MBA - DIGITAL TRANSFORMATION

Program Overview

India is rapidly advancing towards a $5 trillion economy, with a goal of $45 trillion by 2047, driven by digitalization and policy reforms. The CoWin platform, which managed the world's largest vaccination drive, is now open-source and popular worldwide. India also leads in digital payments, handling 40 percent of global transactions.

Organizations must invest in technology, automation, and data-driven decisions. McKinsey and BCG surveys highlight a shortage of tech-savvy leaders to drive these changes.

The program aims to create leaders who understand both business and technology, acting as digital change agents to bridge gaps and drive transformation.

Program Highlights

Digital Transformation Focus: Emphasizes organizational change over technology

Key Aspects: Process reinvention and effective change management

Program Pillars: Organization, Process, People, Technology

Duration: 2-year MBA

Objective: Develop experts in digital transformation for industry and country

Course Content: Blends business, technology, and change management

BCG Insight: Success relies on managing organizational change, not just technology

Electives: Includes entrepreneurship for aspiring technopreneurs

Industry Relevance: Addresses the tech-focused start-up scene in India (NASSCOM)

Career Prospects

The 21st century marks the beginning of the digital era. Organizations globally are transforming by digitalizing processes to optimize time and costs, enhance customer satisfaction, and improve profitability. The pandemic has accelerated this shift, leading to increased focus and investments in tech-driven changes. Many organizations are still working to advance their digital maturity, creating numerous opportunities in digital transformation.

For the 2023 batch internship, we offered positions in various areas including data analytics, machine learning, digital marketing, automation, product management, project management, and ERP.

Placements

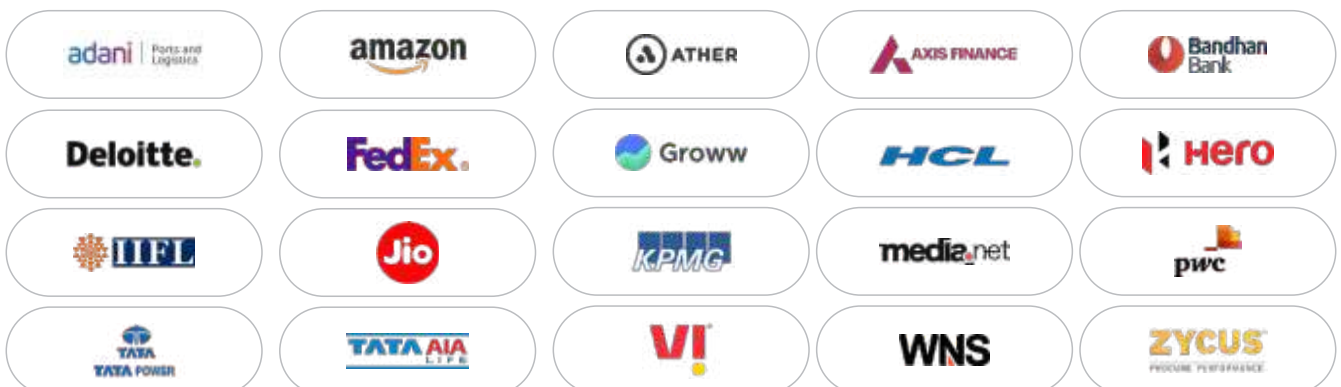**Rs. 26.13 LPA**
Highest Package

Rs. 15.90 LPA
Average Package

Eligibility Criteria

Bachelor's degree in B.E, B.Tech, B.Sc. Computer Science, B.Sc. Information Technology, B.Sc. Data Science/ Analytics, B.Sc. Finance with Mathematics or Statistics as a compulsory subject in Bachelor's degree program. The minimum pass marks of 50% in aggregate (all the subjects for which the candidate has taken & appeared).

Placement Partners

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Deloitte. | FedEx. | Groww | HCL | Hero

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