovation in their organizations

**PRODUCT MANAGERS**
who wish to leverage information assets of organisations for customer-centric product features

**MARKETING / BRAND MANAGERS**
who wish to improve ROI on their marketing campaigns through strategic and data-driven decisions

**GENERAL MANAGERS/ TEAM LEADS**
preparing for strategic or leadership roles in marketing, analytics or business management

**BUSINESS OR DATA ANALYSTS**
who wish to understand applications of analytics to marketing specific problems

**CONSULTANTS**
who wish to take a customer-centric and data-driven approach for innovation

**C-SUITE EXECUTIVES, VPS, DIRECTORS**
who need to leverage innovative business models to expand the business and obtain a sustained competitive advantage
Prof. Sanjay Dhir is an Associate Professor of Strategic Management in the Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India. He is a Fellow (Ph.D.) from the Indian Institute of Management (IIM) Lucknow. He worked in the Research and Development Department of Mahindra and Mahindra (Automotive) Limited Corporation of India for three and a half years before joining academia. He has published several research papers in leading international journals (45+ Scopus publications) such as International Business Review, Journal of Business Research, Technological Forecasting & Social Change, and Thunderbird International Business Review. His case studies have been published by Richard Ivey School of Business, University of Western Ontario (Canada) in collaboration with Harvard Business School. He has also presented and published his scholarship in globally renowned conference proceedings of several prestigious academic conferences such as Academy of Management (AoM), Academy of International Business (AIB), Strategic Management Society (SMS), Southern Management Association (SMA) and British Academy of Management (BAM). He has been involved in several national and international consulting/research projects which include – Bill and Melinda Gates Foundation (COVID 19 Vaccination Roll Out) , Ministry of Skills Development (SANKALP), Ministry of Human Resource Development (SPARC project), Ministry of Minority Affairs (Haj Policy, Impact Study of Scholarship Schemes and Waqf Schemes), ICSSR (Visiting Scholar for UNIL, Switzerland and NRCT, Thailand), Bihar Prashashnik Sudhaar Mission (BPSM, Bihar) and Directorate General of Supplies & Disposals (DGS&D, Gol, New Delhi). He was also a core committee member of the Government of India’s project – ‘Unnat Bharat Abhiyan’.
Prof. P. Vigneswara Ilavarasan (PhD - IIT Kanpur) is a Professor of information systems at the Dept. of Management Studies, Indian Institute of Technology Delhi. He researches and teaches about interaction of information and communication technologies (ICTs), society & business. Dr. Ilavarasan has been a Visiting Research Fellow at United Nations University - School of Computing and Society (Macau) and School of Management, Curtin University (Perth). He is a recipient of the Outstanding Young Faculty Fellowship Award at IIT Delhi and Prof. M.N. Srinivas Memorial Prize of the Indian Sociological Society. He is also a Senior Research Fellow at LIRNEasia, a leading regional ICT policy and regulation think tank. He has received large research grants from Dept of Science & Technology (Govt of India), ICSSR (India), IDRC (Canada), Oxford Analytica (UK), IPTS (European Commission), CIPPEC (Argentina) and IdeaCorp (Philippines). His research has appeared in all the leading international journals and conferences of repute.

Prof. Arpan K. Kar is Associate Professor in Information Systems in Department of Management Studies, Indian Institute of Technology Delhi, India. In IIT Delhi, He is also Associate Faculty in School of Artificial Intelligence. His research interests are in the domain of data science, machine learning, digital marketing and social media. He has authored over 150 publications and edited 7 books which has accrued over 3000 citations and H Index 30 / I-10 Index 70. He is the Editor in Chief of IJIM Data Insights, published by Elsevier, a journal focused on Data Science and Associate Editor in multiple international journals. Earlier he has worked for IIM Rohtak, IBM Research Laboratory and Cognizant Consulting. He has received numerous awards from organizations like IFIP, TCS, PMI, AIMS, IIT Delhi, BK Birla (BimTech), NIT Goa and IIM Rohtak.
With the advent of the internet driven era, organizations are transforming their operations to harness the power of the web driven ecosystem and grow sustainably resulting in digitization of both processes and products. In this context, there is need 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 are playing 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.
COACHING

- Weekly real-time doubt clearing sessions with IITD faculties
- Live Discussion forum for peer to peer doubt resolution monitored by technical experts
- Access to the programme for 3 years post graduation & then updated content provided

FORMAT

- Live weekend classes: Weekly live interactive lectures from IITD faculty on concept building, hands on exercises and doubt resolution

MENTORSHIP

- Live interactive sessions with leading faculty covering curriculum + advanced topics

PRACTICAL LEARNING

- Case studies based approach to ensure understanding of concepts through tangible problem statements
- Hands on exercises and assessments at regular intervals to test concept understanding and retention

STUDENT SUPPORT

- Your programme buddy will help personalise your learning experience by periodically engaging with you to ensure you are on track with upcoming deadlines, offer guidance, resolve non-academic queries, and lend a helping hand wherever required. However, in case you need to approach us, you can contact our Student Support Team available 7 days a week from 09 AM to 09 PM IST

Programme offered by Continuing Education Programme (CEP), IIT Delhi
DIGITAL MARKETING

- Website Planning and Development for Digital Marketing
  *Learning website planning and development*

- Transactional Website on Wordpress
  *Learn how to develop transactional websites hands-on through wordpress*

- Search Engine Marketing - Search Engine Optimization (DM)
  *Learn about search engine optimization & advertising and usages.*

- Search Engine Marketing Case - Search Engine Advertising (DM)
  *Learn about search engine optimization & advertising and usages.*

- Web Analytics (Off site and Onsite Analytics, including Google Analytics) (DM)
  *Learn about various web analytics tools and approaches.*

- Social Media Analytics including Text Mining, Natural Language Processing and Network Mining (DM)
  *Various approaches of social media analytics.*

- Social Media platforms; Social Strategy (DM)
  *Differentiating social media platforms via functional building blocks; Social Strategy.*

- Social Customer Relationship Management (DM)
  *Use of social media in different phases of customer relationship management.*

- Memes and Content Marketing (DM)
  *Nature & types of memes; How do you deploy them?*

- Viral Marketing; Digital Brand Management (DM)
  *Different viral marketing typologies & applications; Various components of digital brand management.*

- Influencer marketing (DM)
  *Who are influencers? What are their incentives? How do you use them?*

- Social Media Programme Management (DM)
  *How to develop and manage a social media team within organizations?*

Topics are indicative only, and the suggested time and sequence may be modified to fit the total programme hours.

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BUSINESS ANALYTICS

- Types of Data Processing Systems and Scope of Applications (BA)
  *Nature of information systems needed for data analytics.*

- Data for Decisions, Data - Types & Collection Methods (BA)
  *Introducing different data types and collection methods; Aligning data analysis & business logic.*

- Descriptive Statistics; T Test; ANOVA
  *What are descriptive statistics? Where do you use them? How do you compare differences between two or more groups using T Test and ANOVA.*

- MANOVA & MANCOVA Linear Regression (BA)
  *What are different conditions of two or more groups can be compared using MANOA & MANCOVA? How do you use linear regression as predictive analytics tool?*

- Logistic Regression, Factor Analysis
  *How do you predict the classification of an event using logistic regression? How do you reduce numerous causes to few in predictive models using factor analysis?*

- Data Modeling and Descriptive Analytics using SpreadSheets (BA)
  *Exposure to use of excel sheets as tool for data modelling and descriptive analytics.*

- Predictive Analytics - Clustering, Classification, Association Rule Mining, Sequence Mining, Outlier Detection (BA)
  *Learn about different statistical approaches of predictive analytics.*

- Prescriptive Analytics / AHP
  *Learn about different statistical approaches of prescriptive analytics.*

- Prescriptive Analytics / Mathematical Programming
  *Learn about different statistical approaches of prescriptive analytics.*

- Machine Learning using Artificial Neural Networks, Fuzzy Set Theory, Decision Trees, etc
  *Learn about different machine learning techniques.*

- Tools - SPSS / PSPP (R) / Orange (Python)
  *Hands on training on SPSS; R & Orange (Python)*

- Tools - Weft / Nvivo
  *Hands on training on Weft / Nivo for textual data.*
STARTEGIC INNOVATIONS

- **Strategy and Competition**
  *Introduction to Strategy and Innovation; Blue Ocean Strategy*

- **The Art and Science of Innovation**
  *Deep dive into Innovation Intent and Crafting Innovative Strategies*

- **Creativity and Innovation**
  *Basics of Creativity and its Techniques; Concepts and Importance of Innovation.*

- **Open Source Innovation as strategy**
  *Learn about the Open Market Innovations an its impact on Business*

- **Disruptive and Sustaining innovation**
  *The Forces that Shape Strategy and Innovation and how to sustain the same*

- **Corporate Innovation**
  *How to identify the Core Competence of the Corporation, Diversification Strategies and Innovation*

- **The Innovation Process**
  *Differentiate between Strategic and Non-Strategic Innovations*

- **Creating Value through Innovation**
  *Relevance of Customers as Innovators: New way to create value*

- **Digital Innovation**
  *Multiple caselets on Strategies for Digital Innovation*

- **Innovation Potential of Artificial Intelligence**
  *Learn the strategies of AI and its impact in business*

- **Blockchain and its Applications in Innovation**
  *The disruptive technologies like Blockchain and its relevance in current world scenarios*

- **Frugal Innovation and Jugaad**
  *Learn about Jugaad and frugal innovations - Its impact on Indian Society*
Assignments

• 1 Reading Presentation (Groups) and 1 Case study (to be read by all students before the class) Discussion Every session.

• A Capstone Project to be initiated on Day 1 and completed on final day of presentation.
Cases in Strategic Management
CASE STUDIES

Growing the Online Portal of Business Fundas

To gain insights into user-specific trends through the use of data analytics.
www.iveycases.com/ProductView.aspx?id=68908

Tech Talk: Creating a Social Media Strategy

To learn about social media strategy
www.iveycases.com/ProductView.aspx?id=86533

Finding Customers for a Digital Platform Startup: Case of Easy Travel

Secondary data analysis strategy
www.etcases.com/finding-customers-for-a-digital-platform-startup.html
LEARNING OUTCOMES

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

COMPLETION CERTIFICATE

If you attend 50% of the classes and score more than 50% in all exams
PARTICIPATION CERTIFICATE

If you attend 50% of the classes and score less than 50% in all exams
PROGRAMME DETAILS

DURATION: 4 MONTHS (16 WEEKS)

PROGRAMME START DATE:
Please refer to the website for programme start dates.

PROGRAMME FEE: ₹99750 + 18% GST

ELIGIBILITY:
Graduation in any field with 60% or equivalent score at graduation:

SELECTION PROCESS:

01 Complete your application:
Submit your application form on the website. The admission committee will review your application and shortlisted candidates will be moved to the next round of selection.

02 Attend the Interview:
Candidates shortlisted in the first round will be interviewed by Program co-ordinators.

03 Final Shortlisting and Offer Letter:
Post the interviews final list of shortlisted candidates will be sent and the offer letter.

04 Enrollment and Payment:
Payment details will be shared in your offer letters. Post payment your seat in the program will be confirmed.

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IMPORTANT INFORMATION

Last date to apply: 31st July, 2021

Shortlisted candidates will be informed by: 5th August, 2021

Last date to submit the fee: 12th August, 2021

All fees should be submitted in the IIT Delhi CEP account only, and the receipt will be issued by IIT Delhi CEP account for your records.

Online Certificate Programmes are offered by the Indian Institute of Technology Delhi under the aegis of Continuing Education Programme (CEP) so that the Institute can realise its vision of serving as a valuable resource for industry and society, and fulfil its mission to develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

FOR FURTHER DETAILS, CONTACT:
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