



Mahindra™
University

Global Thinkers. Engaged Leaders.

CENTRE FOR
EXECUTIVE EDUCATION

Digital Transformation

4-month Certificate Programme (Live Online)

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Overview

New digital technologies and data analytics are rapidly changing lives, work, and businesses. Continuously evolving new and emerging technologies offer a multitude of options and opportunities to companies to rethink, transform, and innovate the manner in which they engage with both current and future customers.

For today's business leaders, technology is critical to their ability to keep a business competitive and drive growth. They must be able to harness technology to build organizations that are agile, resilient, and sustainable. Digital Transformation provides the opportunity for the leaders of the future to fundamentally change the way work is done so that organizations can grow and remain competitive over time.

This Certificate Programme provides a comprehensive framework & tools for understanding and implementing digital transformation in the company. It brings together proven tools & techniques that can be applied across business units: Operations, Finance, Marketing, Product/Service Development, Manufacturing and Sales - to make the company's transformation complete, sustainable, and effective.

Participants will discover what it takes to transform their organization to reap the full benefits of digital tools and data; and prepare to address some of today's most pressing challenges. Using the insights on disruption possibilities, gained during the programme, participants can work on their business strategy, and develop an implementation strategy for Digital - clarity on WHO/What /HOW & the potential ROI.

For whom

Business leaders and mid to senior executives who aspire to drive digital transformation agenda or are in the midst of implementing a major transformation in the company. It would be beneficial to bring teams from multiple functions / business lines in the firm, so they can learn the tools to build a strong digital culture across the entire organization, efficiently integrate technology & processes, and design better end-to-end customer experiences

Key Programme Objectives

- Understanding the Competitive Landscape, identifying key trends that create opportunities as well as pose threats; Redefine & articulate the new Strategy
- Get inspiration from different industries in digital transformation
- Identifying key areas of focus, strategic choices & business opportunities
- Develop business models for each identified business opportunity
- Create value propositions, innovation approaches, revenue models and digital partnership ecosystem
- Create an implementation plan, to implement the new business strategy for the digital world

Key Modules in the Programme



Introduction to Digital Transformation

- Digital Transformation framework
- Drivers for digital transformation
- Digitalization vs digitization

Business Models and Opportunities in The Digital/Phygital World

- Assessing the competitive landscape and emerging trends in the industry
- Digital strategy/ transformation as an opportunity
- Identify new business models in emerging areas of action in the pharma space

Key elements of Digital Transformation

- Product Innovation
- Process Innovation
- Business Model Innovation

Organisational Transformation

- Redesigning organizations, Leading from the top
- Organization culture, Innovation mindset
- Change management

Understanding Digital Technologies

- Digital Taxonomy – First-order, second-order, higher order constructs
- Key digital technologies
- Introduction to AI-ML, AI-ML use cases
- IoT, Blockchain, Cloud, AR/VR

Digital Supply Chains

- Business value across procurement, manufacturing, services / asset management etc.
- Pipelines to platforms

Implementing Digital Transformation

- Digital Maturity Assessment
- Benchmarking
- Design Thinking & Customer Centricity
- Agile methodologies
- Developing Partner ecosystem

Creating Digital Business Case (Learning Application)

- Cost elements, Tangible & intangible benefits, Estimating Rol
- Set-up for Digital Projects
- Implementation Plan for Digital Transformation



Faculty

Dr. Pradeep Racherla

Dr. Racherla is a Professor of Marketing and Head of the Department (Digital Technologies) at Mahindra University School of Management. He is a digital Transformation/Strategy consultant and trainer, and worked with several multi-national firms and start-ups in India and the United States.

Racherla's areas of expertise include Digital Transformation, Digital & social media marketing, Ecommerce business models, Marketing research & analytics. Currently, he is working on research projects related to digital innovation, go-to-market strategy, and neuro-marketing

Till 2015, he was the Director of Post-Graduate Programs at Woxsen School of Business, Hyderabad. Prior to joining Woxsen, he was the Gene Edwards Professor of Banking and Assistant Professor of Marketing at West Texas A&M University.

He received several awards and honors for his research and teaching. His 2015 research article was recognized as one of the Top 50 most downloaded and cited works across 500 business journals in the world (Emerald Citation of Excellence). In 2010 and 2011, he received the West Texas A&M University Research excellence award and the Texas A&M system teaching excellence award. Other awards include best doctoral researcher awards at Fox Business School.

Dr. Racherla is an empaneled 'Visiting Professor' for EMBA and Executive Education programs at ISB, XLRI, SPJain Global (Dubai & Singapore), and Greatlakes Institute of Management.



Faculty

Prof. Srinivas Pingali

Srinivas is currently a Professor of Practice at the Mahindra University's School of Management. He was earlier a Faculty at the Indian Institute of Management, Udaipur. He has taught courses in Digital Transformation, Digital Technologies, B2B Markets, Digital Marketing, and Entrepreneurship. He had won teaching excellence awards for the years 2020-21 and 2021-22, while at IIMU.

Srinivas conducts Management Development Programs for both large corporations and small business owners. He has taught Executives in diverse organizations like the Reserve Bank of India, Hindustan Zinc, TiE, UCC, AMA and Corteva. Srinivas is a regular speaker on digital transformation, platform-based services, innovation, and SME strategies. He has co-authored two textbooks on Digital Transformation, and IT Sales & Marketing, in addition to a D-I-Y book for small business owners and entrepreneurs. He has also co-authored several case studies and business articles.

Dr Srinivas Pingali has over three decades of varied experience in education & training, product development & innovation, sales & marketing, market research & business operations in multinationals, entrepreneurial companies and academic institutions

Srinivas was a member of the Founding Executive Team at Quattro Global Services, a leading BPM company headquartered in Atlanta. He has incubated multiple cloud-based services in North America, for over 20 years. He was earlier a Partner at Accenture, and built Accenture's BPO capabilities in India. Before joining Accenture, Srinivas was a member of the founding team of Spectramind, led by BPO industry pioneer Raman Roy. Before Spectramind, Srinivas spent close to a decade in various marketing and market research roles in ITC, NFO and the Tata Group.

Srinivas is a Chemical Engineer from College of Technology, Osmania University, India, and holds an MBA in Marketing from the University of Illinois at Urbana-Champaign. He is an Executive Fellow of Management (Doctoral equivalent) from the Indian School of Business, Hyderabad.

Programme Details

Programme Mode: Live online, 2 sessions per week

Programme Fee: Rs. 2 Lakh plus GST per participant

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.



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